

ABSTRACT OF THE DISCLOSURE

An information delivery apparatus is disclosed, in which delivery information is delivered to a registrant who takes a specific action, and the delivery information is delivered to the registrant who has not taken the specific action until a previously set time, so that the service to the registrant is improved and the trust of the registrant is not lost. The information delivery apparatus stores, as specific delivery information, information having contents with continuity and to be delivered several times. The information delivery apparatus judges whether or not undelivered specific delivery information exists about a registrant on whom it becomes a previously set delivery reserved time, and if the undelivered specific delivery information exists, this undelivered specific delivery information is delivered to the registrant.