Host Site 1

```
<!DOCTYPE html>
<html>
 <head></head>
<body>
  <header></header>
  <nav> </nav>
</body>
</html>
```

Fig. 1A

Host Site 2

```
<!DOCTYPE html>
<html>
<head></head>
<body>
  <div class="header"></div>
  <ul class="navigation"></ul>
  <div id=”share-panel”></div>
  </body>
</html>
```

Fig. 1B

Host Site 3

```
<!DOCTYPE html>
<html>
<head></head>
<body>
  <div id="page-header"></div>
  <div id="top-nav"></div>
  <div id=”social-buttons”></div>
</body>
</html>
```

Fig. 1C

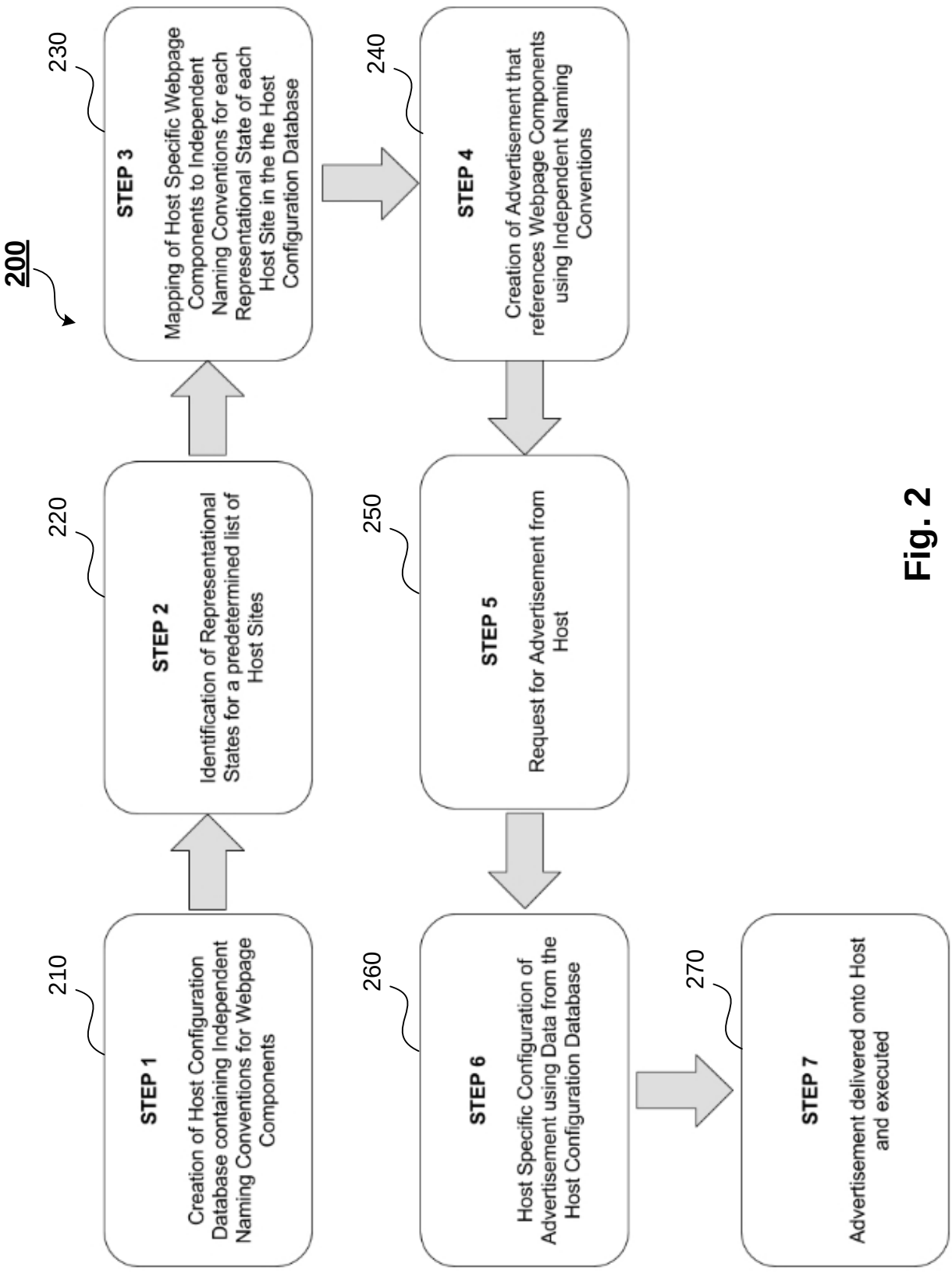

200
210
STEP 1
Creation of Host Configuration Database containing Independent Naming Conventions for Webpage Components
220
STEP 2
Identification of Representational States for a predetermined list of Host Sites
230
STEP 3
Mapping of Host Specific Webpage Components to Independent Naming Conventions for each Representational State of each Host Site in the the Host Configuration Database
240
STEP 4
Creation of Advertisement that references Webpage Components using Independent Naming Conventions
250
STEP 5
Request for Advertisement from Host
260
STEP 6
Host Specific Configuration of Advertisement using Data from the Host Configuration Database
270
STEP 7
Advertisement delivered onto Host and executed

Fig. 2

Host Site 1

```
<!DOCTYPE html>                                    State: default
<html>
 <head></head>
<body>                                             Page
  <header></header>                                Header
  <nav> </nav>                                     Navigation
</body>
</html>
```

Fig. 3A

Host Site 2

```
<!DOCTYPE html>                                    State: default
<html>
<head></head>
<body>                                             Page
  <div class="header"></div>                       Header
  <ul class="navigation"></ul>                     Navigation
  <div id="share-panel"></div>
  </body>
</html>
```

Fig. 3B

Host Site 2

```
<!DOCTYPE html>                                    State: scrolling up
<html>
<head></head>
<body>                                             Page
  <div class="header"></div>                       Header
  <ul class="navigation"></ul>                     Navigation
  <div id="share-panel"></div>                     Header
  </body>
</html>
```

Fig. 3C

Host Site 3

State: default

```
<!DOCTYPE html>
<html>
<head></head>
<body>                                  Page
  <div id="page-header"></div>          Header
  <div id="top-nav"></div>              Navigation
  <div id="social-buttons"></div>
</body>
</html>
```

Fig. 3D

Host Site 3

State: scrolling up

```
<!DOCTYPE html>
<html>
<head></head>
<body>                                  Page
  <div id="page-header"></div>          Header
  <div id="top-nav"></div>              Navigation
  <div id="social-buttons"></div>       Header
</body>
</html>
```

Fig. 3E

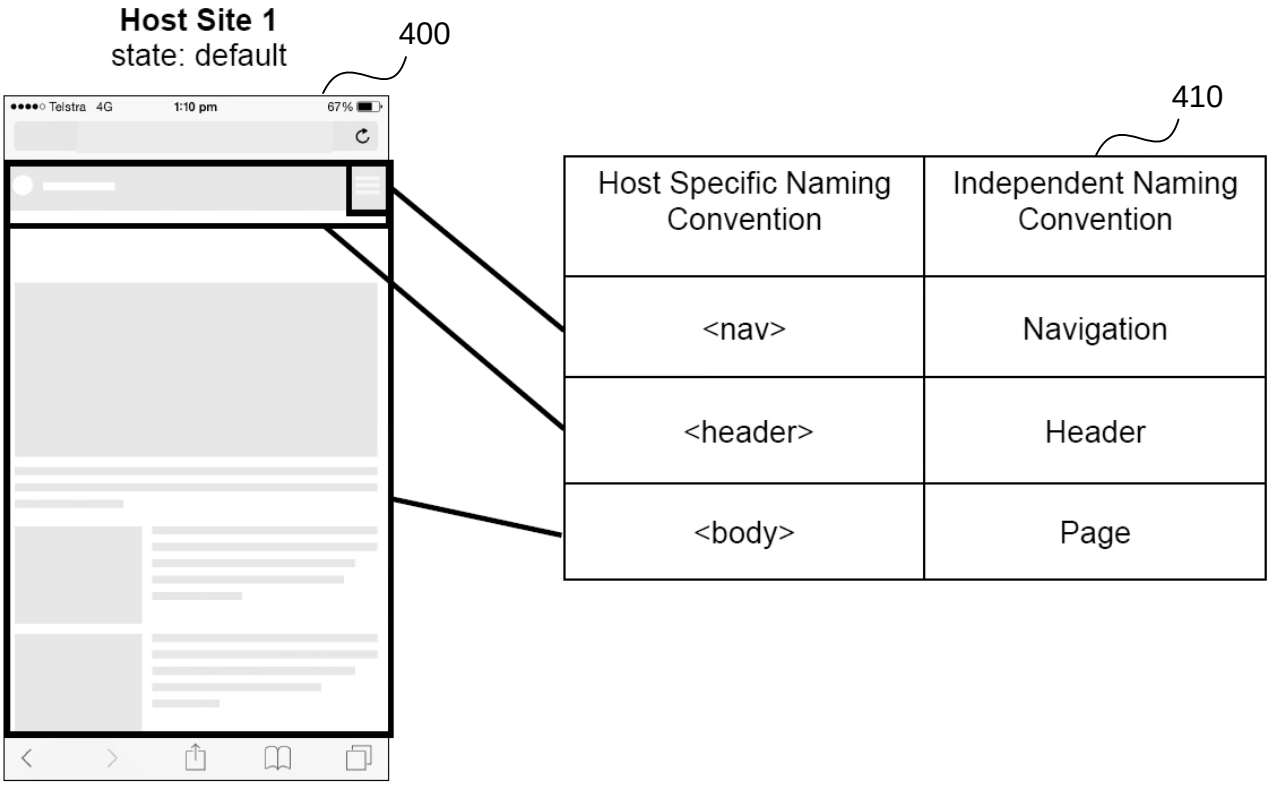

Host Site 1
state: default
400
Telstra 4G
1:10 pm
67%
410
Host Specific Naming Convention
Independent Naming Convention
<nav>
Navigation
<header>
Header
<body>
Page

Fig. 4A

Host Site 2
state: default



Host Specific Naming Convention	Independent Naming Convention
<ul class="navigation">	Navigation
<div class="header”>	Header
<body>	Page

Fig. 4B

Host Site 2
state: scrolling up



Host Specific Naming Convention	Independent Naming Convention
<ul class="navigation">	Navigation
<div class="header”> ** **	Header
<body>	Page

Fig. 4C

Host Site 3
state: default



Host Specific Naming Convention	Independent Naming Convention
<div id="top-nav”>	Navigation
<div id="page-header”>	Header
<body>	Page

Fig. 4D

Host Site 3
state: scrolling up



Host Specific Naming Convention	Independent Naming Convention
<div id="top-nav”>	Navigation
<div id="page-header”> ** **	Header
<body>	Page

Fig. 4E

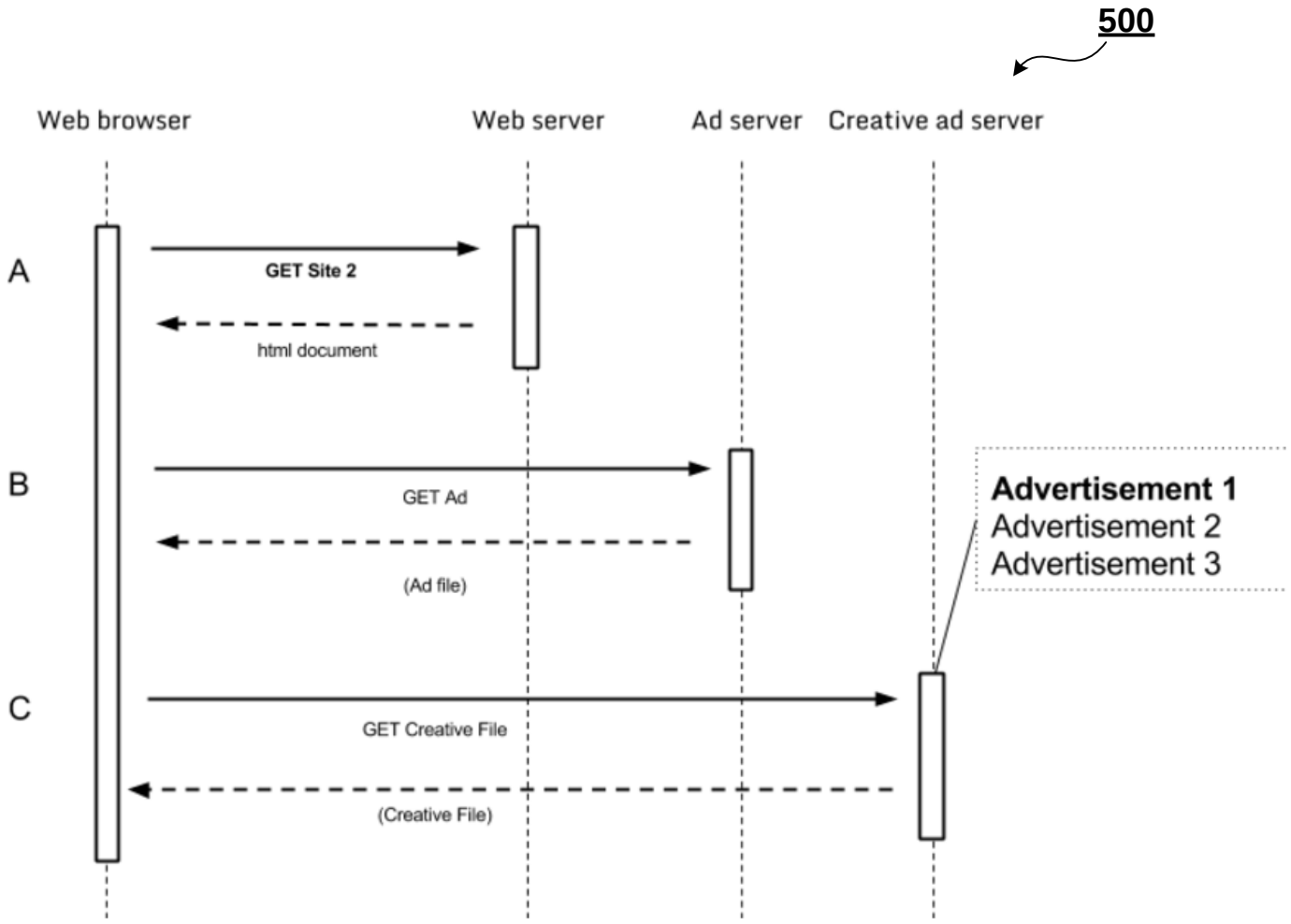

500
Web browser
Web server
Ad server
Creative ad server
A
GET Site 2
html document
B
GET Ad
(Ad file)
C
GET Creative File
(Creative File)
Advertisement 1
Advertisement 2
Advertisement 3

Fig. 5

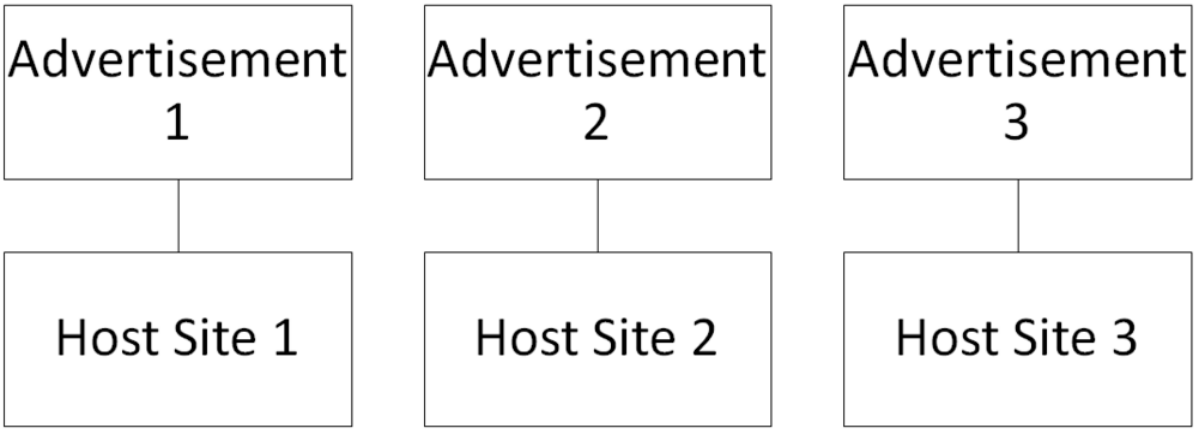

Advertisement 1
Advertisement 2
Advertisement 3
Host Site 1
Host Site 2
Host Site 3

Fig. 6

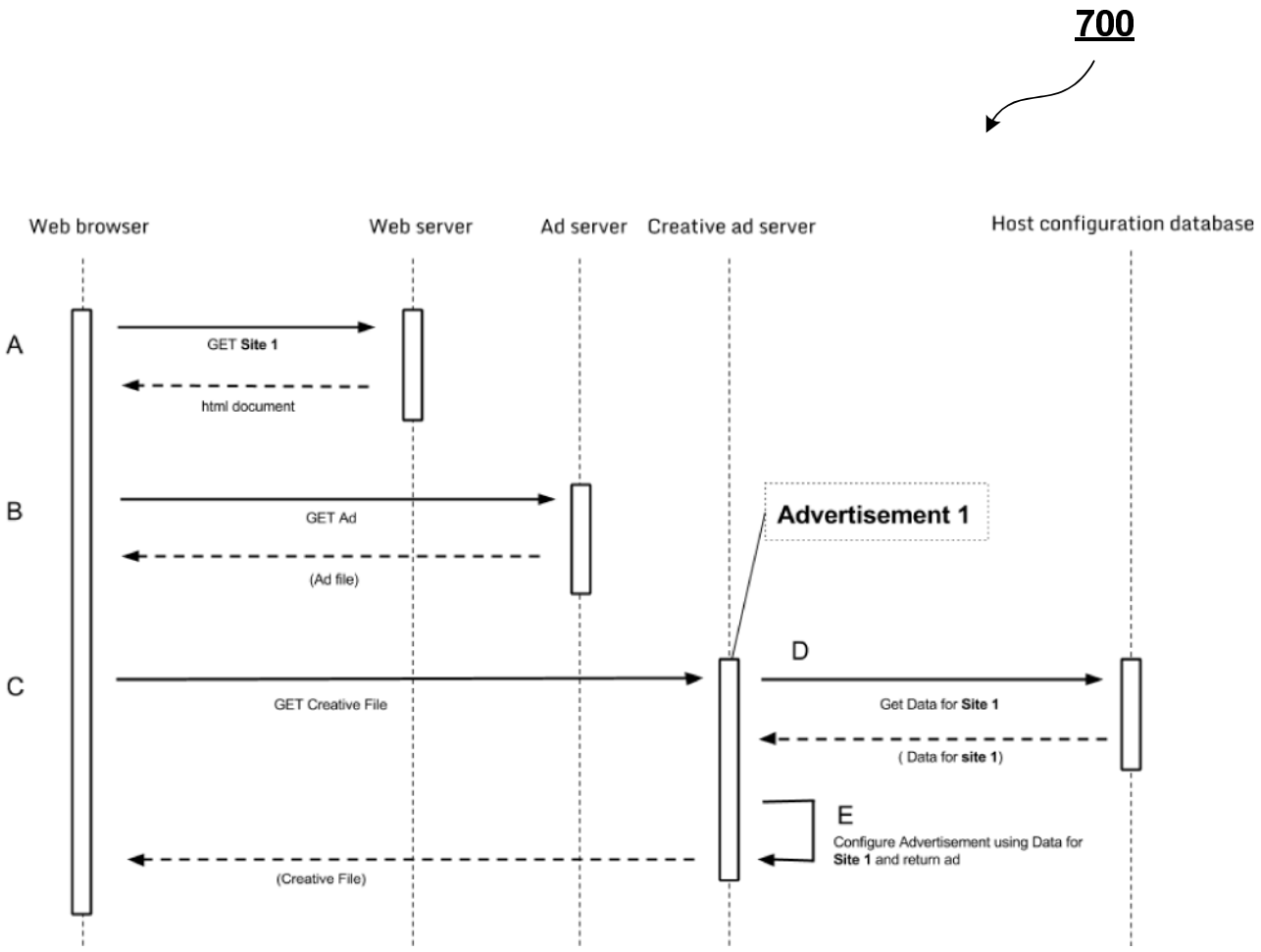

700
Web browser
Web server
Ad server
Creative ad server
Host configuration database
A
GET Site 1
html document
B
GET Ad
(Ad file)
Advertisement 1
C
GET Creative File
D
Get Data for Site 1
(Data for site 1)
E
Configure Advertisement using Data for Site 1 and return ad
(Creative File)

Fig. 7

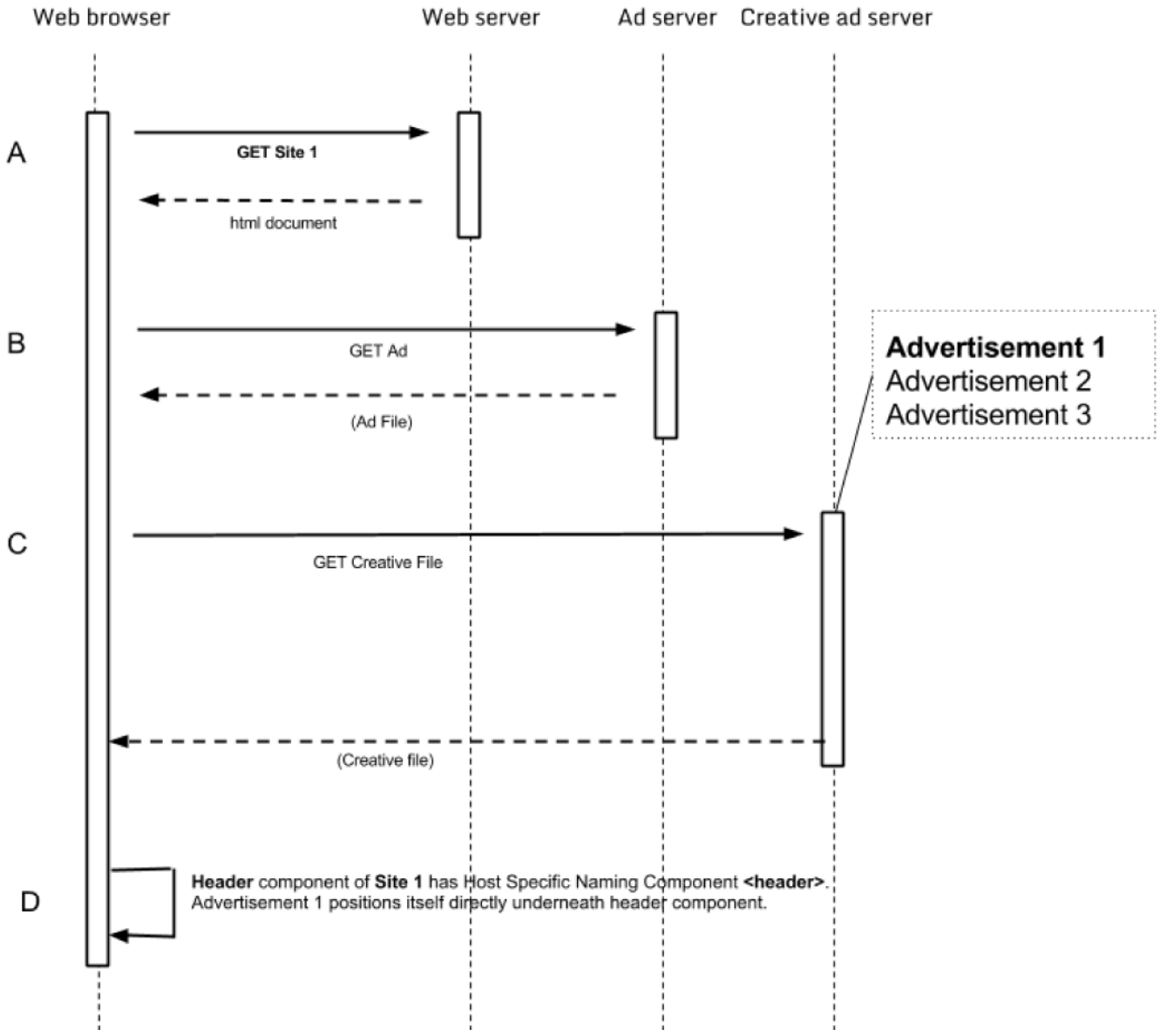

Web browser
Web server
Ad server
Creative ad server
A
GET Site 1
html document
B
GET Ad
(Ad File)
Advertisement 1
Advertisement 2
Advertisement 3
C
GET Creative File
(Creative file)
D
Header component of Site 1 has Host Specific Naming Component <header>.
Advertisement 1 positions itself directly underneath header component.

Fig. 8A

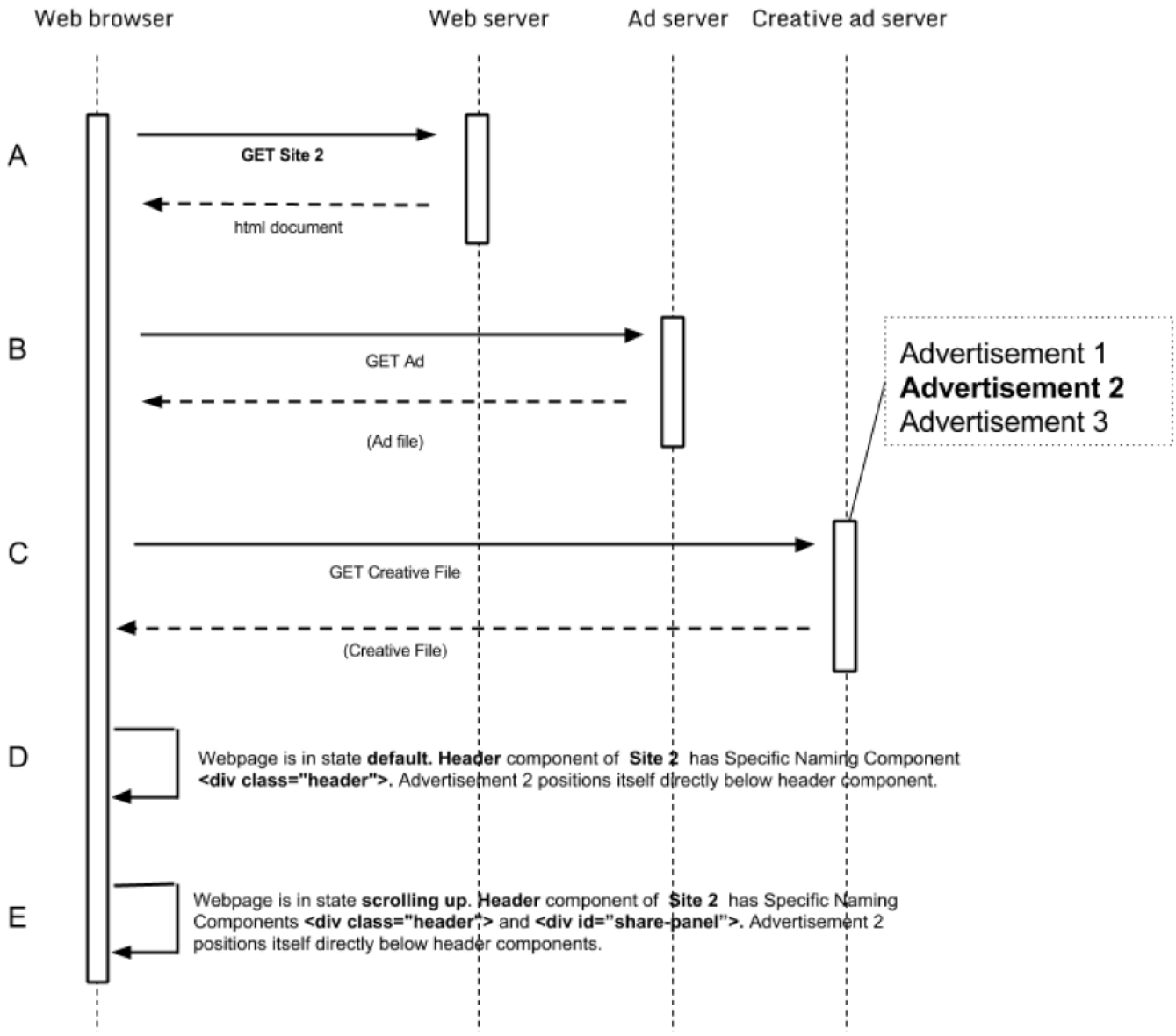

Web browser
Web server
Ad server
Creative ad server
A
GET Site 2
html document
B
GET Ad
(Ad file)
Advertisement 1
Advertisement 2
Advertisement 3
C
GET Creative File
(Creative File)
D
Webpage is in state default. Header component of Site 2 has Specific Naming Component . Advertisement 2 positions itself directly below header component.
E
Webpage is in state scrolling up. Header component of Site 2 has Specific Naming Components and . Advertisement 2 positions itself directly below header components.

Fig. 8B

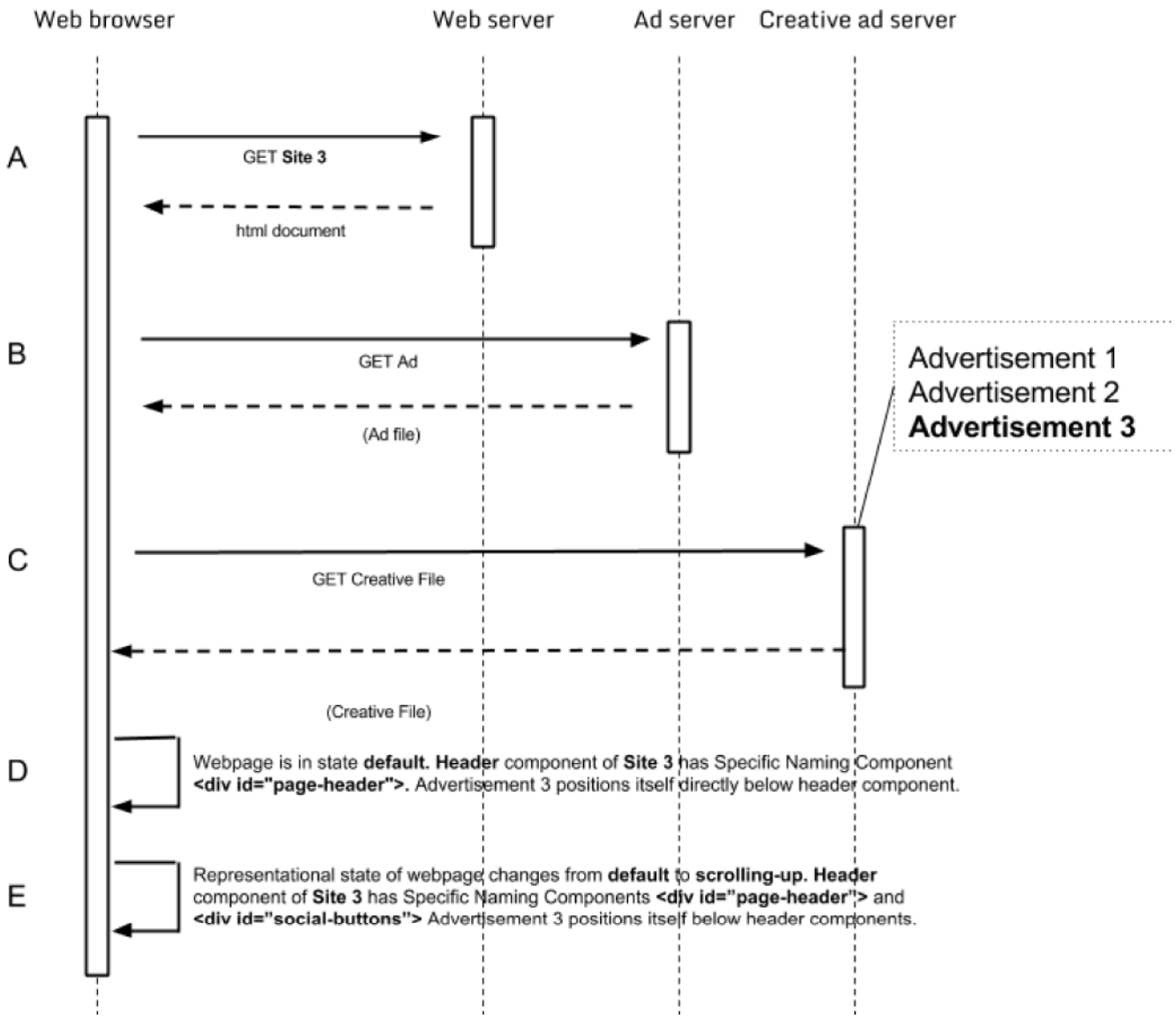

Web browser
Web server
Ad server
Creative ad server
A
GET Site 3
html document
B
GET Ad
(Ad file)
Advertisement 1
Advertisement 2
Advertisement 3
C
GET Creative File
(Creative File)
D
Webpage is in state default. Header component of Site 3 has Specific Naming Component . Advertisement 3 positions itself directly below header component.
E
Representational state of webpage changes from default to scrolling-up. Header component of Site 3 has Specific Naming Components and Advertisement 3 positions itself below header components.

Fig. 8C

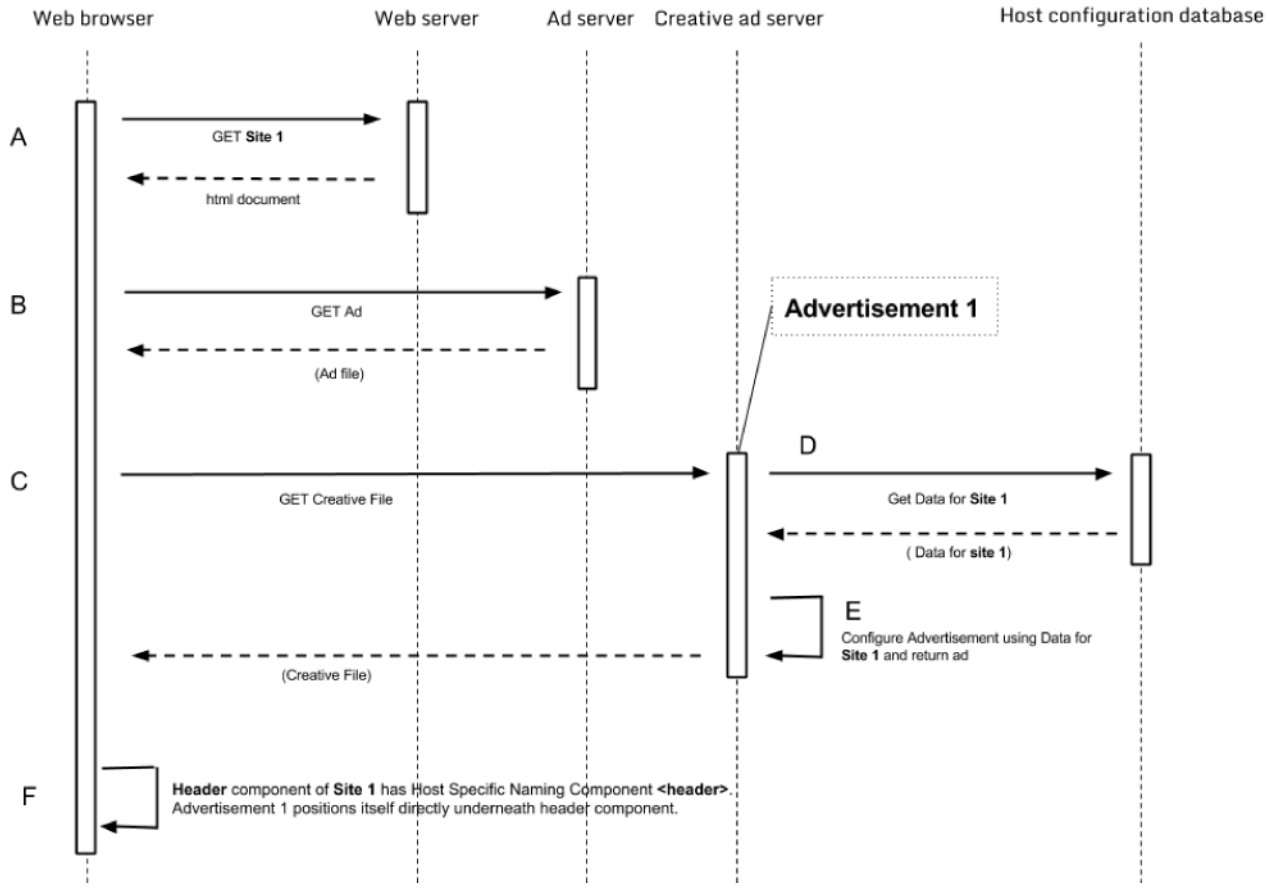

Web browser
Web server
Ad server
Creative ad server
Host configuration database
A
GET Site 1
html document
B
GET Ad
(Ad file)
Advertisement 1
C
GET Creative File
D
Get Data for Site 1
(Data for site 1)
E
Configure Advertisement using Data for Site 1 and return ad
(Creative File)
F
Header component of Site 1 has Host Specific Naming Component <header>. Advertisement 1 positions itself directly underneath header component.

Fig. 9A

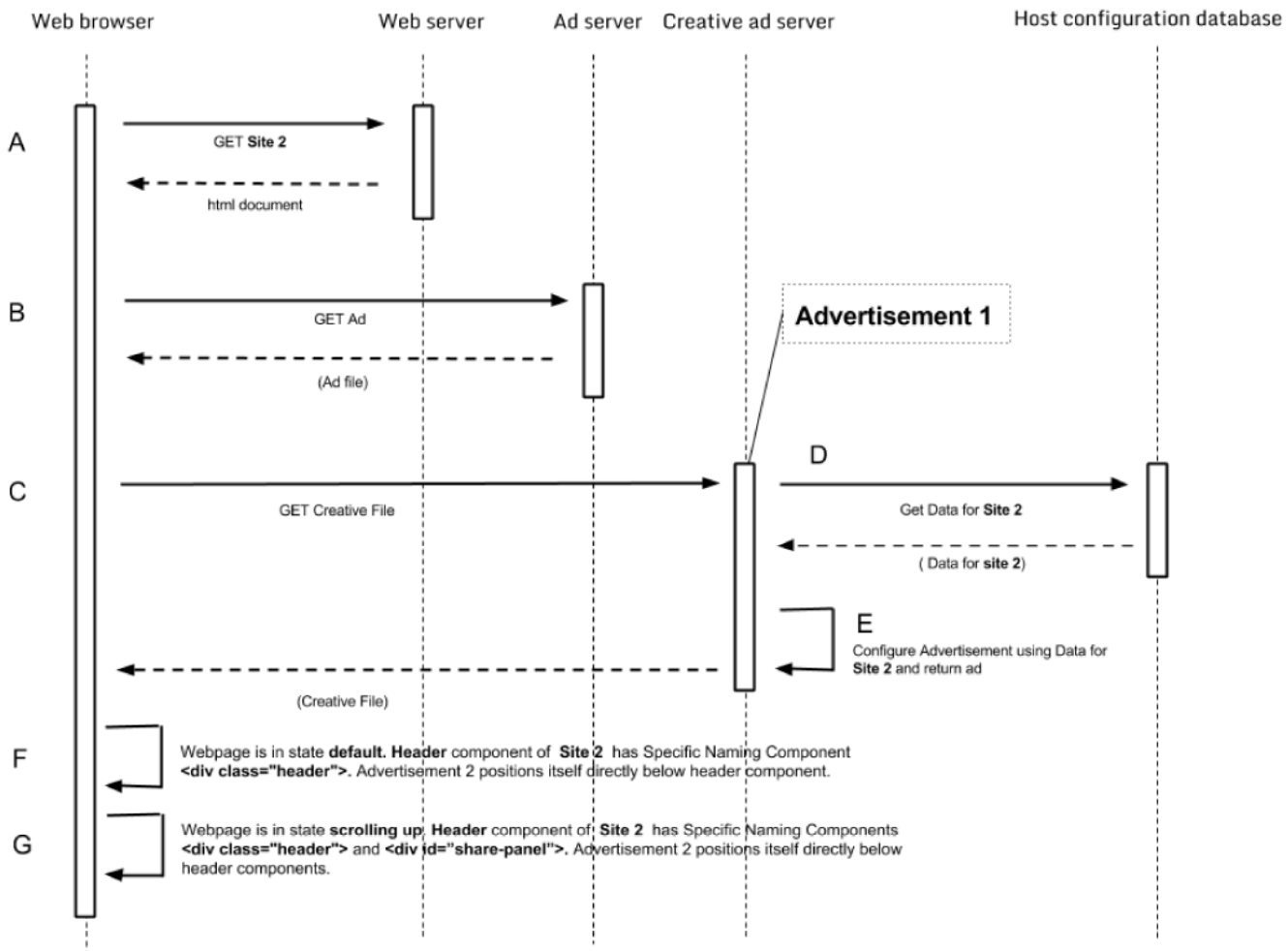

Web browser
Web server
Ad server
Creative ad server
Host configuration database
A
GET Site 2
html document
B
GET Ad
(Ad file)
Advertisement 1
C
GET Creative File
D
Get Data for Site 2
(Data for site 2)
E
Configure Advertisement using Data for Site 2 and return ad
(Creative File)
F
Webpage is in state default. Header component of Site 2 has Specific Naming Component . Advertisement 2 positions itself directly below header component.
G
Webpage is in state scrolling up. Header component of Site 2 has Specific Naming Components and . Advertisement 2 positions itself directly below header components.

Fig. 9B

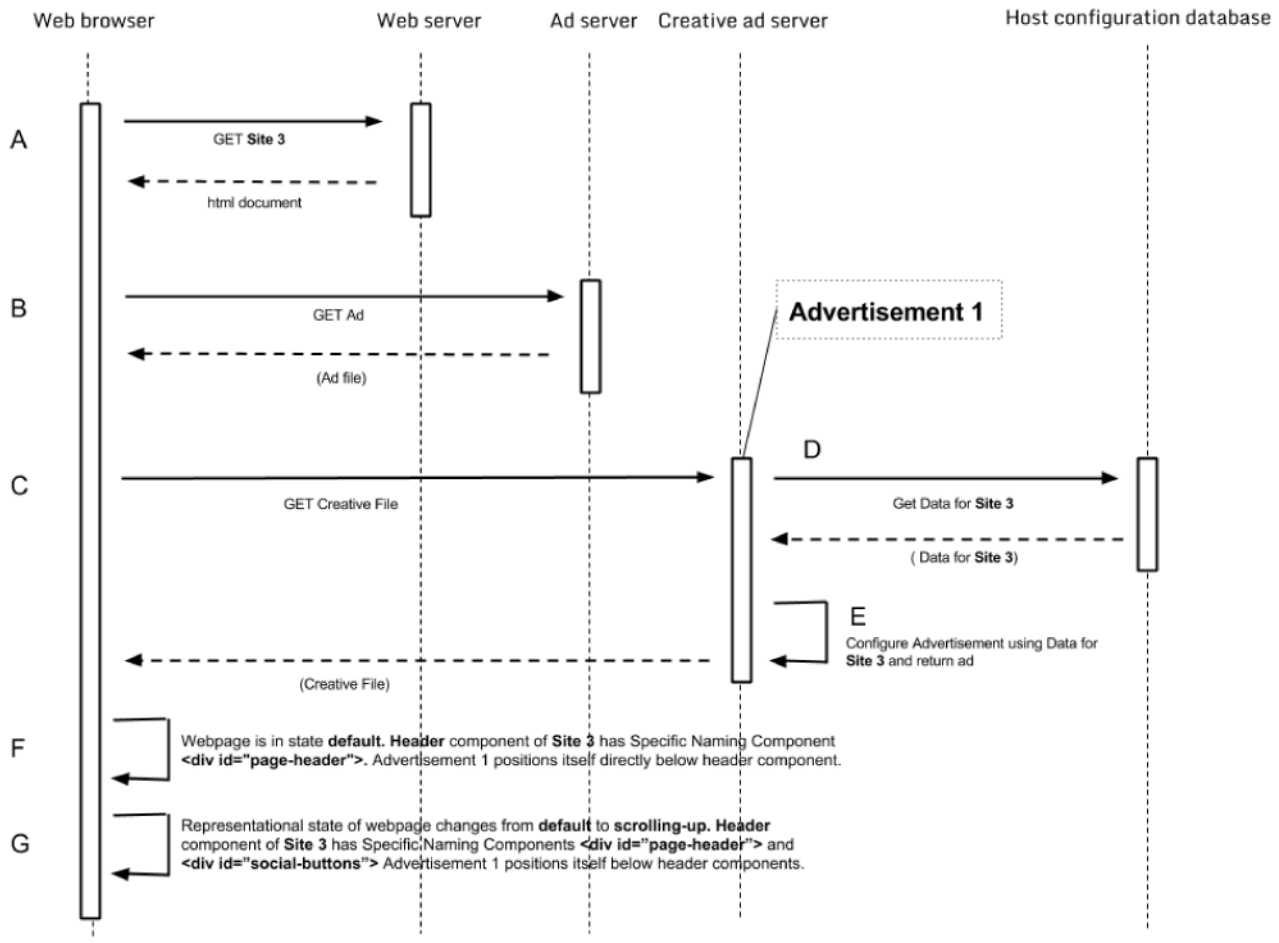

Web browser
Web server
Ad server
Creative ad server
Host configuration database
A
GET Site 3
html document
B
GET Ad
(Ad file)
Advertisement 1
C
GET Creative File
D
Get Data for Site 3
(Data for Site 3)
E
Configure Advertisement using Data for Site 3 and return ad
(Creative File)
F
Webpage is in state default. Header component of Site 3 has Specific Naming Component . Advertisement 1 positions itself directly below header component.
G
Representational state of webpage changes from default to scrolling-up. Header component of Site 3 has Specific Naming Components and Advertisement 1 positions itself below header components.

Fig. 9C

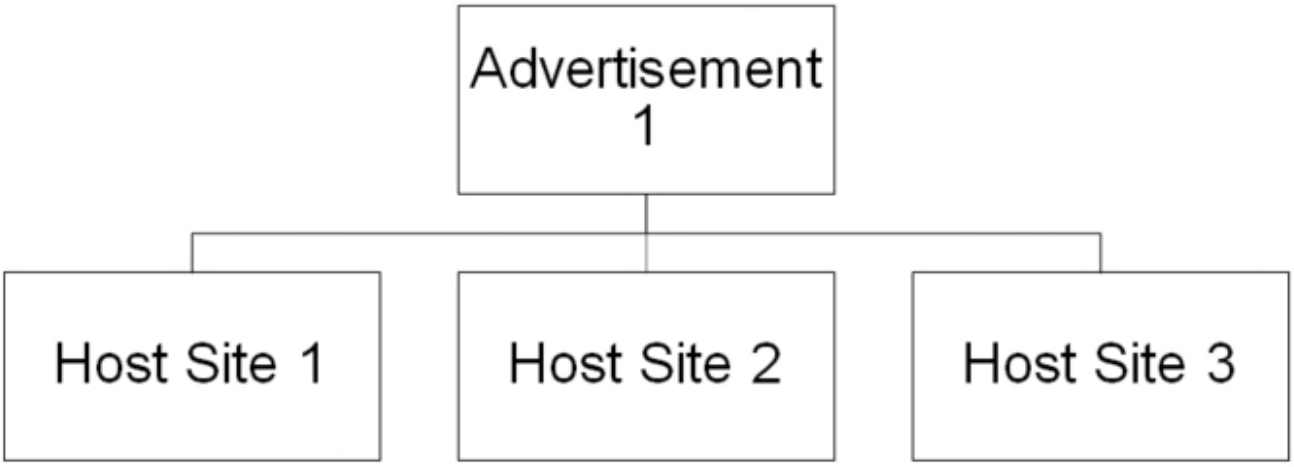


Fig. 10

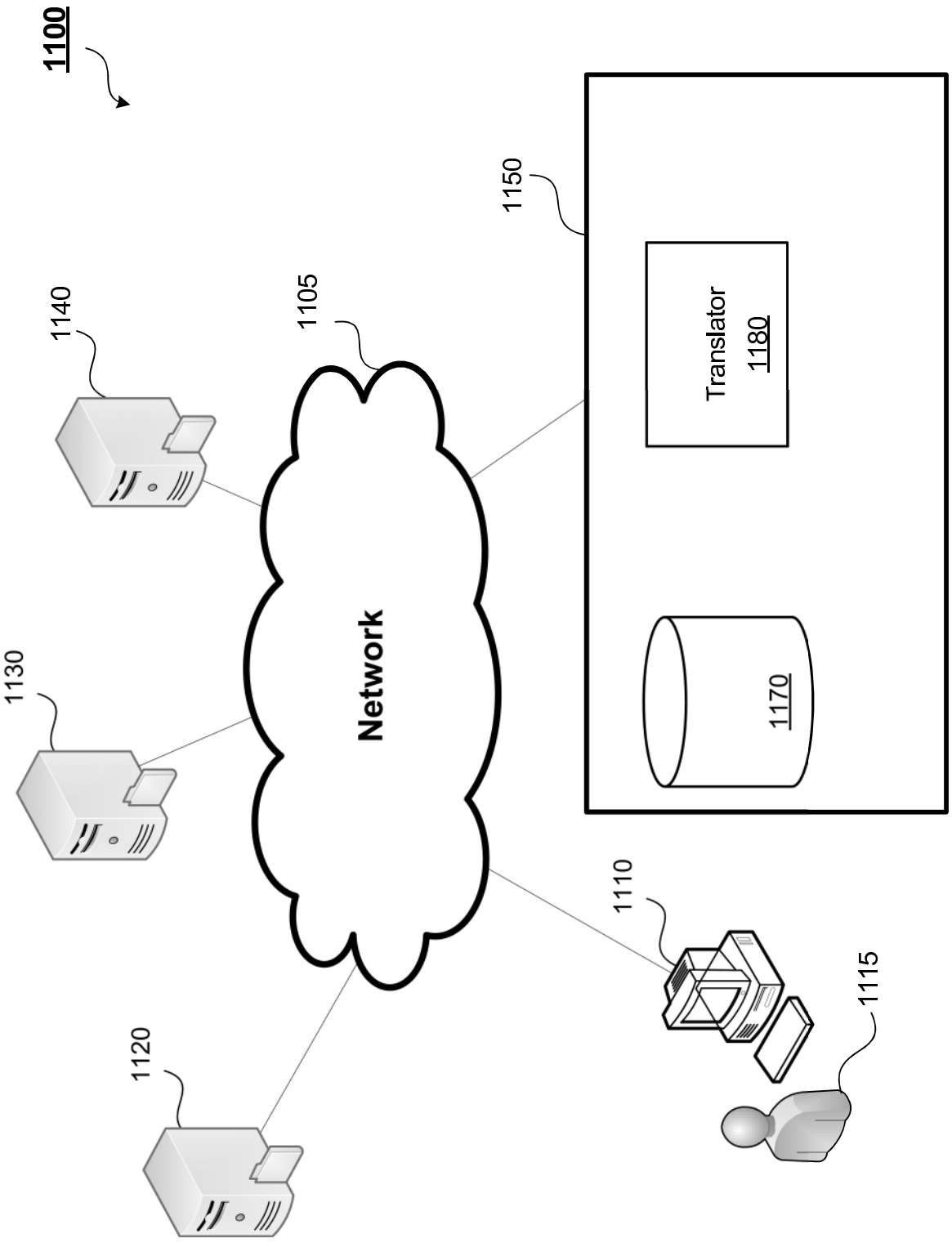

1100
1150
Translator
1180
1105
Network
1140
1130
1120
1110
1115
1170

Fig. 11

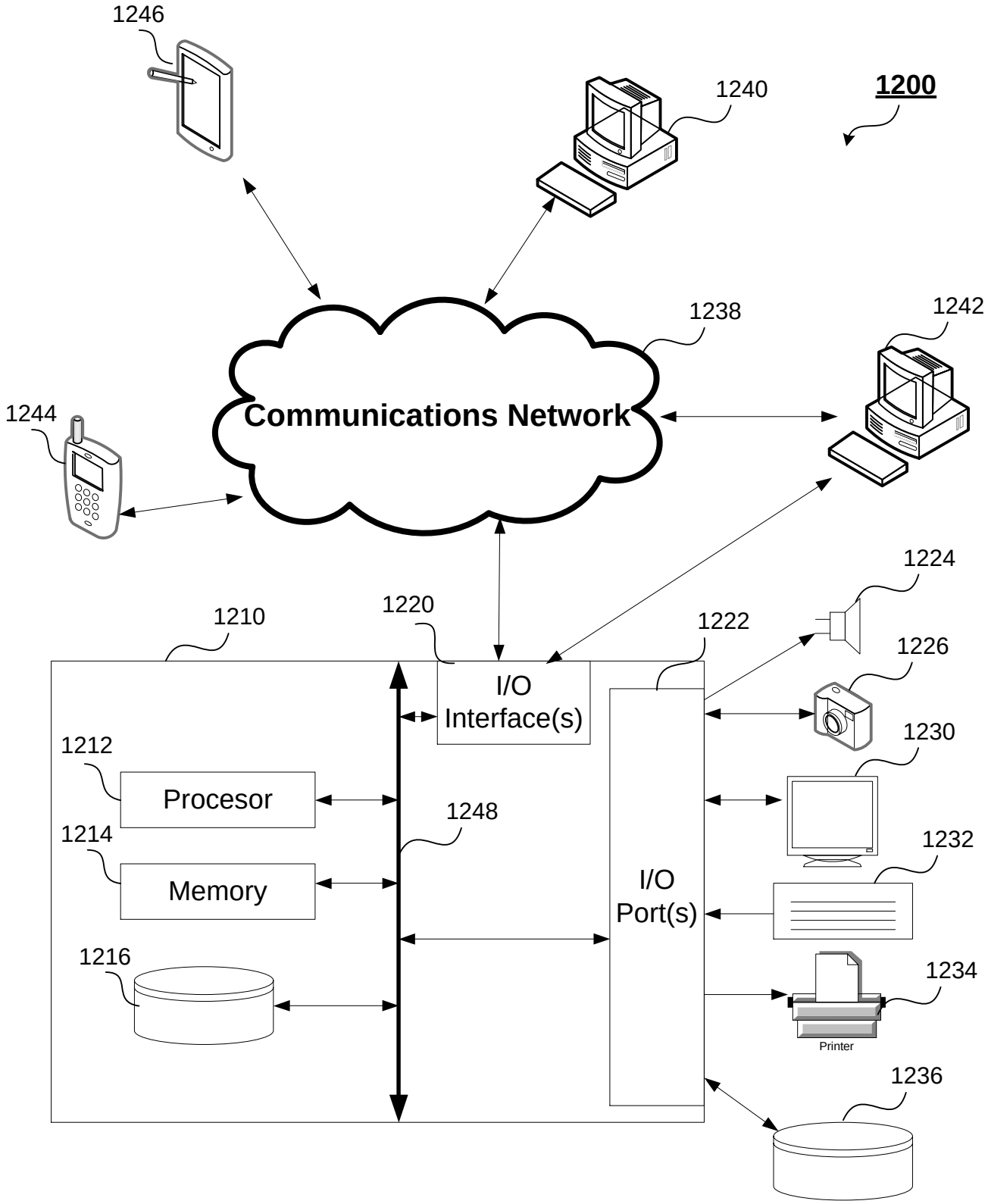

1246
1240
1200
1238
1242
Communications Network
1244
1224
1210
1220
1222
1226
I/O
Interface(s)
1212
1230
Procesor
1248
1214
1232
Memory
I/O
Port(s)
1216
1234
Printer
1236

Fig. 12

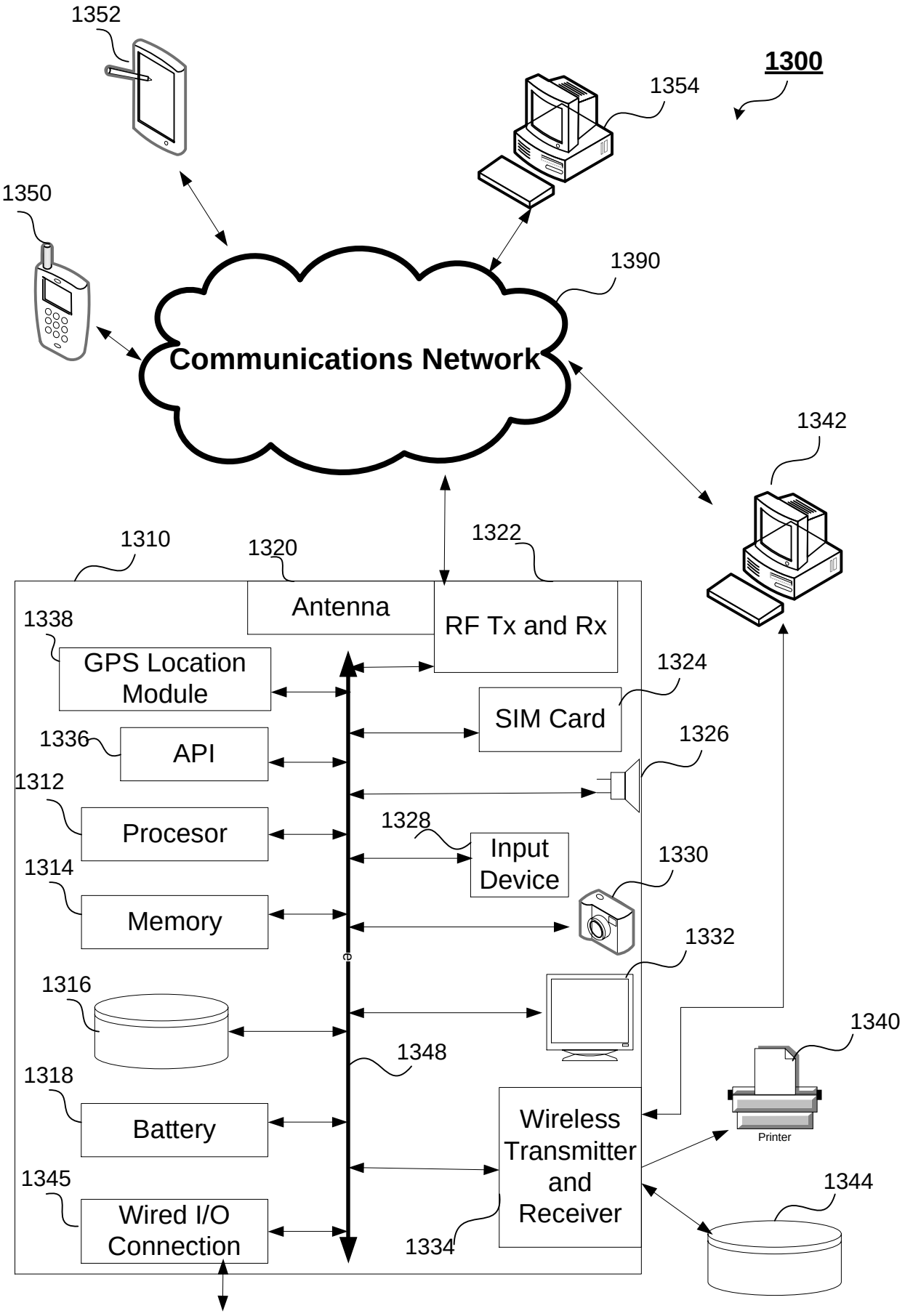

1352
1300
1354
1350
1390
Communications Network
1342
1310
1320
1322
Antenna
RF Tx and Rx
1338
GPS Location Module
1324
SIM Card
1336
API
1326
1312
Procesor
1328
Input Device
1330
1314
Memory
1332
1316
1340
1348
1318
Battery
Wireless Transmitter and Receiver
Printer
1345
Wired I/O Connection
1344
1334

Fig. 13

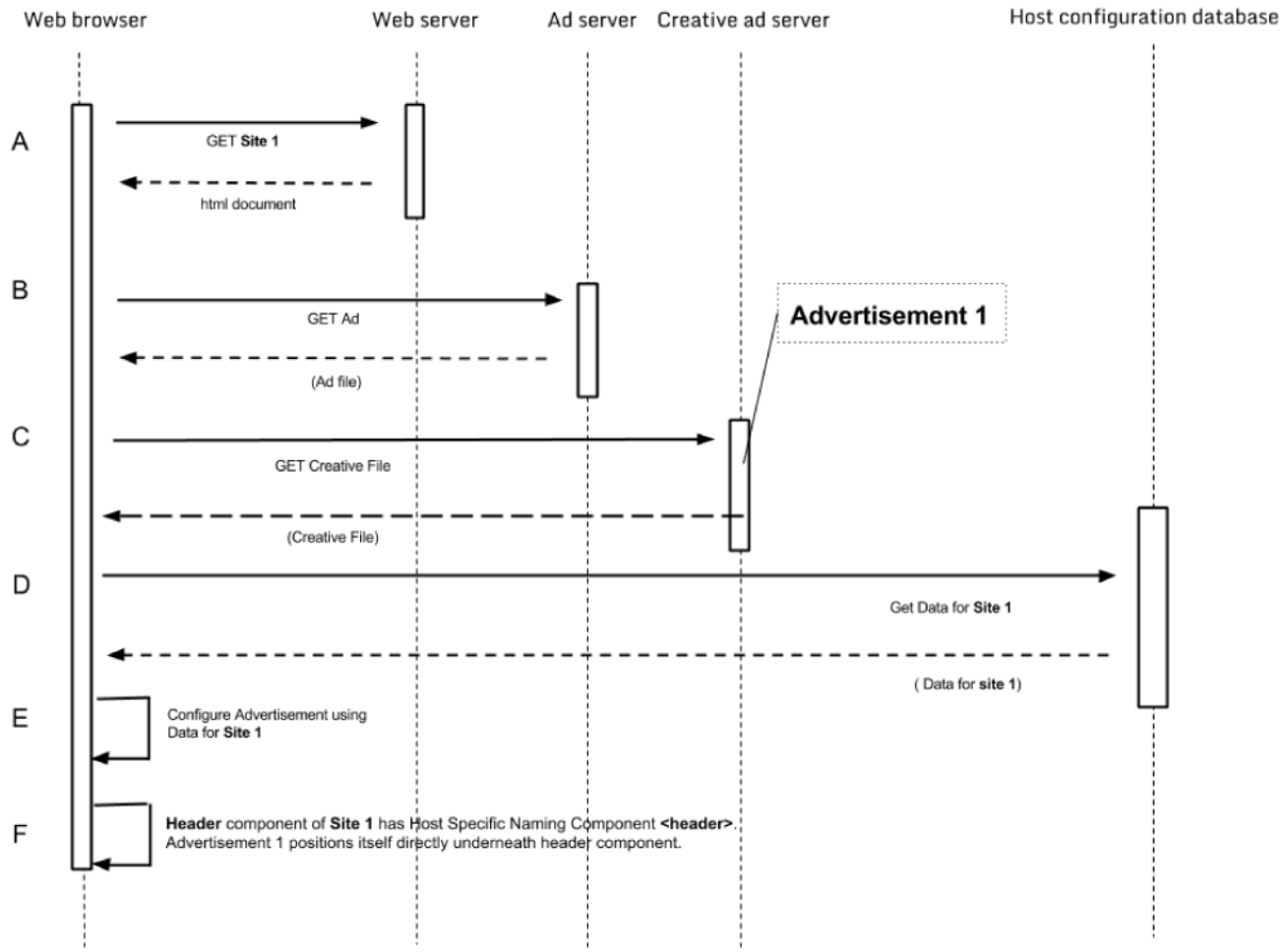

Web browser
Web server
Ad server
Creative ad server
Host configuration database
A
GET Site 1
html document
B
GET Ad
(Ad file)
Advertisement 1
C
GET Creative File
(Creative File)
D
Get Data for Site 1
(Data for site 1)
E
Configure Advertisement using
Data for Site 1
F
Header component of Site 1 has Host Specific Naming Component <header>.
Advertisement 1 positions itself directly underneath header component.

Fig. 14A

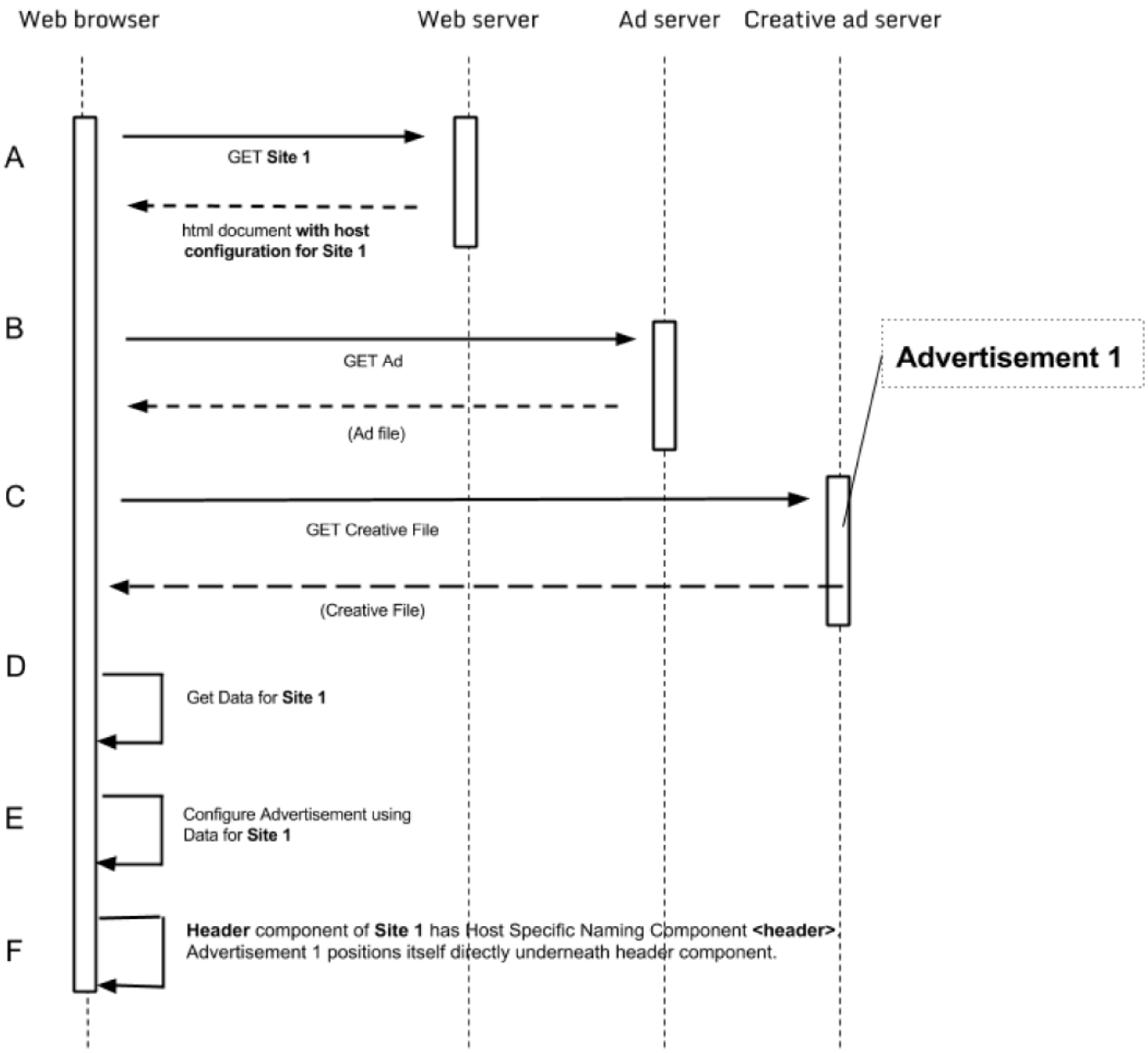

Web browser
Web server
Ad server
Creative ad server
A
GET Site 1
html document with host configuration for Site 1
B
GET Ad
(Ad file)
Advertisement 1
C
GET Creative File
(Creative File)
D
Get Data for Site 1
E
Configure Advertisement using Data for Site 1
F
Header component of Site 1 has Host Specific Naming Component <header>.
Advertisement 1 positions itself directly underneath header component.

Fig. 14B