

[0218]

Next, in the user terminal device 2-1, the search result page 800 transmitted from the advertisement server device 1 is received (STEP 96), and displayed on the screen (STEP 97). This causes the screen display of the user terminal device 2-1 to transition from the search page 700 to the search result page 800 exemplified in FIGS. 31 and 33.

[~~0220~~0119]

After this, an advertisement frame in the search result page 800 is clicked by the user, and this click information is transmitted from the user terminal device 2-1 to the advertisement server device 1 (STEP 98). Next, the advertisement server device 1 counts the number of clicks, and updates the number of clicks stored in the bid database 24 (STEP 99). The advertisement server device 1 then determines whether or not the placement halt flag is 1 (STEP 100). When the determination in STEP 100 results in YES (the placement halt flag is 1), the advertisement placement is in a halted state, so that the process is completed here.

[0220]

When the determination in STEP 100 results in NO (the placement halt flag is 0), on the other hand, the process advances to STEP 101, and the advertisement server device 1 transmits a link destination page associated with advertisement content of the clicked advertisement frame,

CLAIMS

1. An advertisement server device that is connected to a user terminal device and an advertiser terminal device via a network, and comprises: a search result page generation means for generating, according to a search word transmitted from the user terminal device, a search result page to which advertisement content relevant to the search word is added and the advertisement content is displayed in a ~~predetermined~~predetermined layout stored in a page database; and a search result provision means for transmitting the search result page to the user terminal device, the advertisement server device comprising:
- 5 a search word acceptance means for accepting a search word transmitted from the advertiser terminal device;
- 10 a bid advertisement frame display means for generating a bid information registration page for causing the advertiser terminal device to display a plurality of advertisement frames each of which corresponds to the search word accepted by the search word acceptance means and has a specified display position on the search result page, together with a bid status of each of the advertisement frames, in a layout similar to the layout stored in the page database;
- 20 a bid amount acceptance means for accepting a bid amount for each predetermined advertisement placement period, for an advertisement frame designated in the
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to display the bid status of each of the advertisement frames in chronological order of advertisement placement periods.

- 5 8. The advertisement server device as claimed in any one of Claims 1 through 7, wherein the bid information registration page includes: a bid advertisement frame display page for displaying a plurality of advertisement frames corresponding to the search word so as to be
10 designable by the advertiser; and a bid amount entry page for entering a bid amount for the advertisement frame designated by the advertiser from the bid advertisement frame display page, and
15 wherein the bid advertisement frame display means generates the bid information registration page so that the advertisement frame is designated by performing a click operation on the advertisement frame on the bid advertisement frame display page, and the bid amount entry