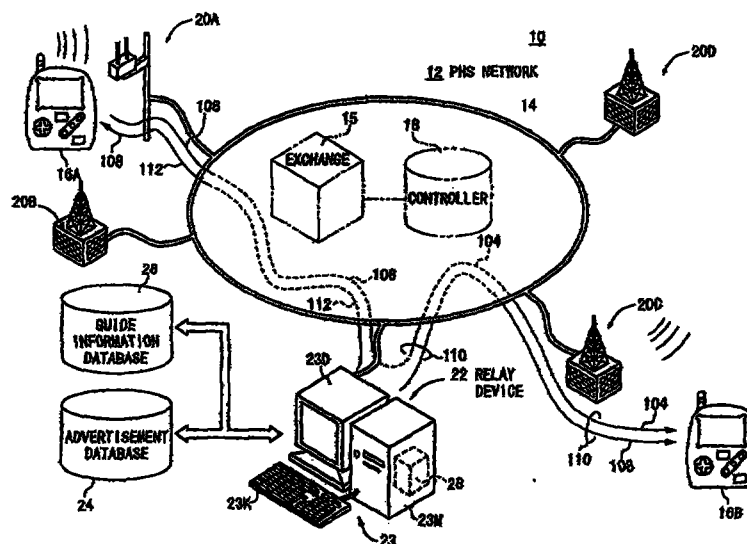




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(54) Title: ELECTRONIC MAIL ADVERTISEMENT SYSTEM



(57) Abstract

A high noticeable, highly efficient advertisement medium is provided using portable terminals. Electronic mail data (106) is sent from a sender's terminal (16A) via a PHS network (12) to a receiver's terminal (16B). The sender's terminal has an attribute data memory (42) for storing attributes of a sender as attribute data (102), and adds the attribute data (102) to the electronic mail body data (104) to generate electronic mail data (106) when electronic mail is to be sent to the receiver's terminal. A relay device (22) refers to the attribute data added to the electronic mail data sent from the sender's terminal, extracts advertisement data and/or guide information data (108) matching the attributes from the database, adds the extracted advertisement data and/or guide information data to the electronic mail body data (104), and sends resultant electronic mail data to the receiver's terminal. The display units (48B) (48A) of the receiver's and sender's terminals (16B) (16A) display the contents of the electronic mail body data (104) and the advertisement message, respectively.