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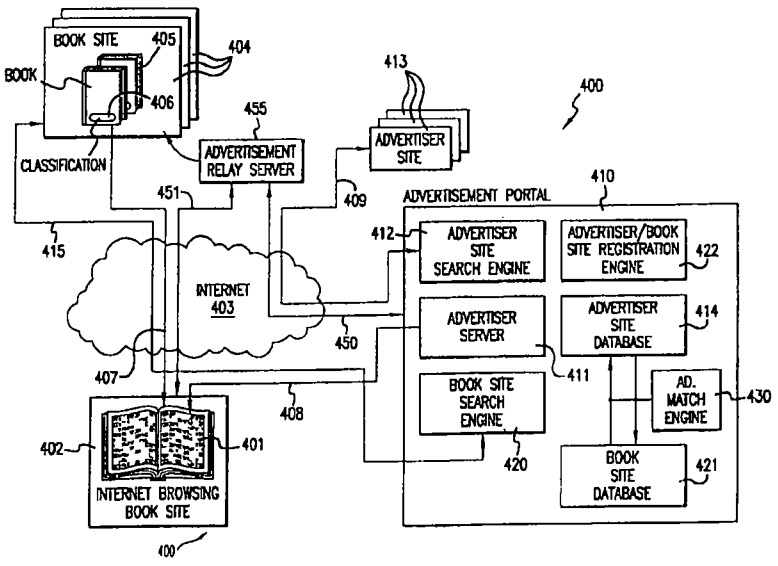
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(54) Title: METHOD AND SYSTEM FOR ADVERTISEMENT USING INTERNET BROWSER TO INSERT ADVERTISEMENTS



(57) Abstract: An electronic advertisement method and system for an Internet browser with a book-like page-based flipping interface. Full pages of electronic advertisements presented on the computer screen are possible without obstructing the viewing and reading of other contents. This benefits both the viewer as well as the advertiser. An advertisement matching/delivery system provides a novel method of inserting advertisements into content as well as a novel method for revenue sharing among the parties involved.

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