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ABSTRACT

An object of the present invention is to help a user easily acquire diverse information originated from advertisers, and to enable the advertisers to put highly effective advertisements.

For accomplishing the object, a server (20) for transmitting an advertising image file (5) and a terminal (30) for receiving the advertising image file (5) and presenting it to a user are interconnected over a network (10). The advertising image file (5) is an information-appended advertising image file (5) that contains in advance one pointer or a plurality of pointers with which a file (11) or files relevant to the advertisement can be located. When the information-appended advertising image file (5) is accessed after stored in a local file storage in the terminal (30), a request for transmission of the relevant file (11) is issued to an address indicated by the pointer of the relevant file (11) contained in the information-appended advertising image file (5). The relevant file (11) transmitted to the terminal (30) in response to the request is opened by the terminal (30).