Abstract

A method, apparatus, system and computer storage medium for providing an advertisement based on a geographical location are provided according to the present disclosure. The method includes: receiving an advertisement publishing request transmitted from a first user terminal, obtaining geographical location information of the first user terminal, storing the geographical location information of the first user terminal and advertisement information of the first user terminal carried in the advertisement publishing request; receiving a surrounding information searching request transmitted from a second user terminal, obtaining geographical location information of the second user terminal, searching for one or more first user terminals locating around the second user terminal according to the geographical location information of the second user terminal, providing advertisement information of the one or more first user terminals searched out to the second user terminal. Thus, advertisement information can be provided to a consumer according to a geographical location of a business and a geographical location of the consumer.