CLAIMS

1. An on-line advertisement method using an advertisement website, comprising:

accessing to an advertisement website in which advertisements of each area are posted, using a user terminal;

providing an advertisement image to the user terminal so that a local selection menu for selecting at least one of an area to which the user terminal is accessed and an upper area on an administrative region including the accessed area, and the advertisement image including the advertisements are displayed on the user terminal;

when a signal notifying that a specific area is selected is received from the user terminal via the local selection menu, searching for advertisements related to the selected specific area among the advertisements registered in the advertisement website; and

providing a limited number of advertisements among the searched advertisements to the user terminal for the designated time such that a limited number of advertisements among the searched advertisements are displayed on a screen of the user terminal for the time designated for each advertisement,

wherein the advertisement image further includes a bulletin board on which the advertisements for paying points to the user terminal are posted, when the user terminal selects an advertisement of another subscriber, and the user terminal is capable of posting a free advertisement on the bulletin board by utilizing the paid points.

2. The on-line advertisement method using an advertisement website of claim 1, further comprising:

moving and posting the advertisements displayed on the advertisement image to upper area of the administrative region on which the advertisement is posted when the number of viewing time or preference of other users increases beyond a reference value.

3. An on-line advertisement method using an advertisement website of claim

1, further comprising:

searching for an advertisement to which the same hashtag as a keyword input by the user in advance among the advertisements registered on the advertisement website, when a signal notifying that a specific area is selected is received from the user terminal through the local selection menu; and

coloring and displaying a background color or a frame color of an advertisement to which the same hashtag as the keyword input by the user in advance by an arbitrary color.

4. The on-line advertisement method using an advertisement website of claim 1 or 3, wherein the number of advertisements displayed on the advertisement image decrease as the area selected by the local selection menu is an upper area, and the number of advertisements displayed on the advertisement image increases as the selected areas is a lower area.

5. The on-line advertisement method using an advertisement website of claim 1 or 3, wherein a posting retention time of the advertisements displayed on the advertisement image becomes shorter as the areas selected through the local selection menu is a lower area.

6. The on-line advertisement method using an advertisement website of claim 1 or 3, wherein the advertisement contents of the advertisements displayed on the advertisement image are gradually summarized and displayed as the area selected through the local selection menu is a lower area.

7. The on-line advertisement method using an advertisement website of claim 1, further comprising:

purchasing an area for posting advertisement in the advertisement image, a posting time, and a position in the advertisement image by auction, using the points paid to the

user terminal,

wherein, when the points are insufficient, by purchasing the points by cash or by receiving points of other users, the area for posting the advertisement, the posting time, and the position of the advertisement image are purchased by auction.

8. The on-line advertisement method using an advertisement website of claim 1, wherein the points paid by the advertisement related to the upper area are larger than the points paid by the advertisement related to the lower area.

9. An on-line advertisement method using an advertisement website of claim 1, further comprising:

receiving an input of at least one keyword from a user;

searching for an advertisement to which the same hashtag as the keyword is added among a plurality of advertisements registered on a website; and

displaying the searched advertisement on a dedicated bulletin board capable of being checked only by the user.

10. The on-line advertisement method using an advertisement website of claim 9, further comprising:

generating a message to be sent to another subscriber registered as a friend with the user;

searching for an advertisement matching the keyword registered by the another subscriber in the message; and

adding the detected advertisement to the message.

11. The on-line advertisement method using an advertisement website of any one of claims 1, 3, and 9,

wherein the advertisement is for notifying other users of at least one of a specific product, a specific government agency, a specific person, news, and contents.