FIG. 1

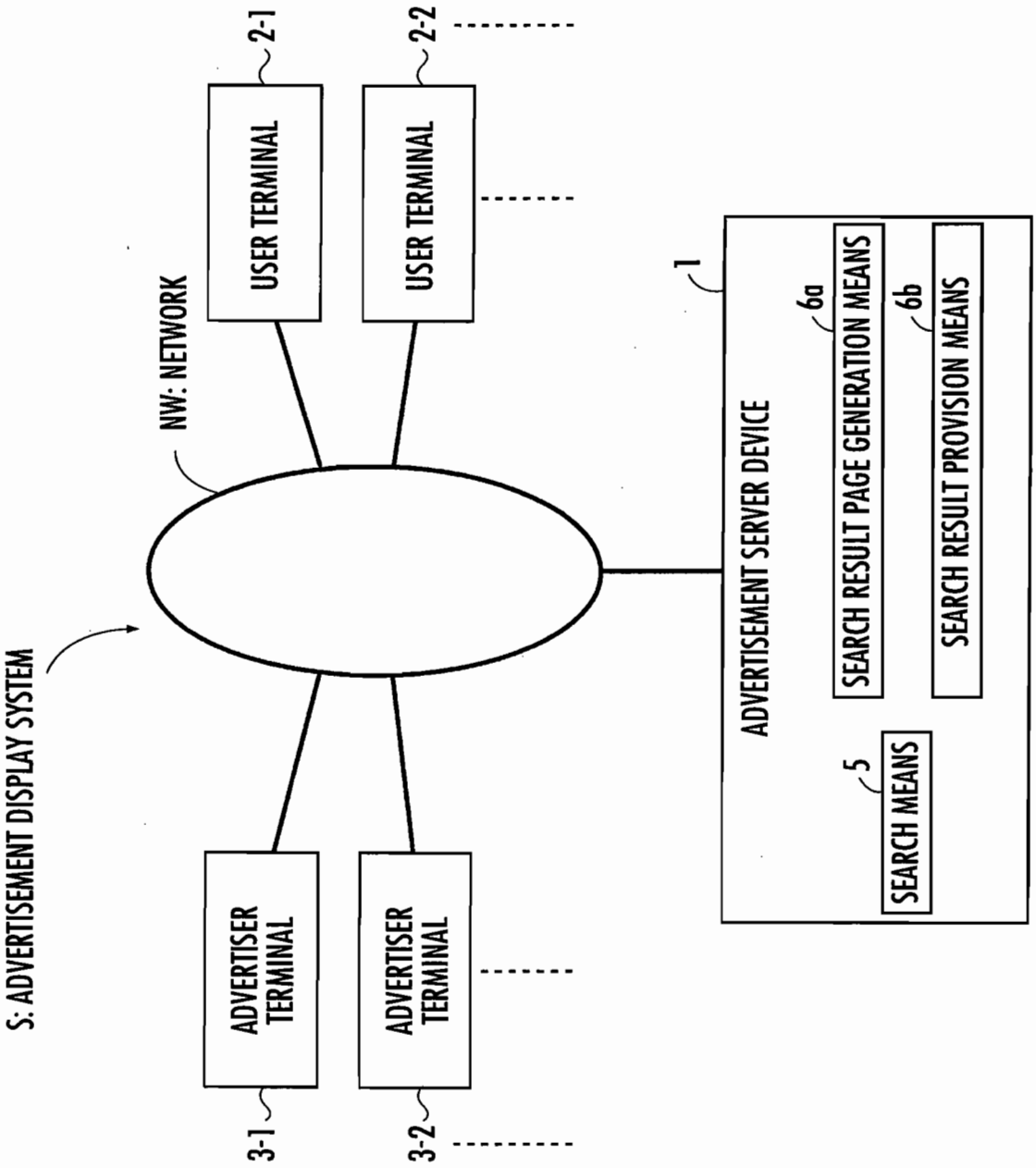

S: ADVERTISEMENT DISPLAY SYSTEM
NW: NETWORK
USER TERMINAL
2-1
USER TERMINAL
2-2
ADVERTISER TERMINAL
3-1
ADVERTISER TERMINAL
3-2
ADVERTISEMENT SERVER DEVICE
1
SEARCH RESULT PAGE GENERATION MEANS
6a
SEARCH RESULT PROVISION MEANS
6b
SEARCH MEANS
5

FIG.2

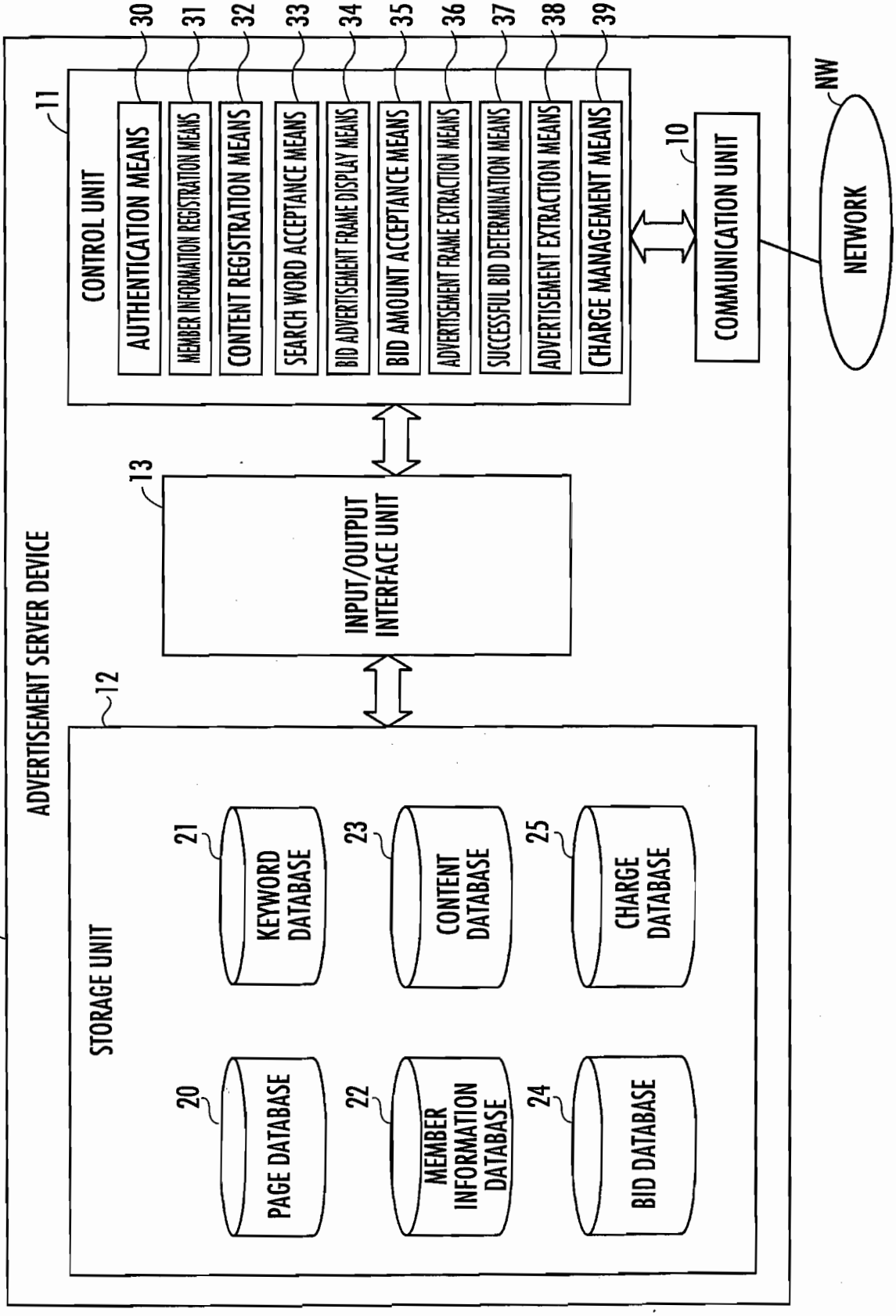

1
ADVERTISEMENT SERVER DEVICE
CONTROL UNIT
11
AUTHENTICATION MEANS
30
MEMBER INFORMATION REGISTRATION MEANS
31
CONTENT REGISTRATION MEANS
32
SEARCH WORD ACCEPTANCE MEANS
33
BID ADVERTISEMENT FRAME DISPLAY MEANS
34
BID AMOUNT ACCEPTANCE MEANS
35
ADVERTISEMENT FRAME EXTRACTION MEANS
36
SUCCESSFUL BID DETERMINATION MEANS
37
ADVERTISEMENT EXTRACTION MEANS
38
CHARGE MANAGEMENT MEANS
39
INPUT/OUTPUT INTERFACE UNIT
13
STORAGE UNIT
12
KEYWORD DATABASE
21
CONTENT DATABASE
23
CHARGE DATABASE
25
PAGE DATABASE
20
MEMBER INFORMATION DATABASE
22
BID DATABASE
24
COMMUNICATION UNIT
10
NETWORK
NW

FIG.3

<MEMBER INFORMATION DATABASE>

22

ADVERTISER ID	PASSWORD	ACCOUNT NUMBER	NAME	ADDRESS	PHONE	...
1000001	abcdef	5000001	○○KABUSHIKIGAISHA	HOKKAIDO...	·	·
1000010	ghijkl	5000010	△△YUGENGAISHA	HOKKAIDO...	·	·
·	·	·	·	·	·	·
·	·	·	·	·	·	·
1999999	uvwxyz	5999999	××KABUSHIKIGAISHA	TOKYO...	·	·

FIG.4

<CONTENT DATABASE>

23

CONTENT ID	ADVERTISER ID	TITLE	URL	TEXT	IMAGE
a-1000111	1000001	○○INSURER OFFERS	aaa.co.jp/	FOR INSURANCE ...	
b-1000222	1000010	IF△△	bbb.co.jp/	CONTRACT RATIO ...	file.***
·	·	·	·	·	·
·	·	·	·	·	·
·	·	·	·	·	·
·	·	·	·	·	·

FIG.5

24

CATEGORY	KEYWORD	ADVERTISEMENT FRAME	CONTENT ID	BID AMOUNT	BID DATE	PLACEMENT START TIME	PLACEMENT END TIME	ADVERTISER ID	NUMBER OF CLICKS	CHARGE AMOUNT	MAXIMUM NUMBER OF CLICKS	MAXIMUM CHARGE AMOUNT	CLICK NUMBER UPPER LIMIT FLAG	CHARGE AMOUNT UPPER LIMIT FLAG	PLACEMENT HALT FLAG
INSURANCE	INSURANCE	C-1	a-1000111	12	2007/2/23	2007/3/23/0:00	2007/5/31/24:00	1000001	277	¥3,324	2000		1	0	0
		C-1	··	10	2007/1/14	2007/3/1/0:00	2007/4/30/24:00	1000011	91	¥910		¥100,000	0	1	0
		C-1	··	7	2007/1/5	2007/3/1/0:00	2007/5/31/24:00	1000111	3974	¥27,818	10000		1	0	0
		C-1	··	6	2007/1/3	2007/2/5/0:00	2007/5/31/24:00	1001111	4196	¥25,176	12000		1	0	0
		C-1	··	5	2006/12/25	2007/2/1/0:00	2007/6/30/24:00	1011111	236	¥1,180	10000		1	0	0
		C-2	b-1000222	8	2007/1/11	2007/3/2/0:00	2007/3/31/24:00	1022222	2291	¥18,328	6000		1	0	0
		C-2	··	6	2006/12/20	2007/3/1/0:00	2007/5/31/24:00	1012345	176	¥1,056		¥75,000	0	1	0
		C-3													
		R-1	··	5	2007/2/12	2007/5/1/0:00	2007/5/5/:24:00	1000011	488	¥2,440			0	0	0
		R-1	··	4	2007/2/1	2007/5/16/0:00	2007/5/20/24:00	1000011	0	¥0			0	0	0
		R-1	··	2	2007/1/21	2007/5/11/0:00		1000312	0	¥0		¥20,000	1	0	0
		R-1	··	1	2006/12/25	2007/5/1/0:00	2007/5/31/24:00	1000551	292	¥292			0	0	0
		R-2	··	6	·····	·····	·····	·····	··	··	·····	·····	··	··	··
		R-2	··	5	·····	·····	·····	·····	··	··	·····	·····	··	··	··
		R-3	··	··	·····	·····	·····	·····	··	··	·····	·····	··	··	··
	GOLF INSURANCE	C-1	a-1000112	··	·····	·····	·····	·····	··	··	·····	·····	··	··	··
		C-2													
		C-3													
		R-1													
		R-2													
		R-3													
	NONLIFE INSURANCE	C-1	··	··	·····	·····	·····	·····	··	··	·····	·····	··	··	··
		C-2	··	··	·····	·····	·····	·····	··	··	·····	·····	··	··	··
		C-2	··	··	·····	·····	·····	·····	··	··	·····	·····	··	··	··
		C-3	··	··	·····	·····	·····	·····	··	··	·····	·····	··	··	··
		C-3	··	··	·····	·····	·····	·····	··	··	·····	·····	··	··	··
		R-1	··	··	·····	·····	·····	·····	··	··	·····	·····	··	··	··
		R-1	··	··	·····	·····	·····	·····	··	··	·····	·····	··	··	··
		R-1	··	··	·····	·····	·····	·····	··	··	·····	·····	··	··	··
		R-2	··	··	·····	·····	·····	·····	··	··	·····	·····	··	··	··
		R-2	··	··	·····	·····	·····	·····	··	··	·····	·····	··	··	··
		R-3	··	··	·····	·····	·····	·····	··	··	·····	·····	··	··	··
		R-3	··	··	·····	·····	·····	·····	··	··	·····	·····	··	··	··

FIG.6

<CHARGE DATABASE>

25

ADVERTISER ID	ACCOUNT NUMBER	CATEGORY	KEYWORD	ADVERTISEMENT FRAME	UNIT PRICE	NUMBER OF CLICKS	CHARGE AMOUNT
1000001	5000001	INSURANCE	INSURANCE	C−1	¥12	277	¥3,324
	5000001	INSURANCE	GOLF INSURANCE	R−1	¥1	29	¥29
						TOTAL	¥3,353
1000010	5000010				¥8	211	¥1,688
	5000010				¥5	96	¥480
						TOTAL	¥2,168
1999999	5999999				¥72	72	¥72

FIG.7

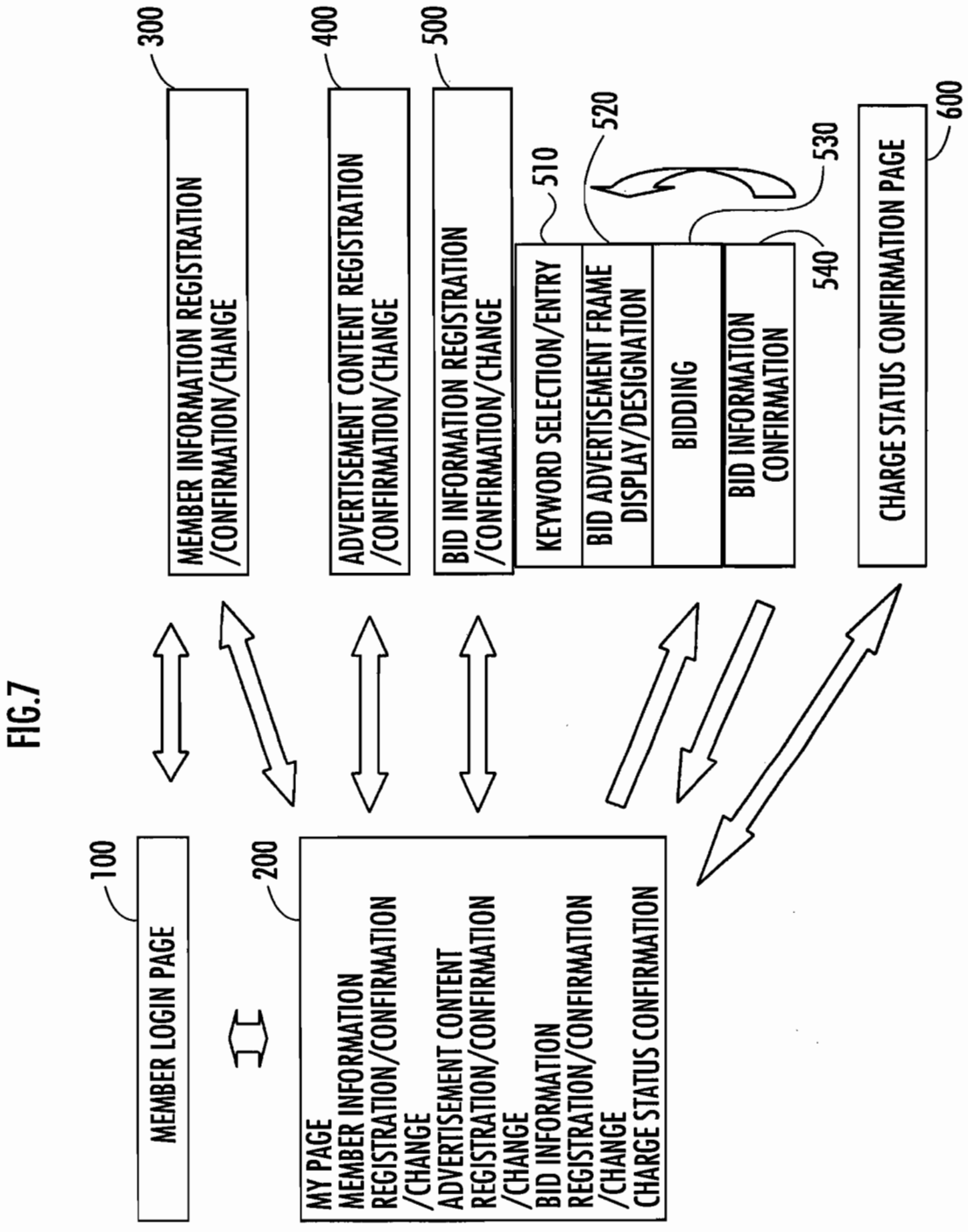

100
MEMBER LOGIN PAGE
200
MY PAGE
MEMBER INFORMATION REGISTRATION/CONFIRMATION /CHANGE
ADVERTISEMENT CONTENT REGISTRATION/CONFIRMATION /CHANGE
BID INFORMATION REGISTRATION/CONFIRMATION /CHANGE
CHARGE STATUS CONFIRMATION
300
MEMBER INFORMATION REGISTRATION /CONFIRMATION/CHANGE
400
ADVERTISEMENT CONTENT REGISTRATION /CONFIRMATION/CHANGE
500
BID INFORMATION REGISTRATION /CONFIRMATION/CHANGE
510
KEYWORD SELECTION/ENTRY
520
BID ADVERTISEMENT FRAME DISPLAY/DESIGNATION
530
BIDDING
540
BID INFORMATION CONFIRMATION
600
CHARGE STATUS CONFIRMATION PAGE

FIG.8

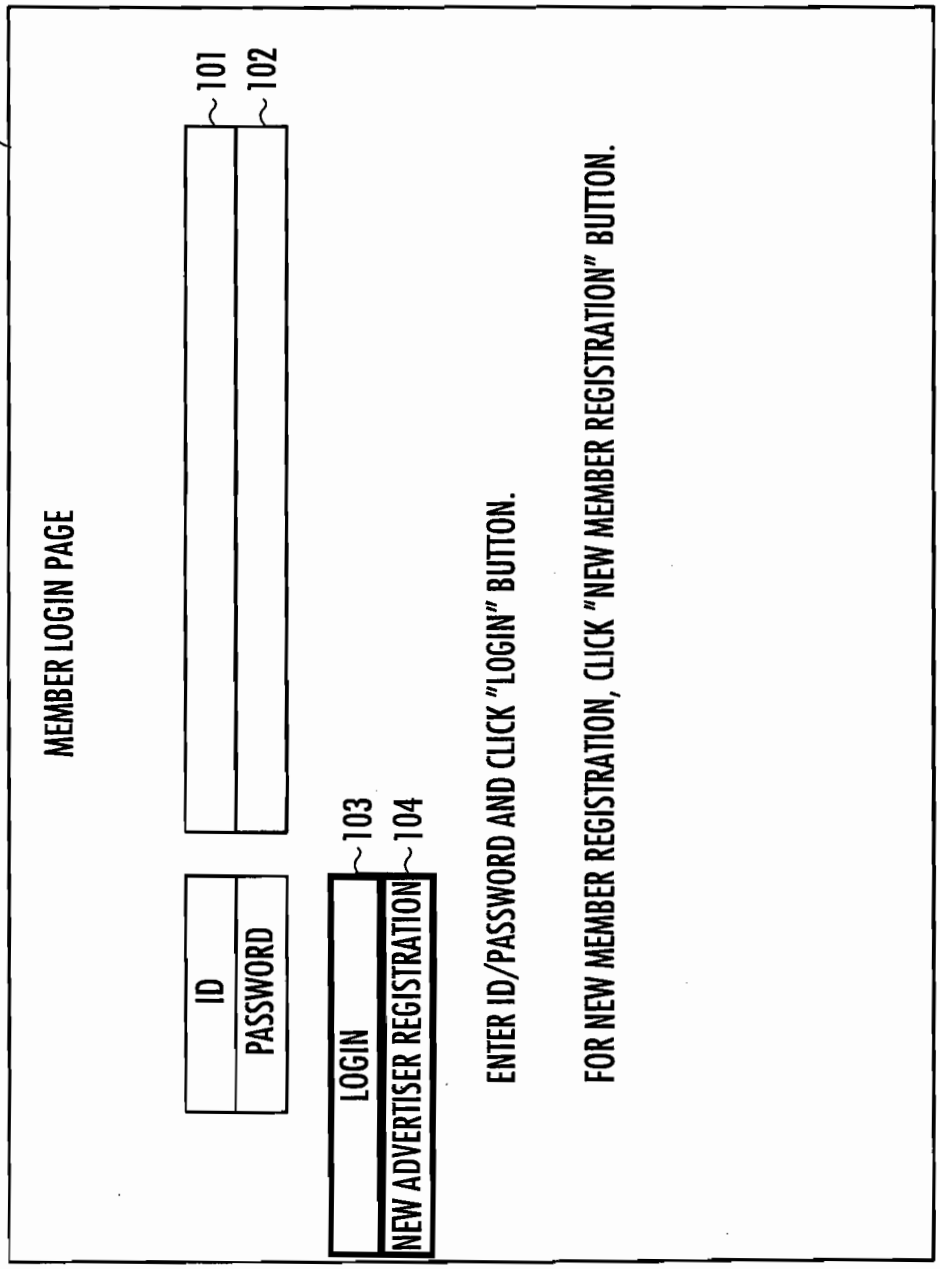

100
MEMBER LOGIN PAGE
101
102
ID
PASSWORD
103
104
LOGIN
NEW ADVERTISER REGISTRATION
ENTER ID/PASSWORD AND CLICK "LOGIN" BUTTON.
FOR NEW MEMBER REGISTRATION, CLICK "NEW MEMBER REGISTRATION" BUTTON.

FIG. 9

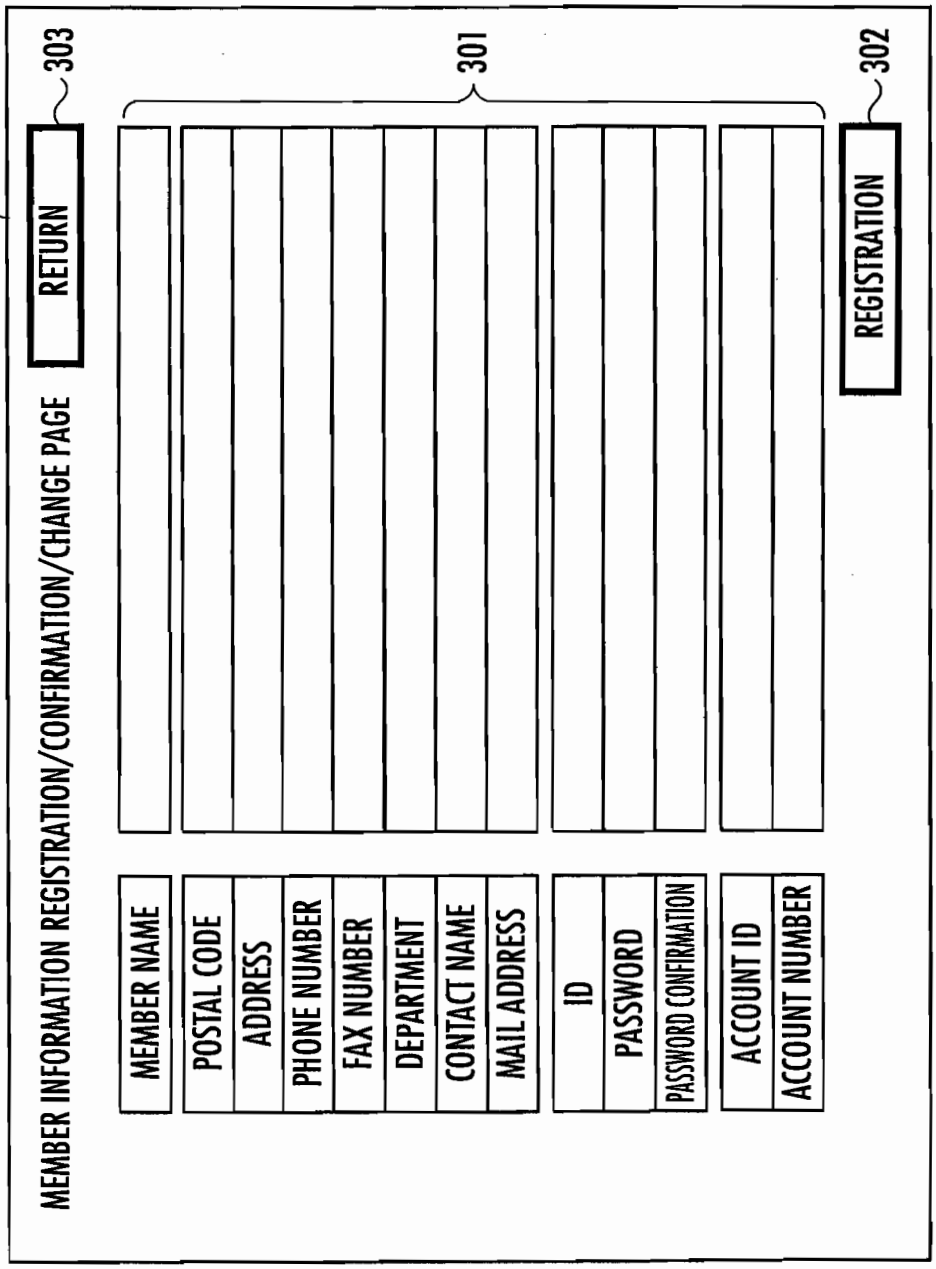

300
MEMBER INFORMATION REGISTRATION/CONFIRMATION/CHANGE PAGE
RETURN
303
301
302
REGISTRATION
MEMBER NAME
POSTAL CODE
ADDRESS
PHONE NUMBER
FAX NUMBER
DEPARTMENT
CONTACT NAME
MAIL ADDRESS
ID
PASSWORD
PASSWORD CONFIRMATION
ACCOUNT ID
ACCOUNT NUMBER

FIG.10

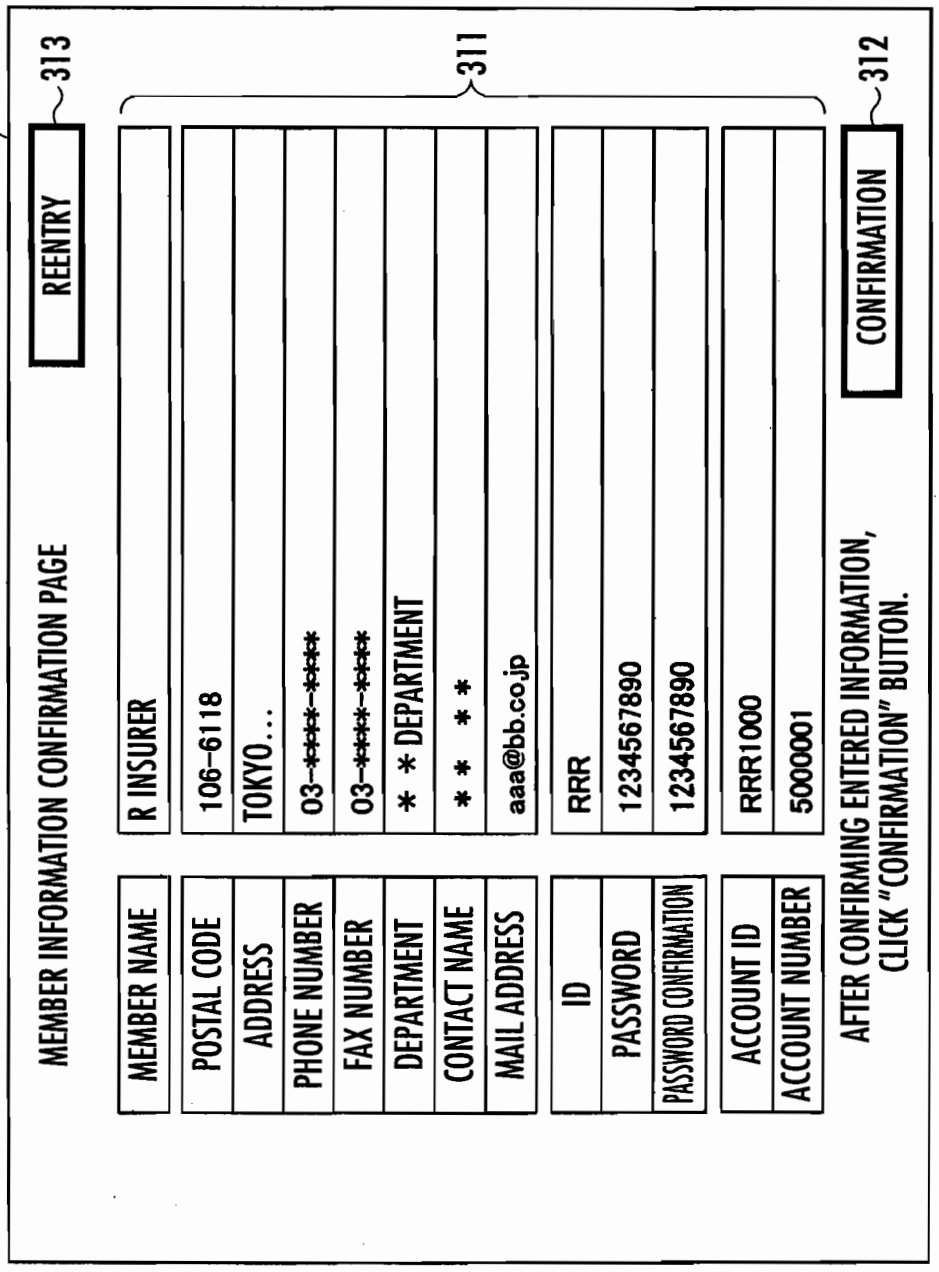

310
MEMBER INFORMATION CONFIRMATION PAGE
REENTRY
313
311
MEMBER NAME
R INSURER
POSTAL CODE
106-6118
ADDRESS
TOKYO...
PHONE NUMBER
03-****-****
FAX NUMBER
03-****-****
DEPARTMENT
* * DEPARTMENT
CONTACT NAME
* * * *
MAIL ADDRESS
aaa@bb.co.jp
ID
RRR
PASSWORD
1234567890
PASSWORD CONFIRMATION
1234567890
ACCOUNT ID
RRR1000
ACCOUNT NUMBER
5000001
AFTER CONFIRMING ENTERED INFORMATION,
CLICK "CONFIRMATION" BUTTON.
CONFIRMATION
312

FIG.11

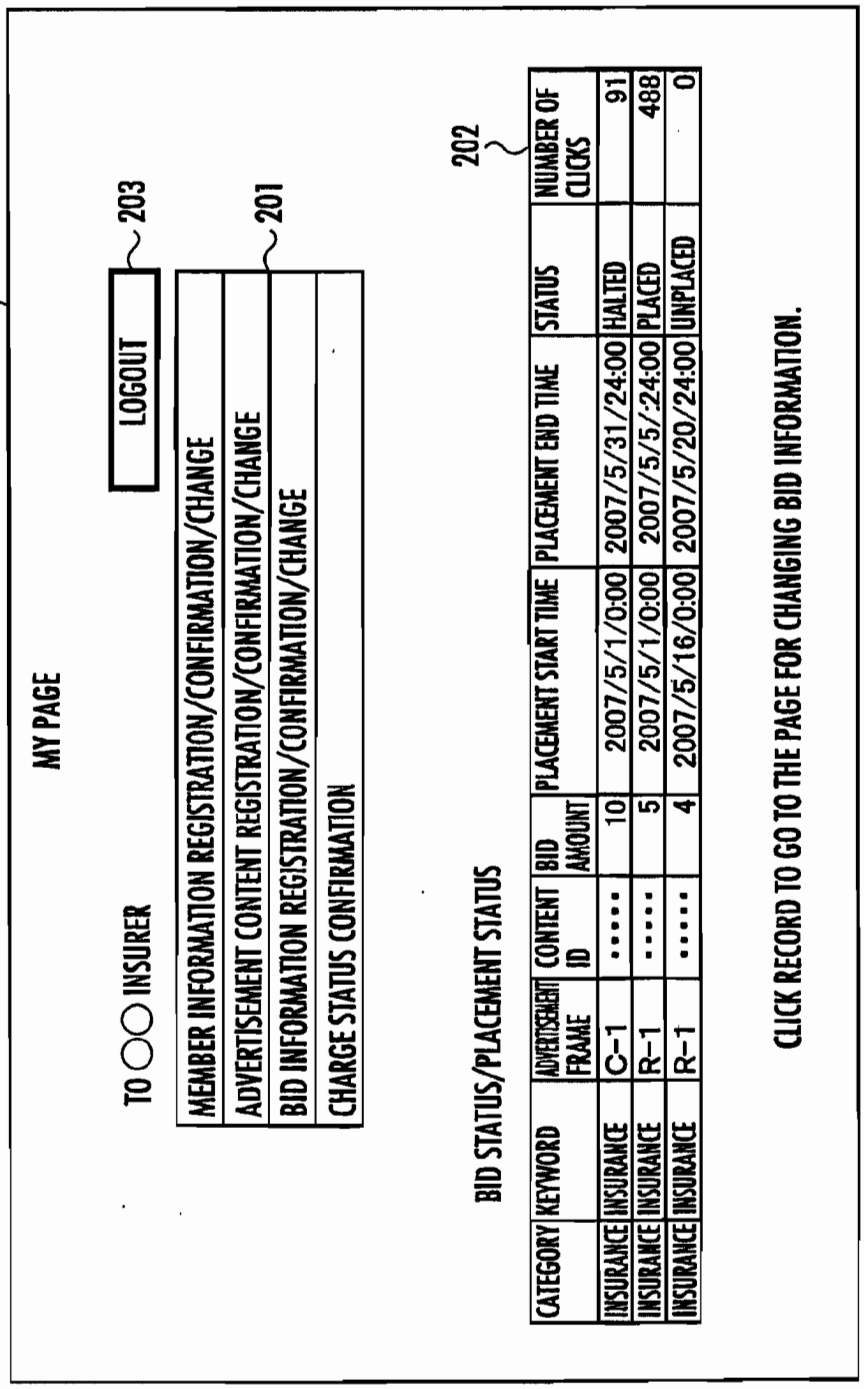

200
MY PAGE
TO ○○ INSURER
LOGOUT
203
201
MEMBER INFORMATION REGISTRATION/CONFIRMATION/CHANGE
ADVERTISEMENT CONTENT REGISTRATION/CONFIRMATION/CHANGE
BID INFORMATION REGISTRATION/CONFIRMATION/CHANGE
CHARGE STATUS CONFIRMATION
202
BID STATUS/PLACEMENT STATUS
CATEGORY | KEYWORD | ADVERTISEMENT FRAME | CONTENT ID | BID AMOUNT | PLACEMENT START TIME | PLACEMENT END TIME | STATUS | NUMBER OF CLICKS
INSURANCE | INSURANCE | C-1 | ..... | 10 | 2007/5/1/0:00 | 2007/5/31/24:00 | HALTED | 91
INSURANCE | INSURANCE | R-1 | ..... | 5 | 2007/5/1/0:00 | 2007/5/5/:24:00 | PLACED | 488
INSURANCE | INSURANCE | R-1 | ..... | 4 | 2007/5/16/0:00 | 2007/5/20/24:00 | UNPLACED | 0
CLICK RECORD TO GO TO THE PAGE FOR CHANGING BID INFORMATION.

FIG.12

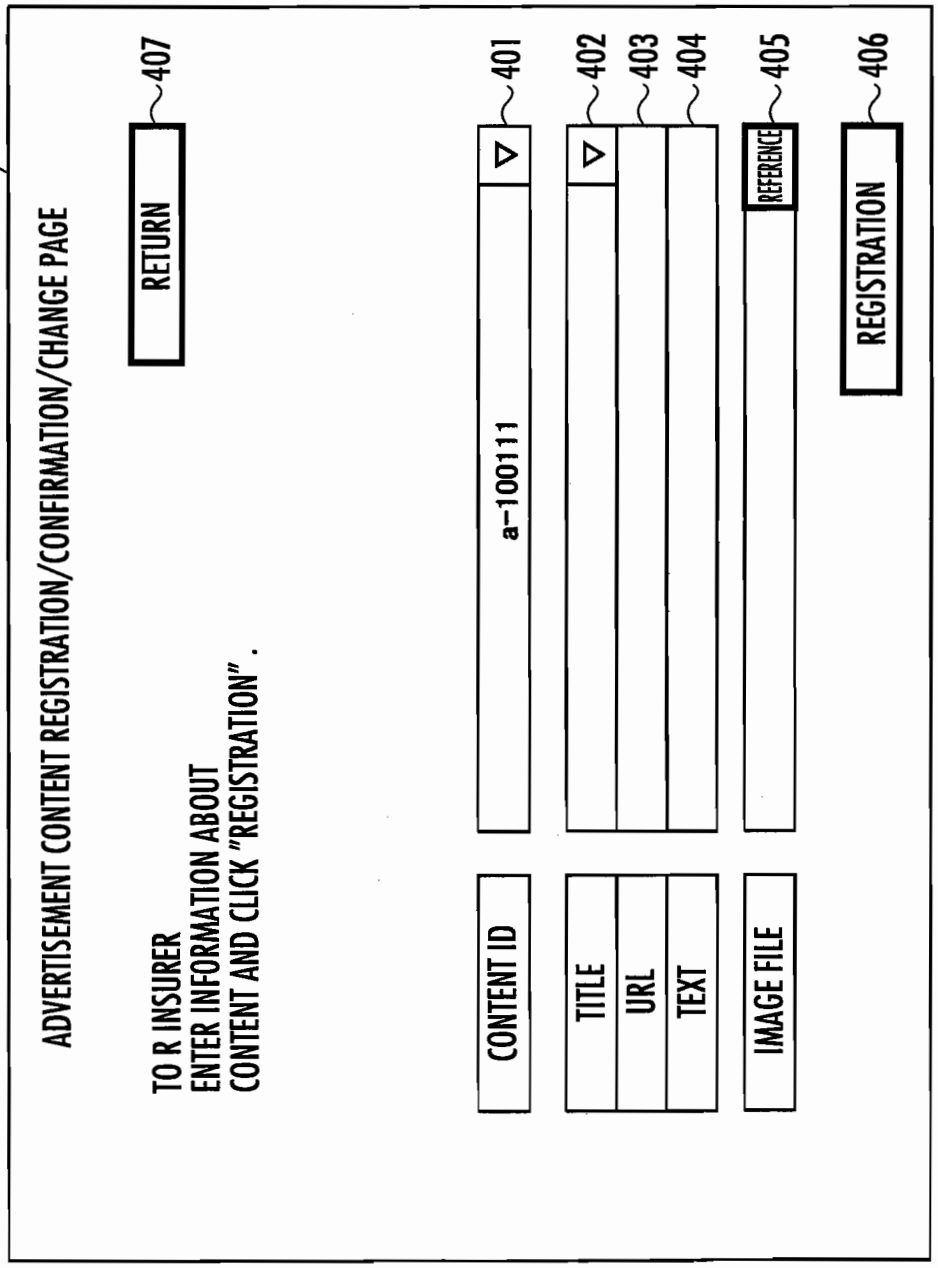

400
ADVERTISEMENT CONTENT REGISTRATION/CONFIRMATION/CHANGE PAGE
TO R INSURER
ENTER INFORMATION ABOUT
CONTENT AND CLICK "REGISTRATION".
RETURN
407
CONTENT ID
a-100111
401
TITLE
URL
TEXT
402
403
404
IMAGE FILE
REFERENCE
405
REGISTRATION
406

FIG.13

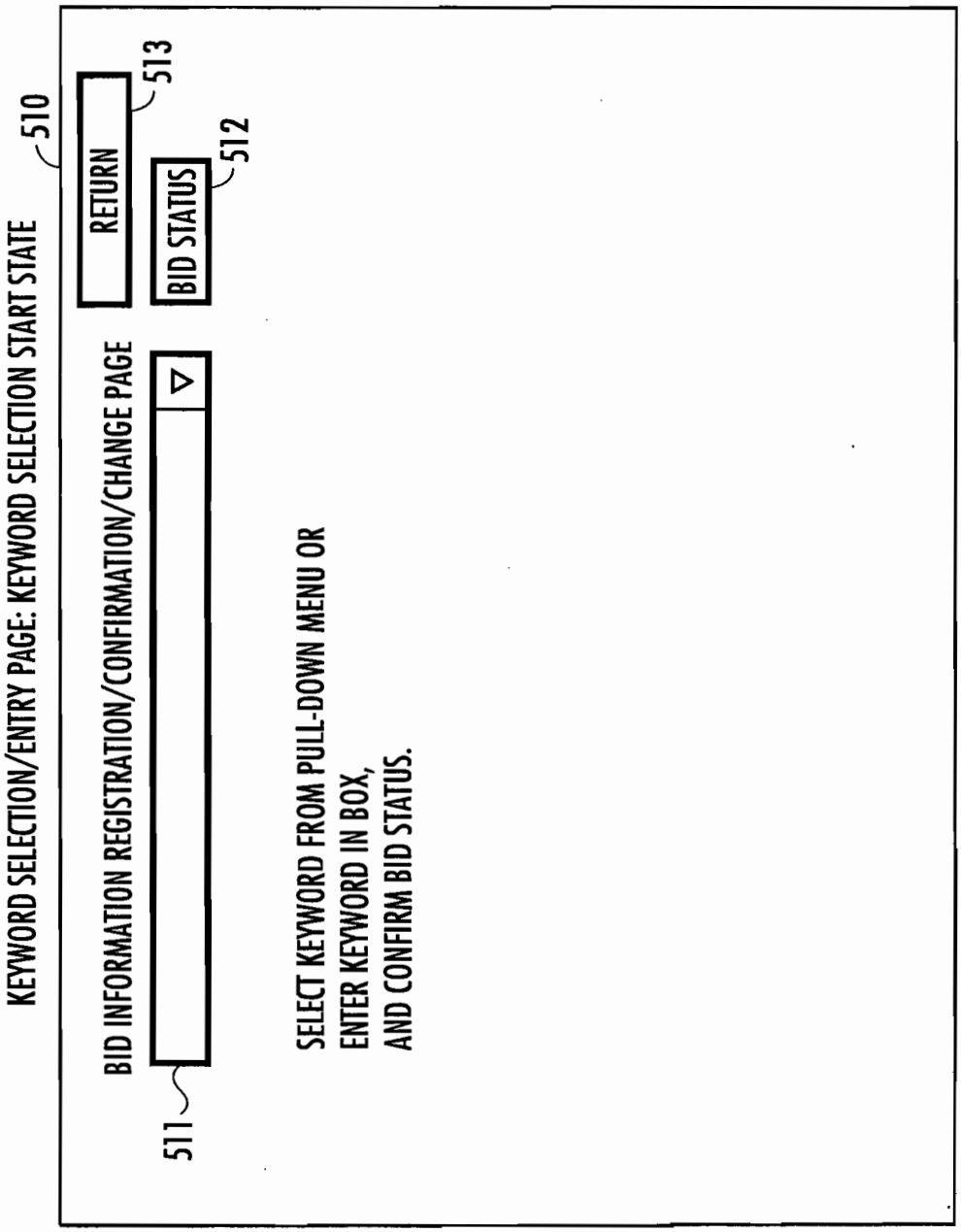

KEYWORD SELECTION/ENTRY PAGE: KEYWORD SELECTION START STATE
510
RETURN
513
BID STATUS
512
BID INFORMATION REGISTRATION/CONFIRMATION/CHANGE PAGE
511
SELECT KEYWORD FROM PULL-DOWN MENU OR
ENTER KEYWORD IN BOX,
AND CONFIRM BID STATUS.

FIG.14

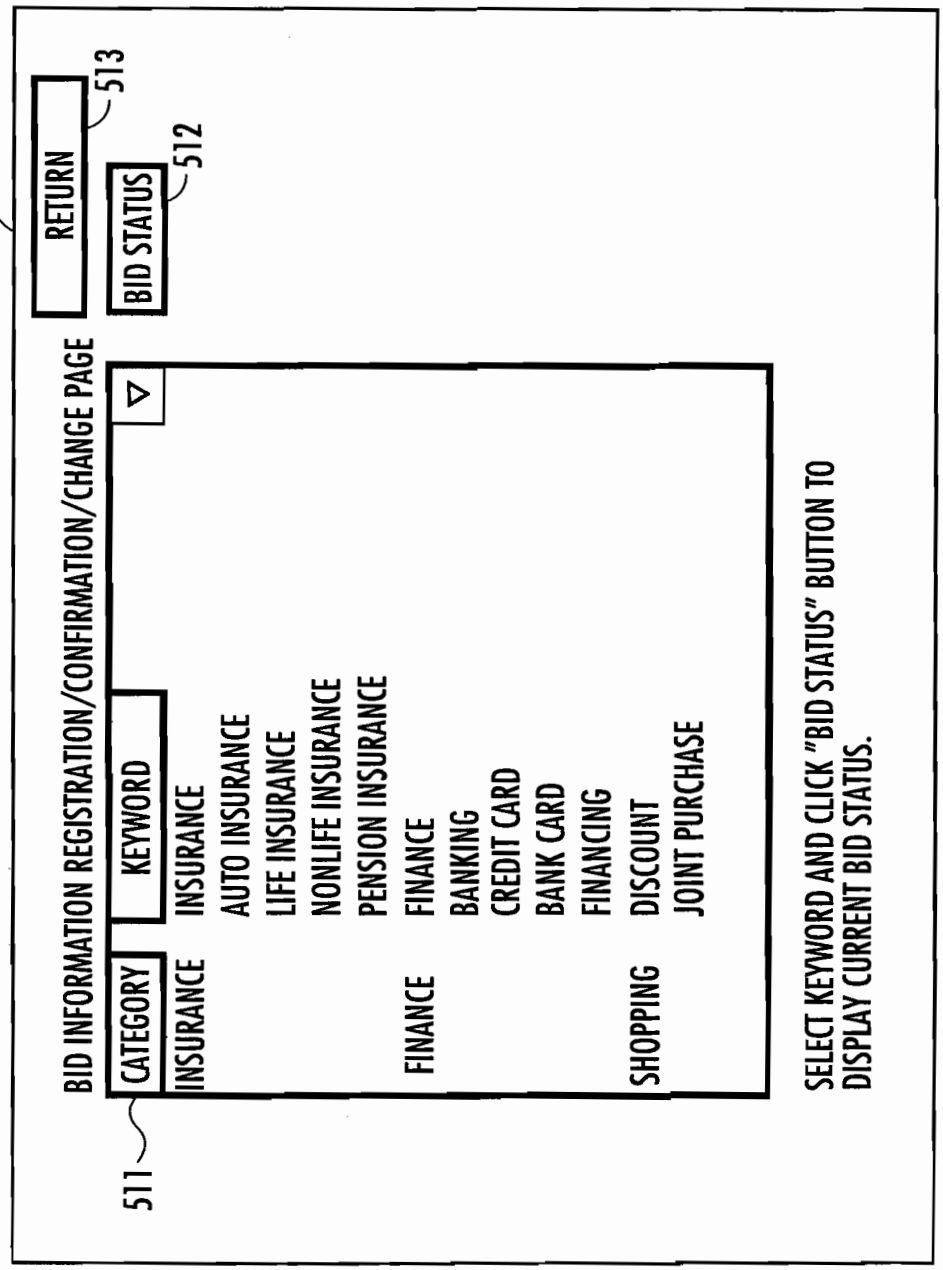

KEYWORD SELECTION/ENTRY PAGE: PULL-DOWN STATE
510
BID INFORMATION REGISTRATION/CONFIRMATION/CHANGE PAGE
RETURN
513
BID STATUS
512
CATEGORY
KEYWORD
511
INSURANCE
INSURANCE
AUTO INSURANCE
LIFE INSURANCE
NONLIFE INSURANCE
PENSION INSURANCE
FINANCE
FINANCE
BANKING
CREDIT CARD
BANK CARD
FINANCING
SHOPPING
DISCOUNT
JOINT PURCHASE
SELECT KEYWORD AND CLICK "BID STATUS" BUTTON TO
DISPLAY CURRENT BID STATUS.

FIG.15

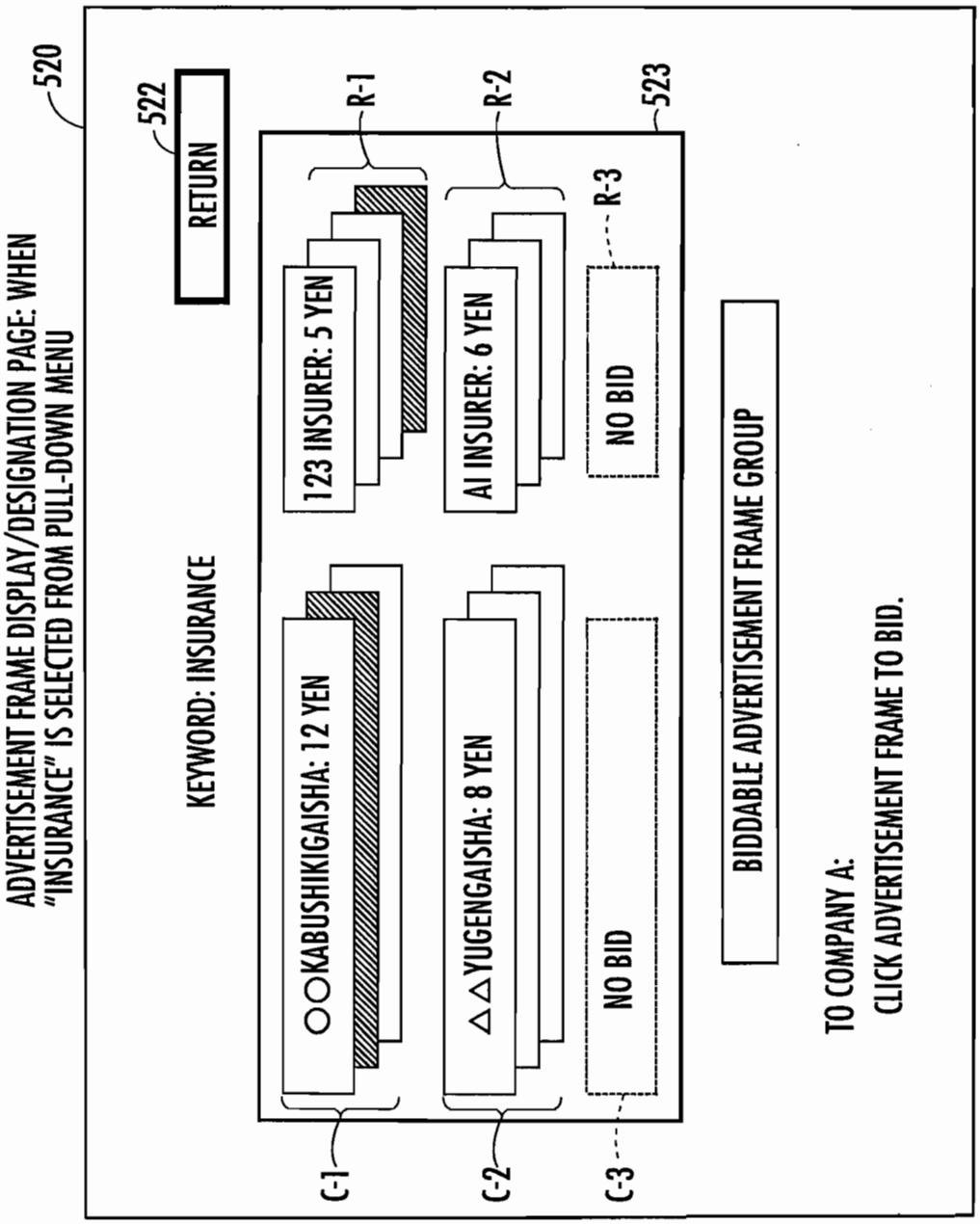

ADVERTISEMENT FRAME DISPLAY/DESIGNATION PAGE: WHEN "INSURANCE" IS SELECTED FROM PULL-DOWN MENU
520
522
RETURN
KEYWORD: INSURANCE
R-1
R-2
R-3
523
123 INSURER: 5 YEN
AI INSURER: 6 YEN
NO BID
○○KABUSHIKIGAISHA: 12 YEN
△△YUGENGAISHA: 8 YEN
NO BID
C-1
C-2
C-3
BIDDABLE ADVERTISEMENT FRAME GROUP
TO COMPANY A:
CLICK ADVERTISEMENT FRAME TO BID.

FIG.16

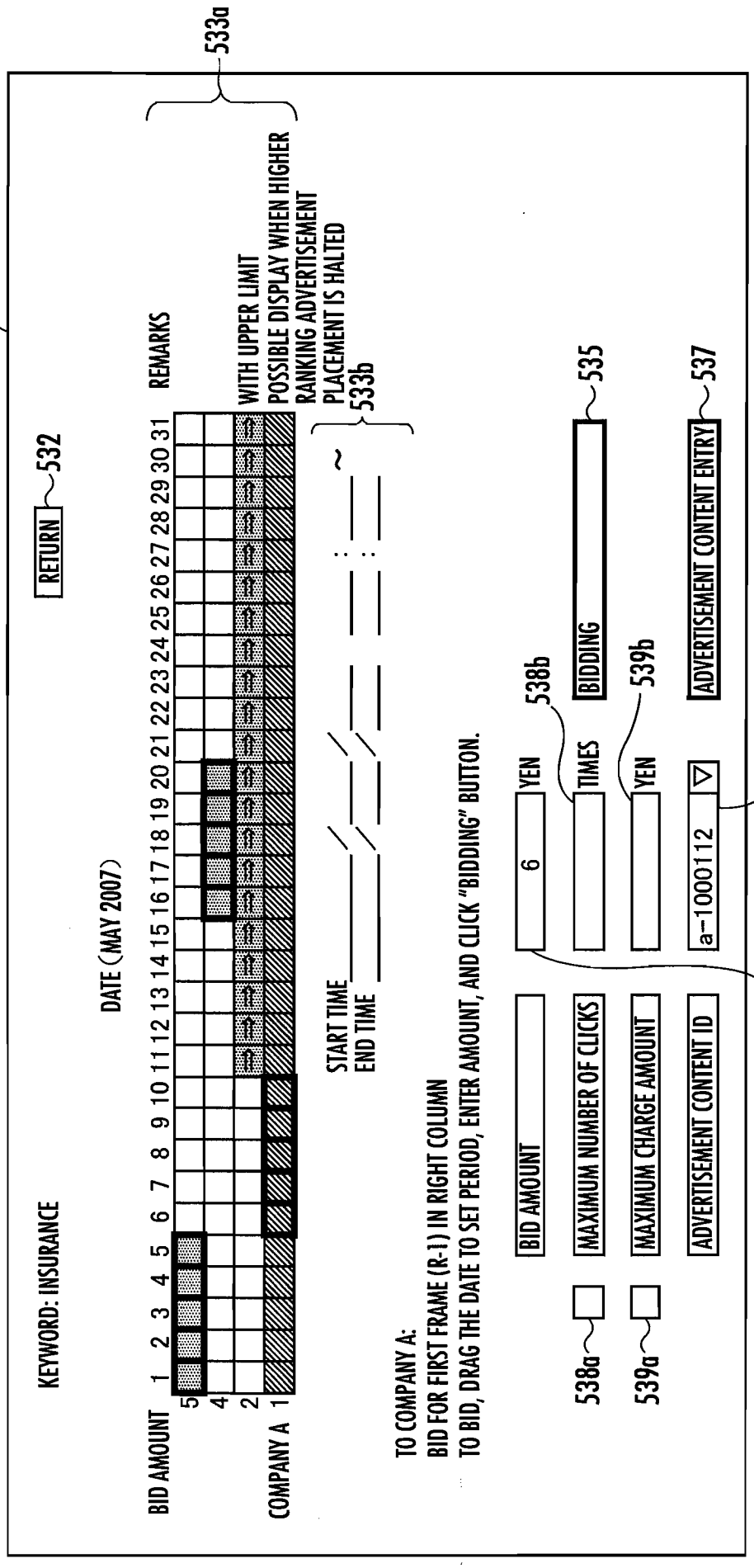

BIDDING PAGE: WHEN COMPANY A BIDS FOR TOP RIGHT ADVERTISEMENT FRAME (R-1)
(PRIOR TO BIDDING OPERATION)
530
KEYWORD: INSURANCE
RETURN
532
533a
DATE (MAY 2007)
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
REMARKS
BID AMOUNT
5
4
2
COMPANY A 1
WITH UPPER LIMIT
POSSIBLE DISPLAY WHEN HIGHER
RANKING ADVERTISEMENT
PLACEMENT IS HALTED
533b
START TIME
END TIME
TO COMPANY A:
BID FOR FIRST FRAME (R-1) IN RIGHT COLUMN
TO BID, DRAG THE DATE TO SET PERIOD, ENTER AMOUNT, AND CLICK "BIDDING" BUTTON.
BID AMOUNT
6
YEN
538b
538a
MAXIMUM NUMBER OF CLICKS
TIMES
BIDDING
535
539a
MAXIMUM CHARGE AMOUNT
YEN
539b
ADVERTISEMENT CONTENT ID
a-1000112
536
ADVERTISEMENT CONTENT ENTRY
537
534

FIG.17

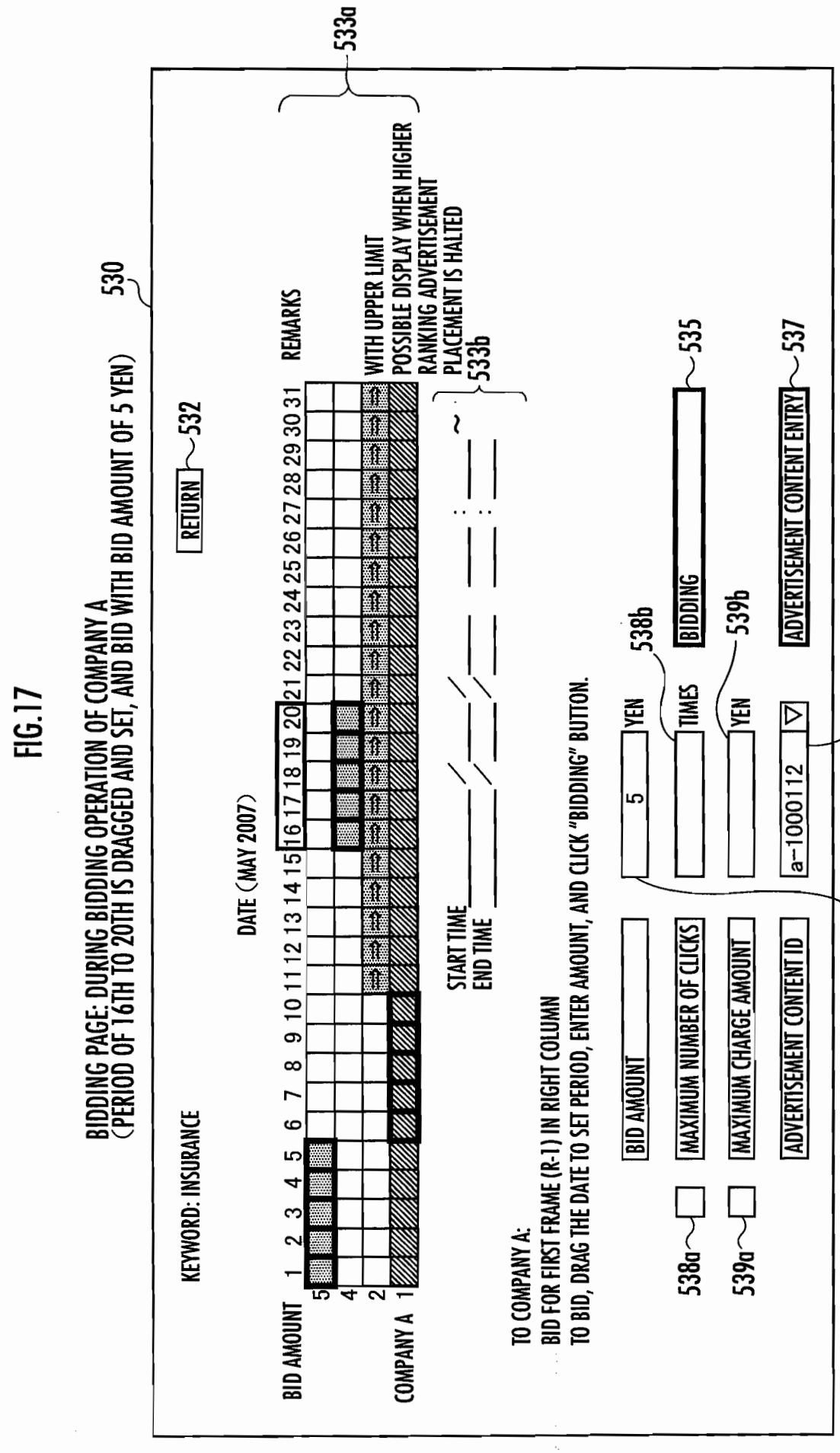

BIDDING PAGE: DURING BIDDING OPERATION OF COMPANY A
(PERIOD OF 16TH TO 20TH IS DRAGGED AND SET, AND BID WITH BID AMOUNT OF 5 YEN)
530
KEYWORD: INSURANCE
RETURN
532
DATE (MAY 2007)
BID AMOUNT 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
REMARKS
533a
5
4
2
COMPANY A 1
WITH UPPER LIMIT
POSSIBLE DISPLAY WHEN HIGHER
RANKING ADVERTISEMENT
PLACEMENT IS HALTED
533b
START TIME
END TIME
TO COMPANY A:
BID FOR FIRST FRAME (R-1) IN RIGHT COLUMN
TO BID, DRAG THE DATE TO SET PERIOD, ENTER AMOUNT, AND CLICK "BIDDING" BUTTON.
BID AMOUNT
5
YEN
538b
538a
MAXIMUM NUMBER OF CLICKS
TIMES
BIDDING
535
539a
MAXIMUM CHARGE AMOUNT
YEN
539b
ADVERTISEMENT CONTENT ID
a-1000112
536
ADVERTISEMENT CONTENT ENTRY
537
534

FIG.18

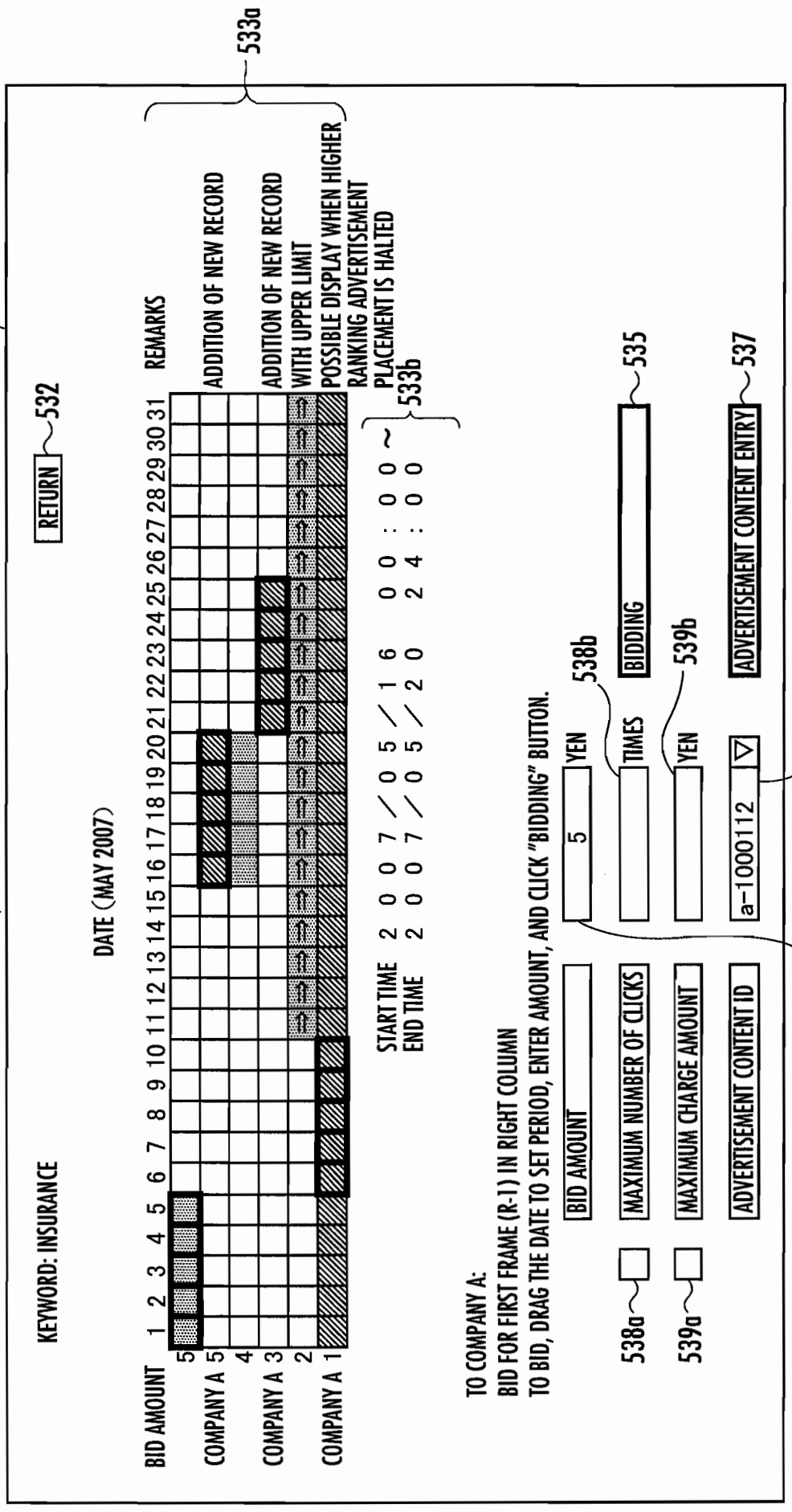

BIDDING PAGE: AFTER BIDDING OPERATION OF COMPANY A
(PERIOD OF 16TH TO 20TH IS BID WITH 5 YEN, AND PERIOD OF 21ST TO 25TH IS BID WITH 3 YEN)
530
KEYWORD: INSURANCE
RETURN
532
DATE (MAY 2007)
533a
BID AMOUNT
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
REMARKS
COMPANY A 5
ADDITION OF NEW RECORD
4
COMPANY A 3
ADDITION OF NEW RECORD WITH UPPER LIMIT
2
COMPANY A 1
POSSIBLE DISPLAY WHEN HIGHER RANKING ADVERTISEMENT PLACEMENT IS HALTED
533b
START TIME 2007/05/16 00:00~
END TIME 2007/05/20 24:00
TO COMPANY A:
BID FOR FIRST FRAME (R-1) IN RIGHT COLUMN
TO BID, DRAG THE DATE TO SET PERIOD, ENTER AMOUNT, AND CLICK "BIDDING" BUTTON.
BID AMOUNT
5
YEN
538b
538a
MAXIMUM NUMBER OF CLICKS
TIMES
BIDDING
535
539a
MAXIMUM CHARGE AMOUNT
YEN
539b
ADVERTISEMENT CONTENT ID
a-1000112
536
ADVERTISEMENT CONTENT ENTRY
537
534

FIG.19

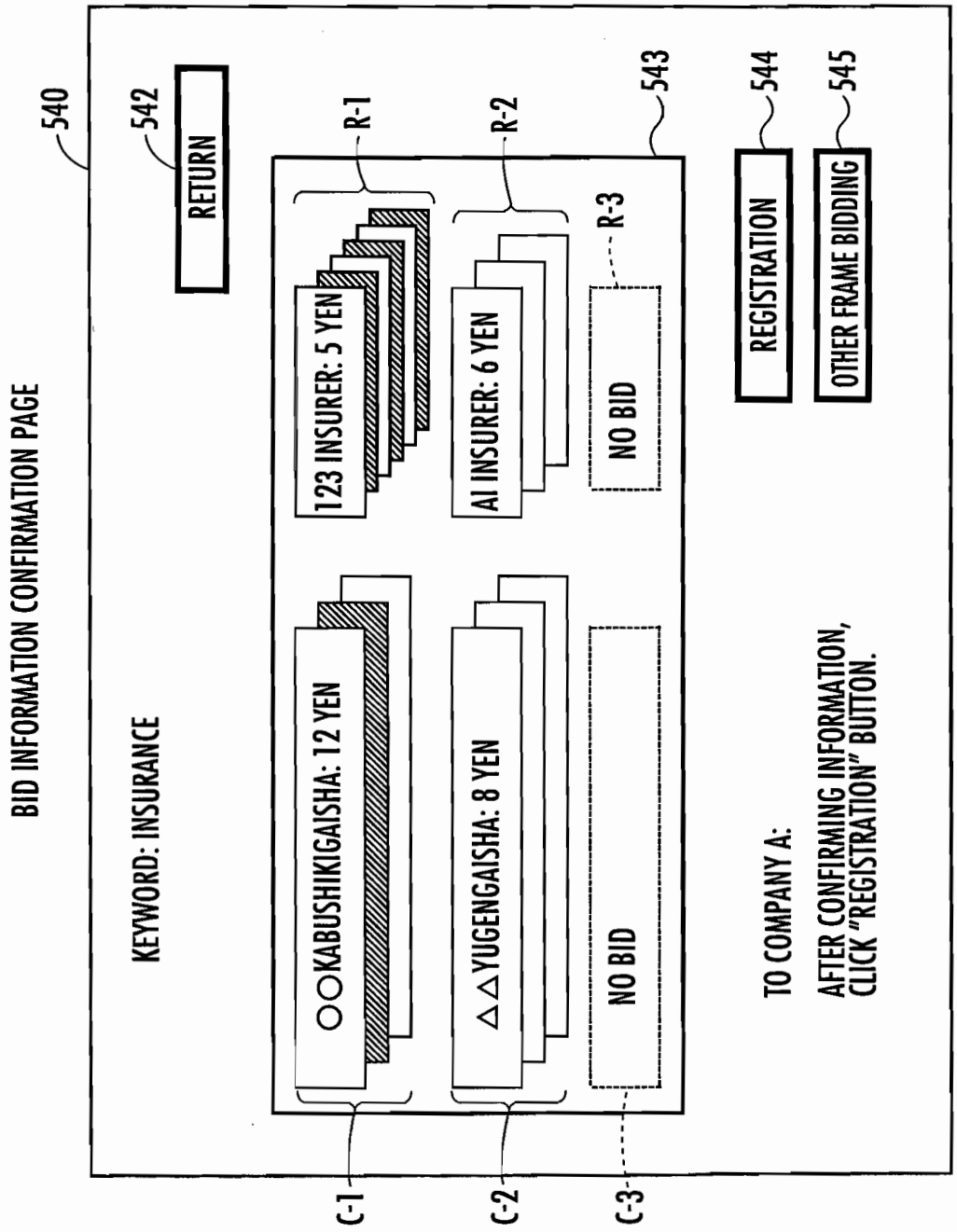

BID INFORMATION CONFIRMATION PAGE
540
KEYWORD: INSURANCE
542
RETURN
R-1
R-2
R-3
543
123 INSURER: 5 YEN
AI INSURER: 6 YEN
NO BID
○○KABUSHIKIGAISHA: 12 YEN
△△YUGENGAISHA: 8 YEN
NO BID
C-1
C-2
C-3
544
REGISTRATION
545
OTHER FRAME BIDDING
TO COMPANY A:
AFTER CONFIRMING INFORMATION, CLICK "REGISTRATION" BUTTON.

FIG.20

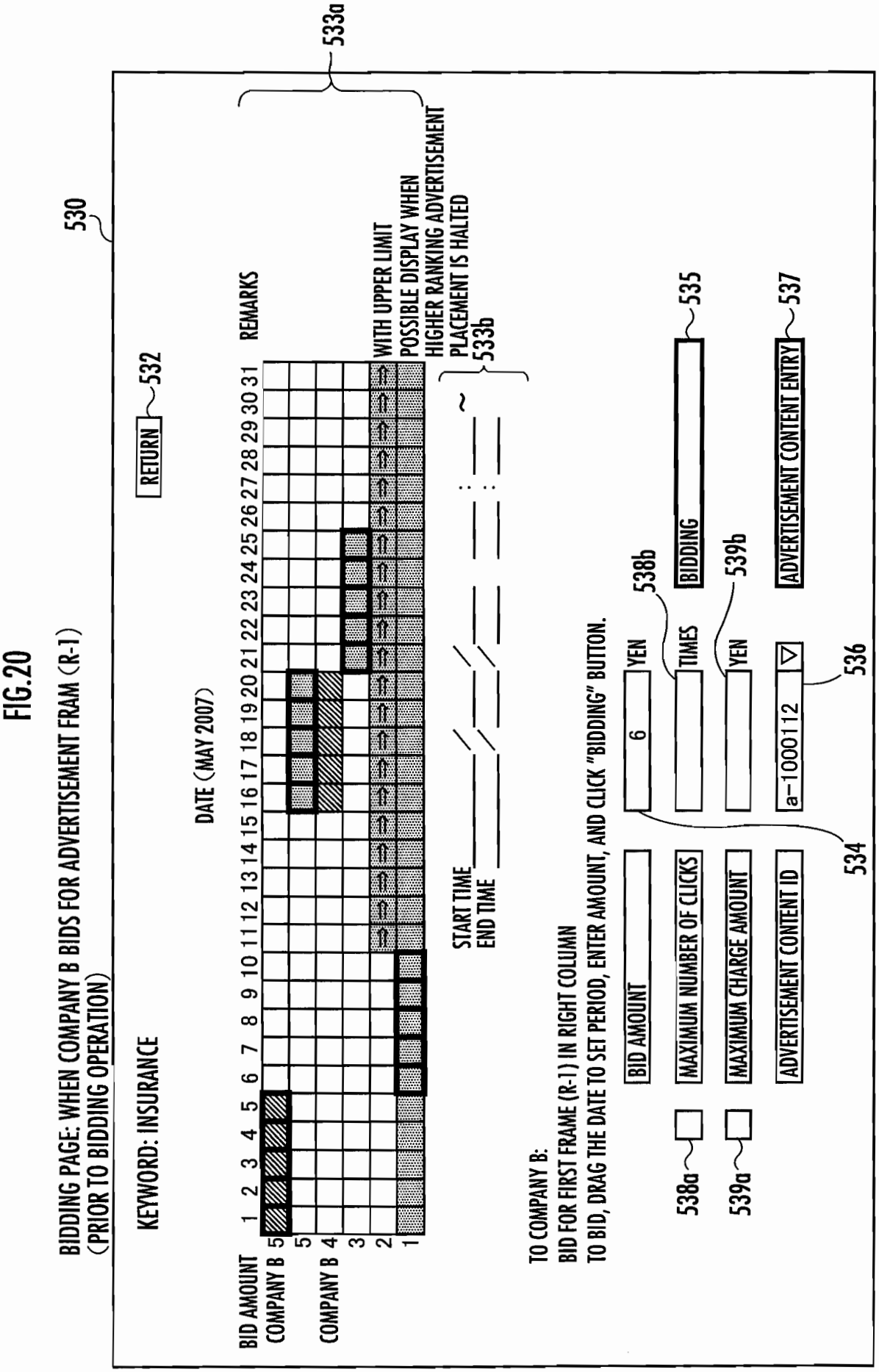

BIDDING PAGE: WHEN COMPANY B BIDS FOR ADVERTISEMENT FRAM (R-1)
(PRIOR TO BIDDING OPERATION)
530
KEYWORD: INSURANCE
RETURN
532
DATE (MAY 2007)
533a
BID AMOUNT
COMPANY B
COMPANY B
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
REMARKS
WITH UPPER LIMIT
POSSIBLE DISPLAY WHEN
HIGHER RANKING ADVERTISEMENT
PLACEMENT IS HALTED
533b
START TIME
END TIME
TO COMPANY B:
BID FOR FIRST FRAME (R-1) IN RIGHT COLUMN
TO BID, DRAG THE DATE TO SET PERIOD, ENTER AMOUNT, AND CLICK "BIDDING" BUTTON.
BID AMOUNT
6
YEN
538b
538a
MAXIMUM NUMBER OF CLICKS
TIMES
BIDDING
535
539a
MAXIMUM CHARGE AMOUNT
YEN
539b
ADVERTISEMENT CONTENT ID
a-1000112
536
ADVERTISEMENT CONTENT ENTRY
537
534

FIG.21

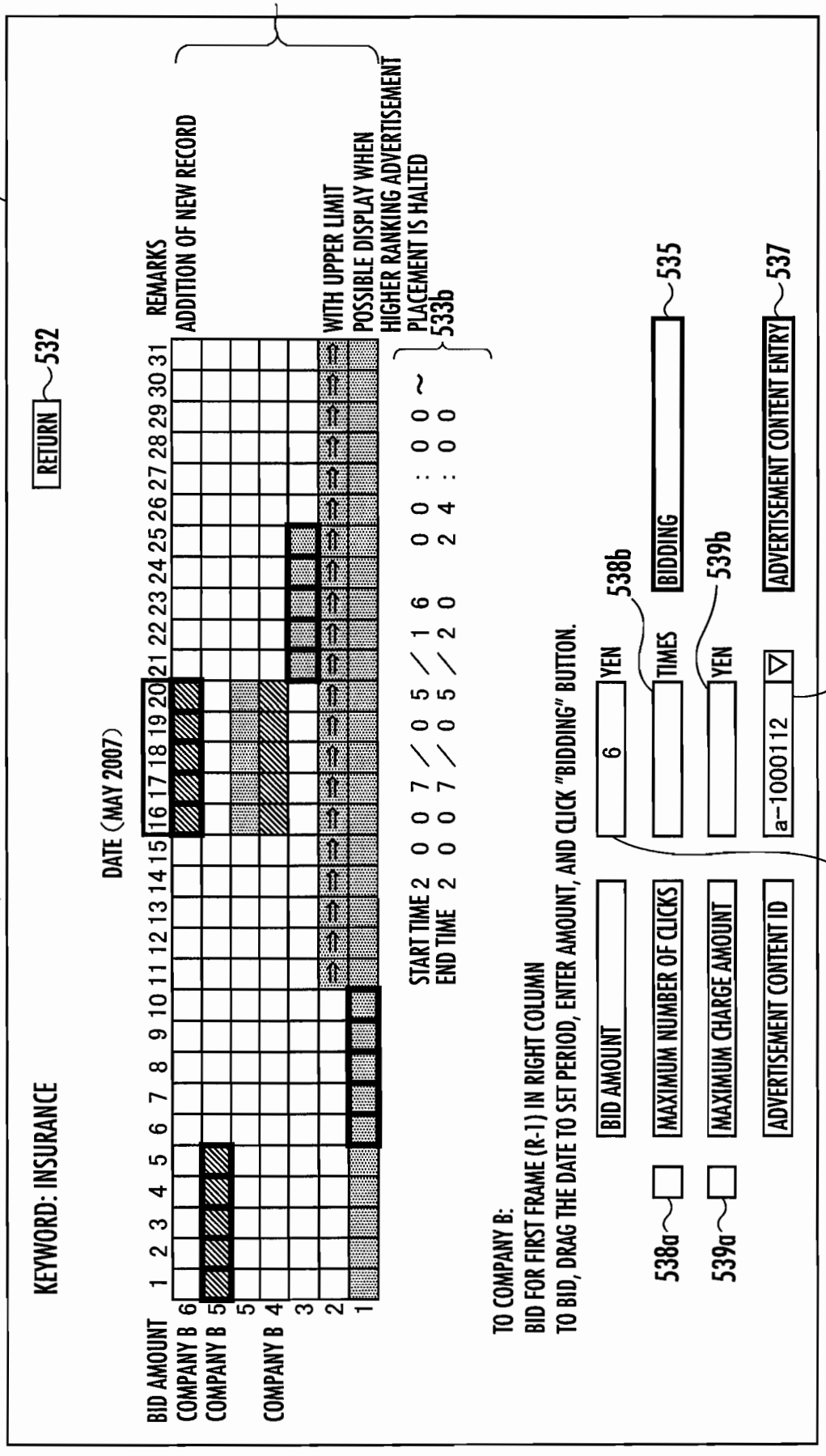

BIDDING PAGE: DURING BIDDING OPERATION OF COMPANY B
(PERIOD OF 16TH TO 20TH IS DRAGGED AND SET, AND BID WITH BID AMOUNT OF 6 YEN)
530
KEYWORD: INSURANCE
RETURN
532
533a
DATE (MAY 2007)
BID AMOUNT
COMPANY B
COMPANY B
COMPANY B
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
REMARKS
ADDITION OF NEW RECORD
WITH UPPER LIMIT
POSSIBLE DISPLAY WHEN
HIGHER RANKING ADVERTISEMENT
PLACEMENT IS HALTED
533b
START TIME 2007/05/16 00:00~
END TIME 2007/05/20 24:00
TO COMPANY B:
BID FOR FIRST FRAME (R-1) IN RIGHT COLUMN
TO BID, DRAG THE DATE TO SET PERIOD, ENTER AMOUNT, AND CLICK "BIDDING" BUTTON.
BID AMOUNT
6
YEN
538b
538a
MAXIMUM NUMBER OF CLICKS
TIMES
BIDDING
535
539a
MAXIMUM CHARGE AMOUNT
YEN
539b
ADVERTISEMENT CONTENT ID
a-1000112
536
ADVERTISEMENT CONTENT ENTRY
537
534

FIG.22

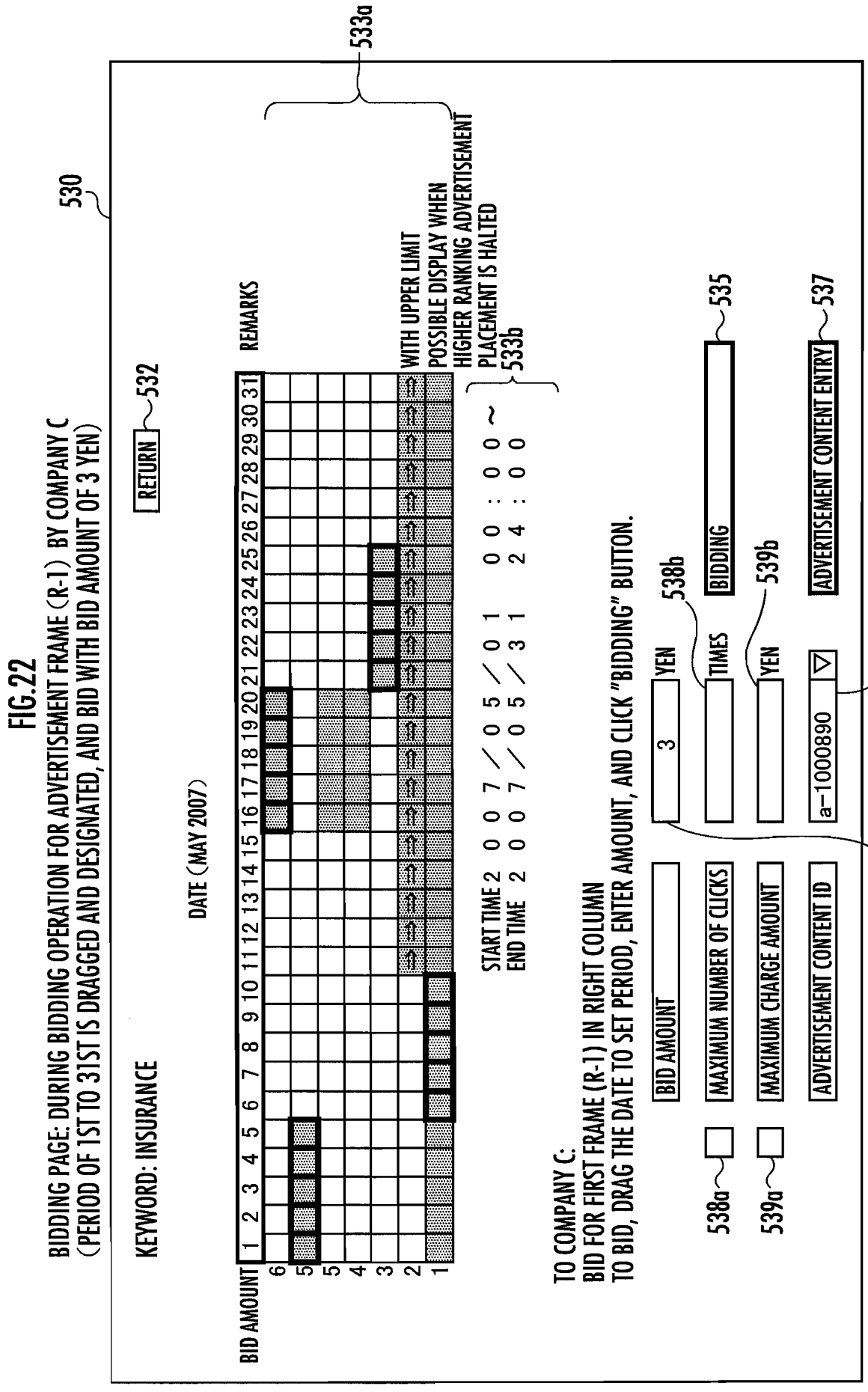

BIDDING PAGE: DURING BIDDING OPERATION FOR ADVERTISEMENT FRAME (R-1) BY COMPANY C
(PERIOD OF 1ST TO 31ST IS DRAGGED AND DESIGNATED, AND BID WITH BID AMOUNT OF 3 YEN)
530
KEYWORD: INSURANCE
RETURN
532
DATE (MAY 2007)
533a
BID AMOUNT
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
REMARKS
WITH UPPER LIMIT
POSSIBLE DISPLAY WHEN
HIGHER RANKING ADVERTISEMENT
PLACEMENT IS HALTED
533b
START TIME 2007/05/01 00:00~
END TIME 2007/05/31 24:00
TO COMPANY C:
BID FOR FIRST FRAME (R-1) IN RIGHT COLUMN
TO BID, DRAG THE DATE TO SET PERIOD, ENTER AMOUNT, AND CLICK "BIDDING" BUTTON.
BID AMOUNT
3
YEN
538b
538a
MAXIMUM NUMBER OF CLICKS
TIMES
BIDDING
535
539a
MAXIMUM CHARGE AMOUNT
YEN
539b
ADVERTISEMENT CONTENT ID
a-1000890
536
ADVERTISEMENT CONTENT ENTRY
537
534

FIG.23

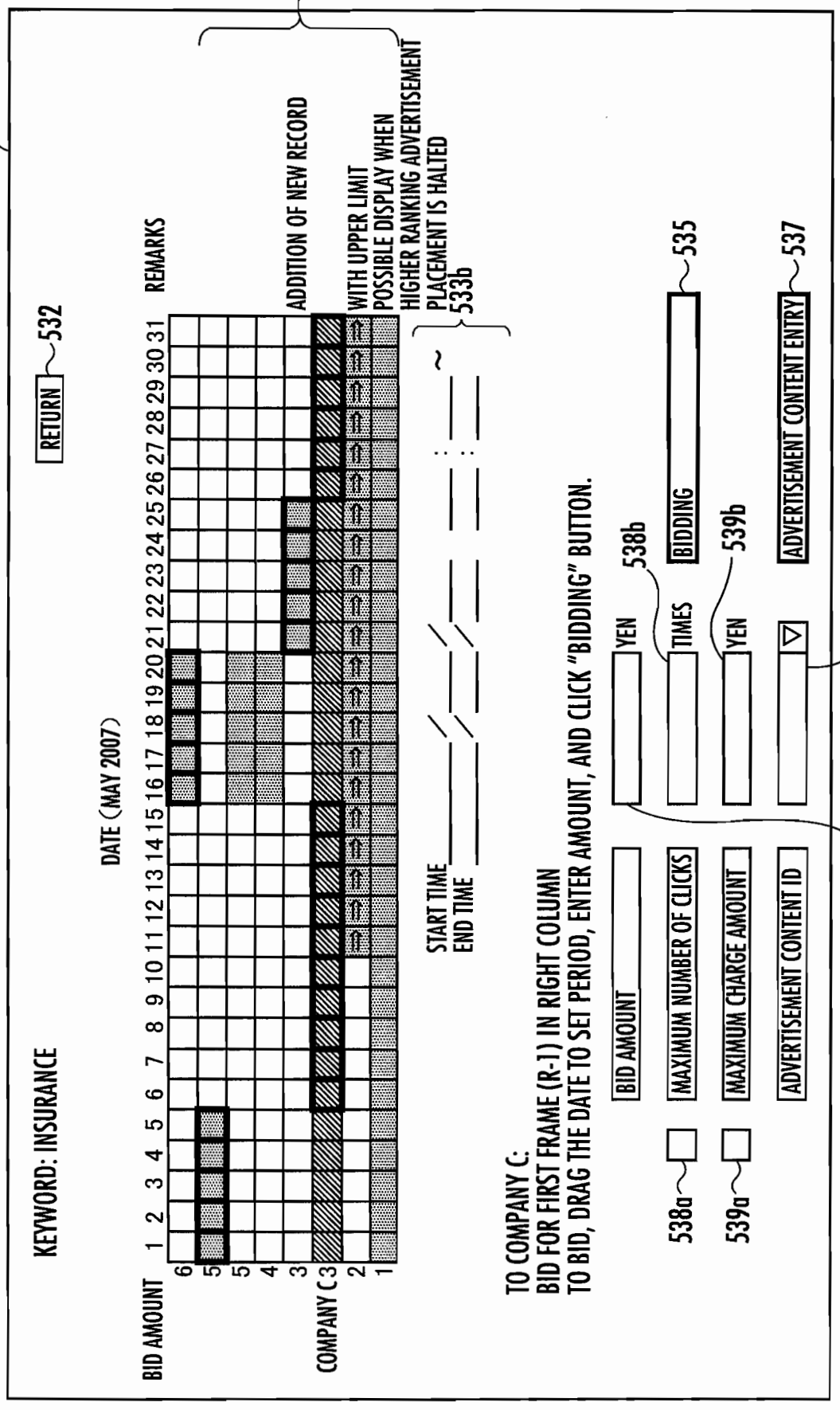

530
BIDDING PAGE: AFTER BIDDING OPERATION BY COMPANY C
KEYWORD: INSURANCE
RETURN
532
DATE (MAY 2007)
BID AMOUNT
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
REMARKS
533a
ADDITION OF NEW RECORD
WITH UPPER LIMIT
POSSIBLE DISPLAY WHEN
HIGHER RANKING ADVERTISEMENT
PLACEMENT IS HALTED
533b
COMPANY C
START TIME
END TIME
TO COMPANY C:
BID FOR FIRST FRAME (R-1) IN RIGHT COLUMN
TO BID, DRAG THE DATE TO SET PERIOD, ENTER AMOUNT, AND CLICK "BIDDING" BUTTON.
BID AMOUNT
YEN
538b
538a
MAXIMUM NUMBER OF CLICKS
TIMES
BIDDING
535
539a
MAXIMUM CHARGE AMOUNT
YEN
539b
ADVERTISEMENT CONTENT ID
ADVERTISEMENT CONTENT ENTRY
537
536
534

FIG.24

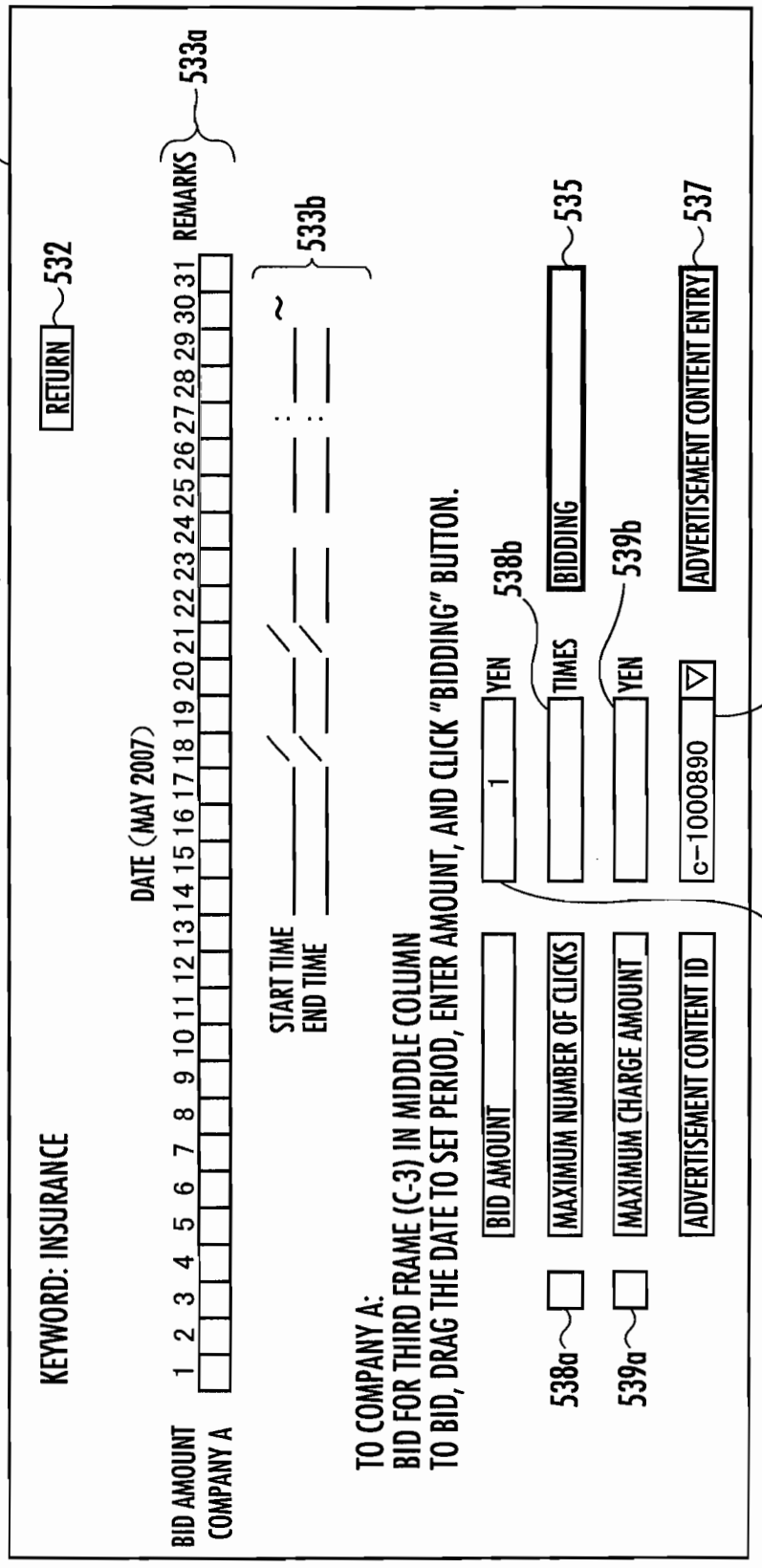

530
BIDDING PAGE: WHEN BIDDING FOR UNBID ADVERTISEMENT FRAME (C-3)
KEYWORD: INSURANCE
RETURN
532
DATE (MAY 2007)
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
REMARKS
533a
BID AMOUNT
COMPANY A
START TIME
END TIME
533b
TO COMPANY A:
BID FOR THIRD FRAME (C-3) IN MIDDLE COLUMN
TO BID, DRAG THE DATE TO SET PERIOD, ENTER AMOUNT, AND CLICK "BIDDING" BUTTON.
BID AMOUNT
1
YEN
538b
538a
MAXIMUM NUMBER OF CLICKS
TIMES
BIDDING
535
539a
MAXIMUM CHARGE AMOUNT
YEN
539b
ADVERTISEMENT CONTENT ID
c-1000890
536
ADVERTISEMENT CONTENT ENTRY
537
534

FIG.25

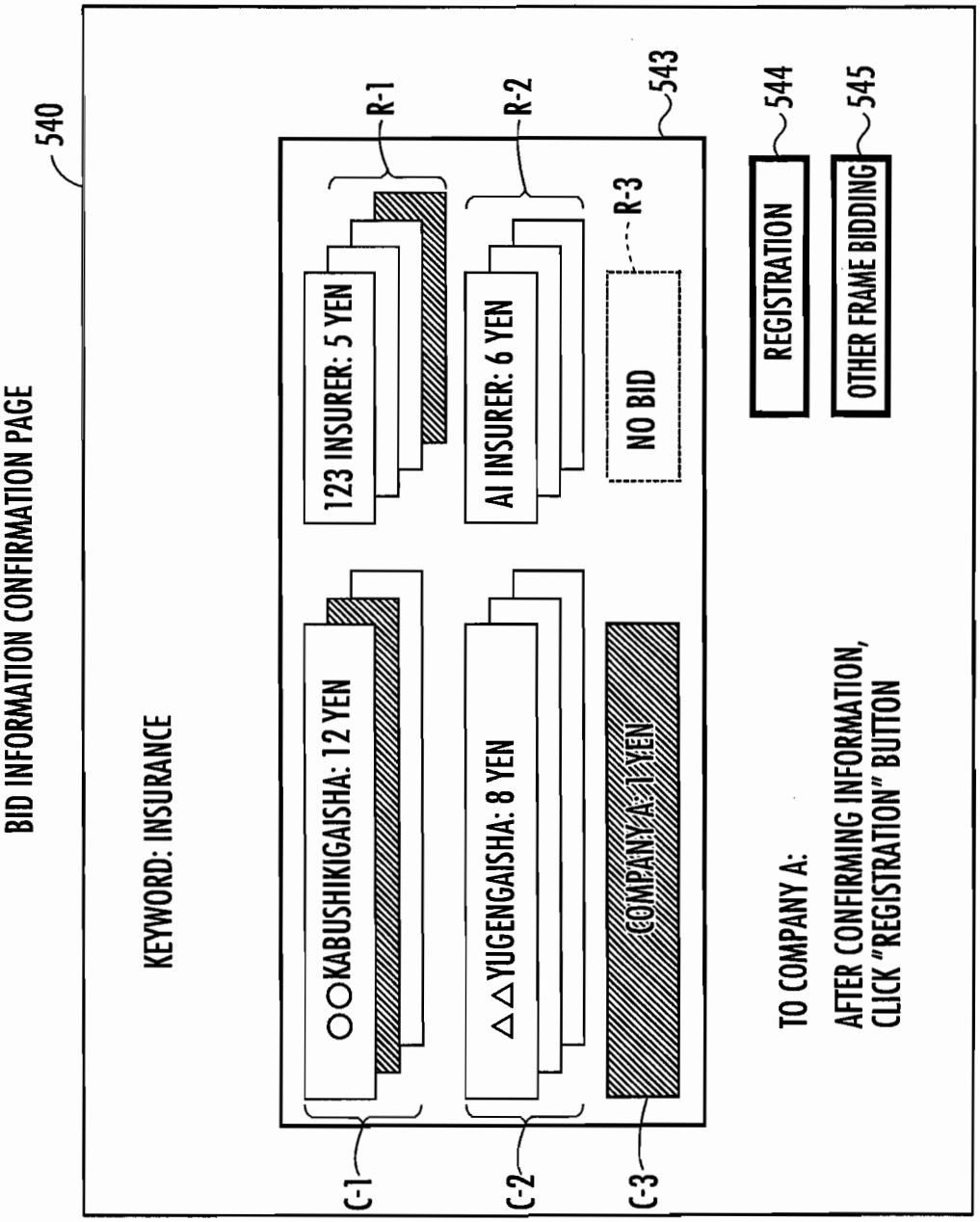

BID INFORMATION CONFIRMATION PAGE
540
KEYWORD: INSURANCE
○○KABUSHIKIGAISHA: 12 YEN
△△YUGENGAISHA: 8 YEN
COMPANY A: 11 YEN
123 INSURER: 5 YEN
AI INSURER: 6 YEN
NO BID
R-1
R-2
R-3
543
C-1
C-2
C-3
REGISTRATION
544
OTHER FRAME BIDDING
545
TO COMPANY A:
AFTER CONFIRMING INFORMATION, CLICK "REGISTRATION" BUTTON

FIG.26

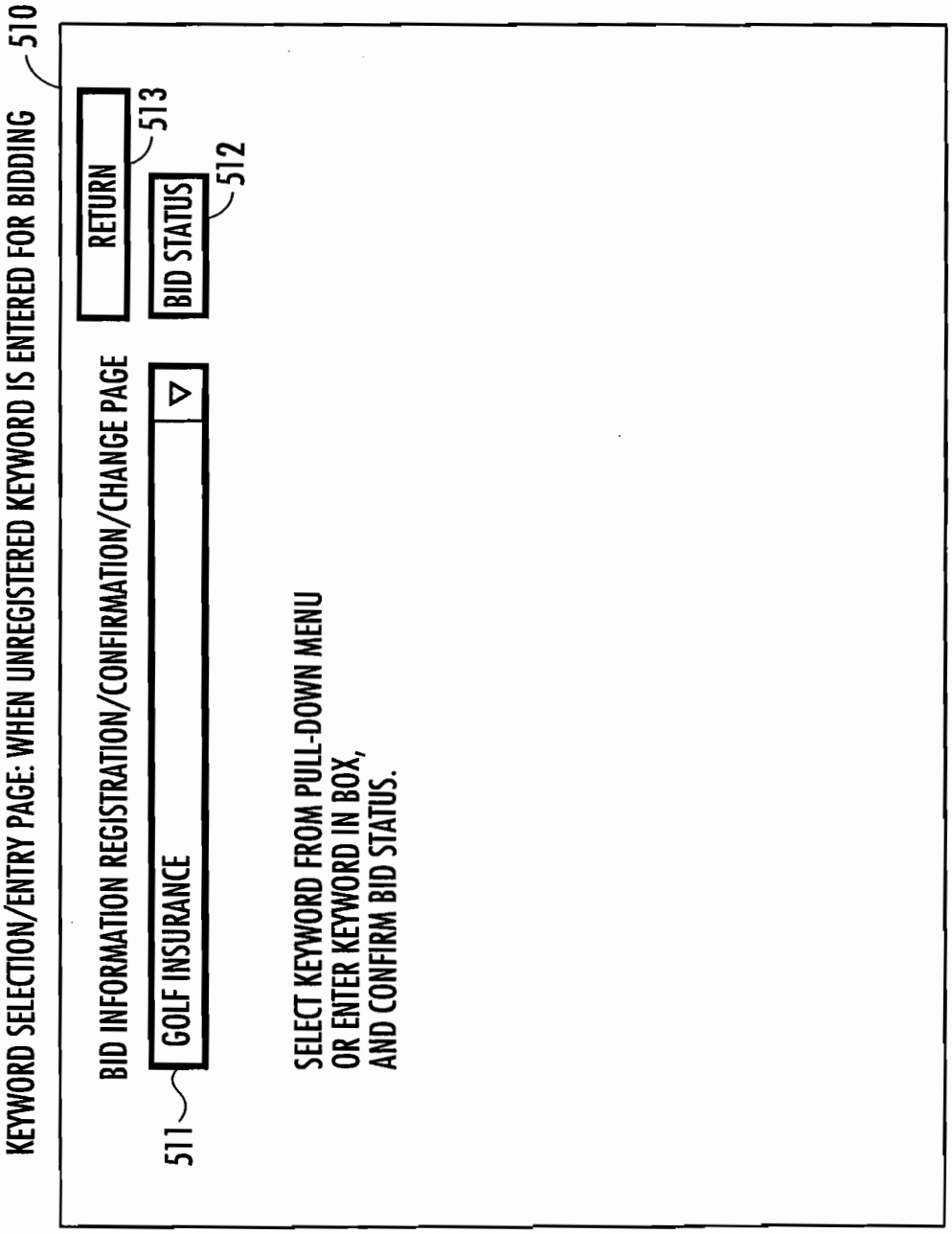

KEYWORD SELECTION/ENTRY PAGE: WHEN UNREGISTERED KEYWORD IS ENTERED FOR BIDDING
510
BID INFORMATION REGISTRATION/CONFIRMATION/CHANGE PAGE
RETURN
513
BID STATUS
512
511
GOLF INSURANCE
SELECT KEYWORD FROM PULL-DOWN MENU
OR ENTER KEYWORD IN BOX,
AND CONFIRM BID STATUS.

FIG.27

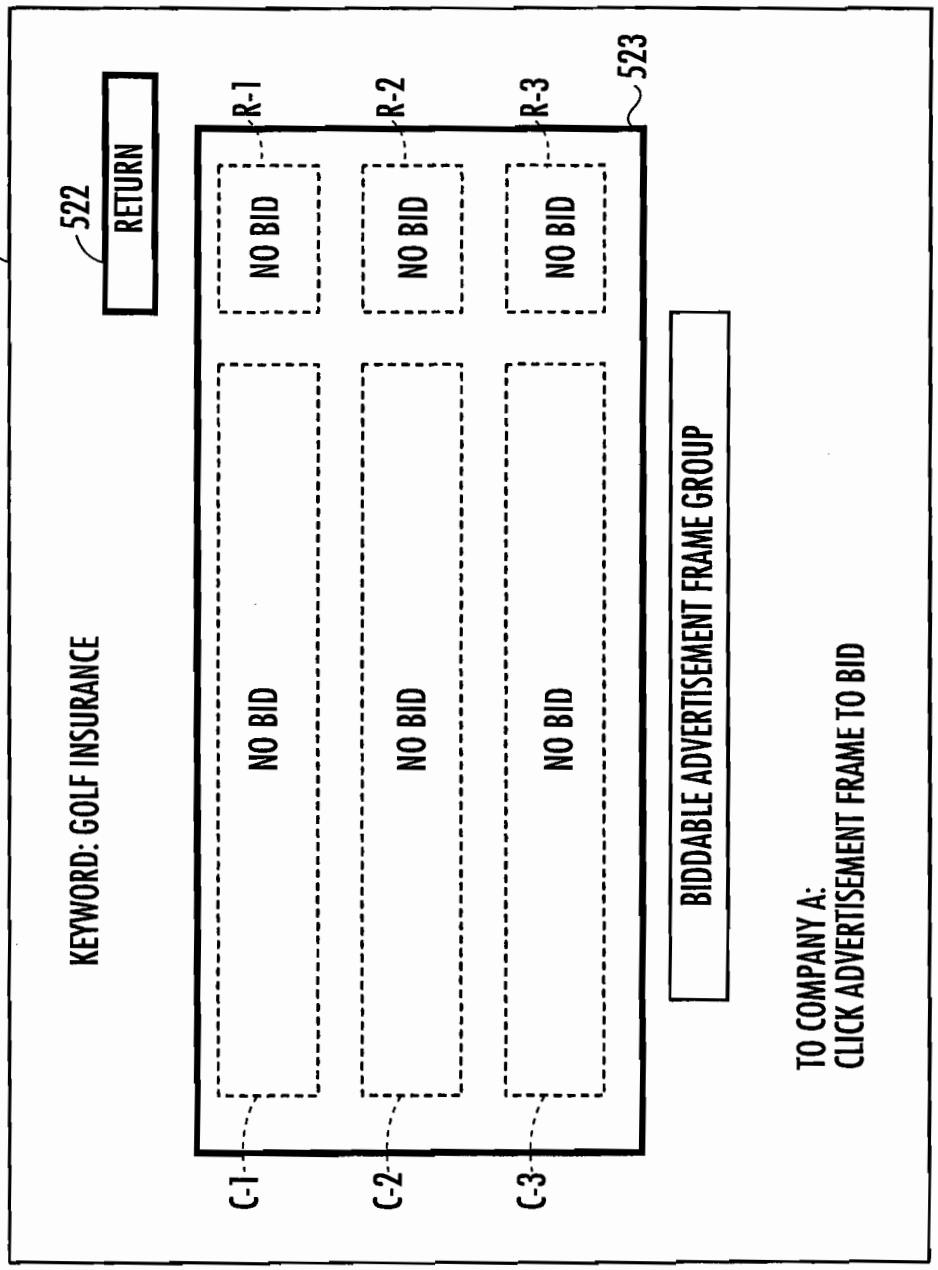

ADVERTISEMENT FRAME DISPLAY/DESIGNATION PAGE
520
KEYWORD: GOLF INSURANCE
522
RETURN
R-1
R-2
R-3
523
NO BID
NO BID
NO BID
NO BID
NO BID
NO BID
C-1
C-2
C-3
BIDDABLE ADVERTISEMENT FRAME GROUP
TO COMPANY A:
CLICK ADVERTISEMENT FRAME TO BID

FIG.28

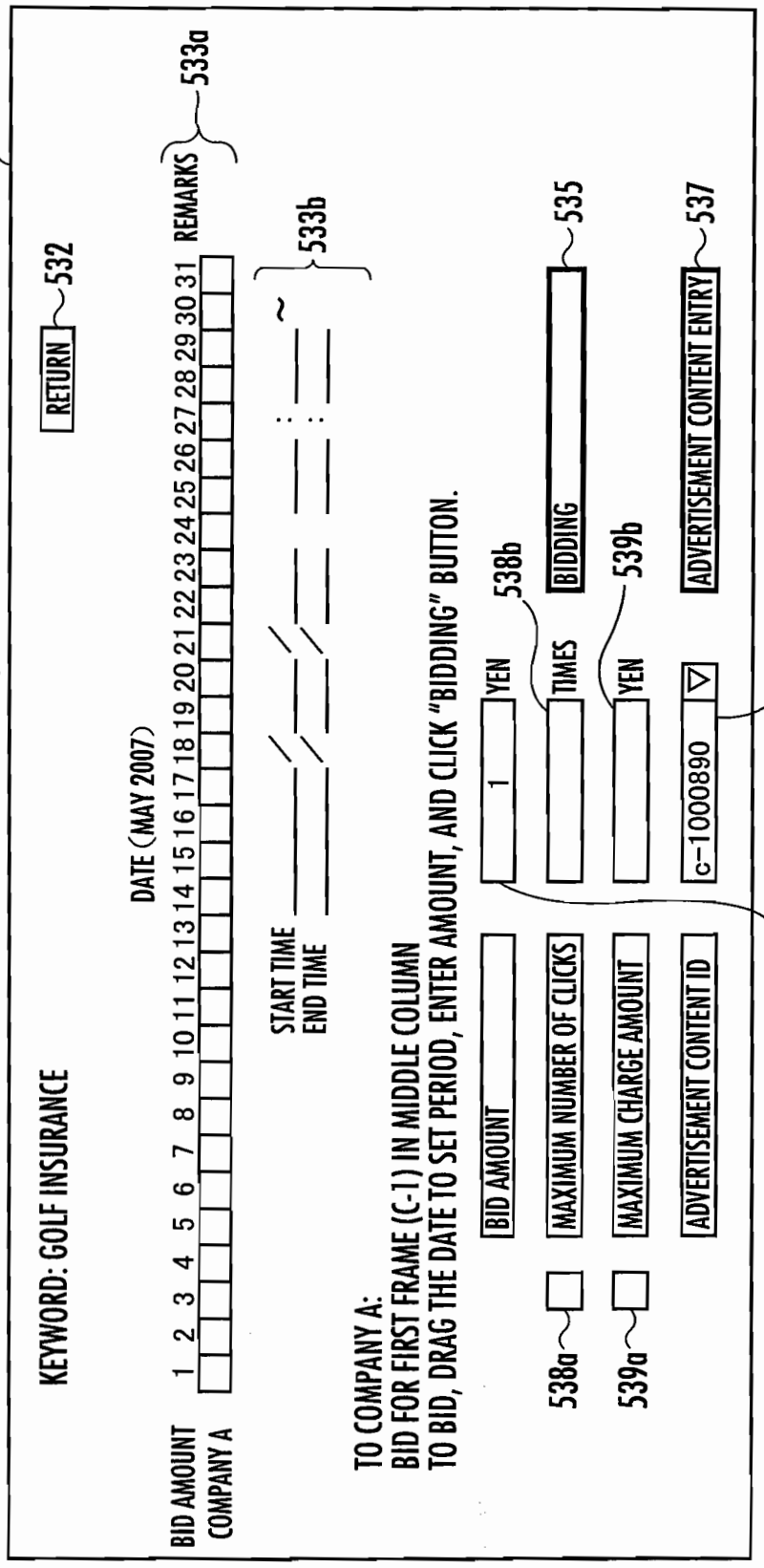

530
BIDDING PAGE: WHEN BIDDING FOR ADVERTISEMENT FRAM (C-1)
KEYWORD: GOLF INSURANCE
RETURN
532
DATE (MAY 2007)
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
REMARKS
533a
BID AMOUNT
COMPANY A
START TIME
END TIME
533b
TO COMPANY A:
BID FOR FIRST FRAME (C-1) IN MIDDLE COLUMN
TO BID, DRAG THE DATE TO SET PERIOD, ENTER AMOUNT, AND CLICK "BIDDING" BUTTON.
BID AMOUNT
1
YEN
538b
538a
MAXIMUM NUMBER OF CLICKS
TIMES
BIDDING
535
539a
MAXIMUM CHARGE AMOUNT
YEN
539b
ADVERTISEMENT CONTENT ID
c-1000890
536
ADVERTISEMENT CONTENT ENTRY
537
534

FIG.29

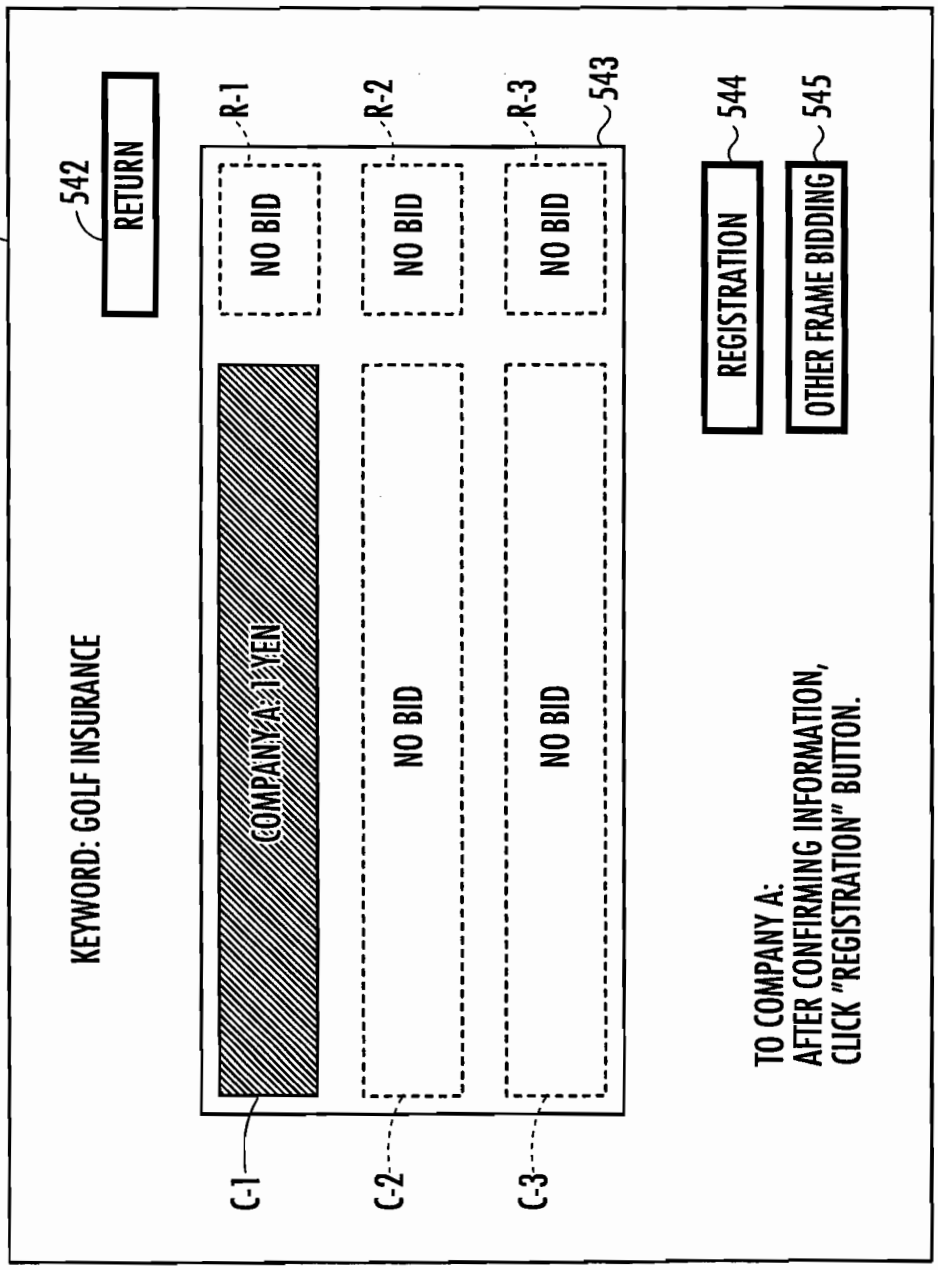

BID INFORMATION CONFIRMATION PAGE
540
KEYWORD: GOLF INSURANCE
542
RETURN
R-1
R-2
R-3
543
NO BID
NO BID
NO BID
COMPANY A: 1 YEN
NO BID
NO BID
C-1
C-2
C-3
544
REGISTRATION
545
OTHER FRAME BIDDING
TO COMPANY A:
AFTER CONFIRMING INFORMATION,
CLICK "REGISTRATION" BUTTON.

FIG.30

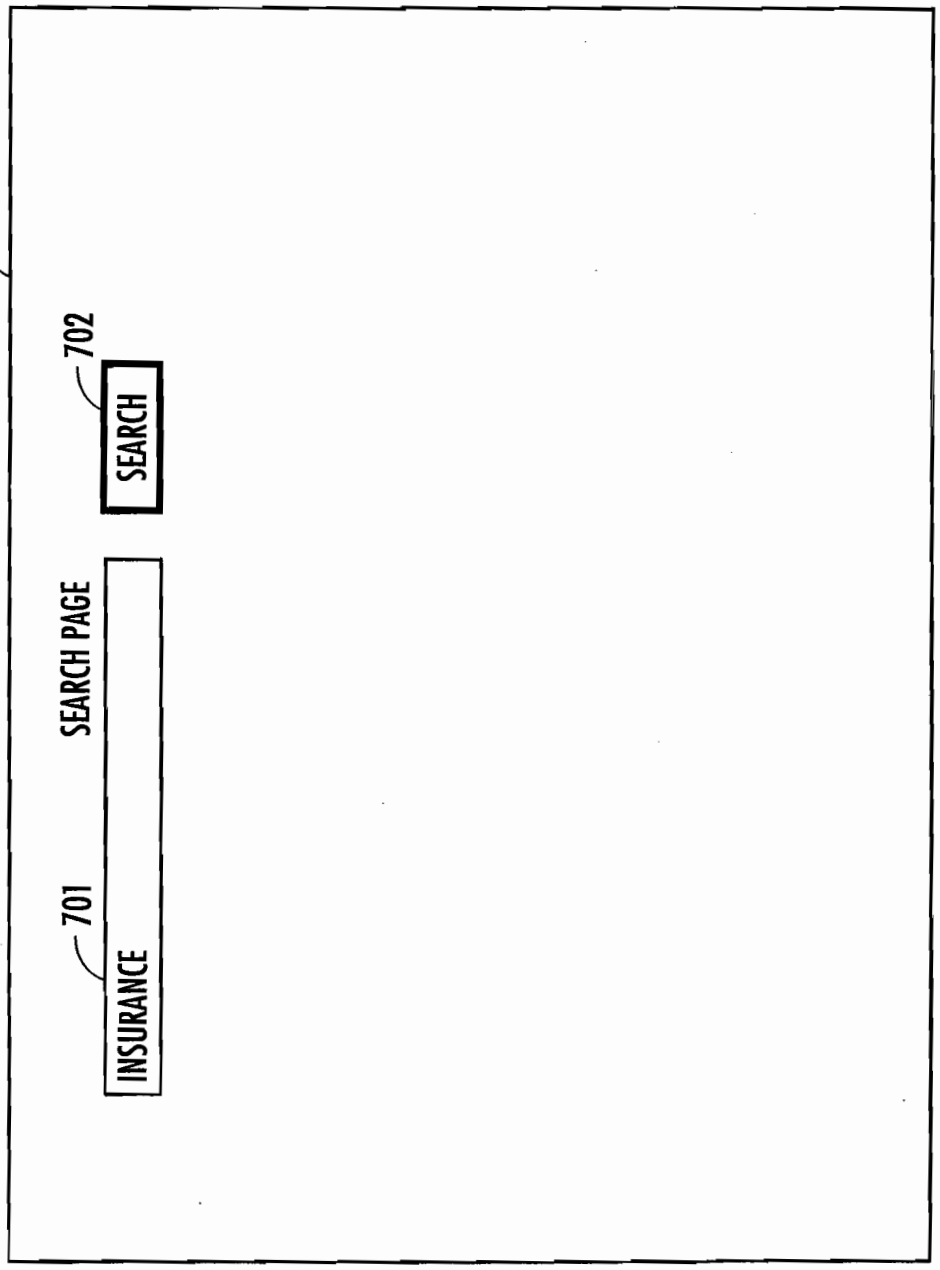


FIG.31

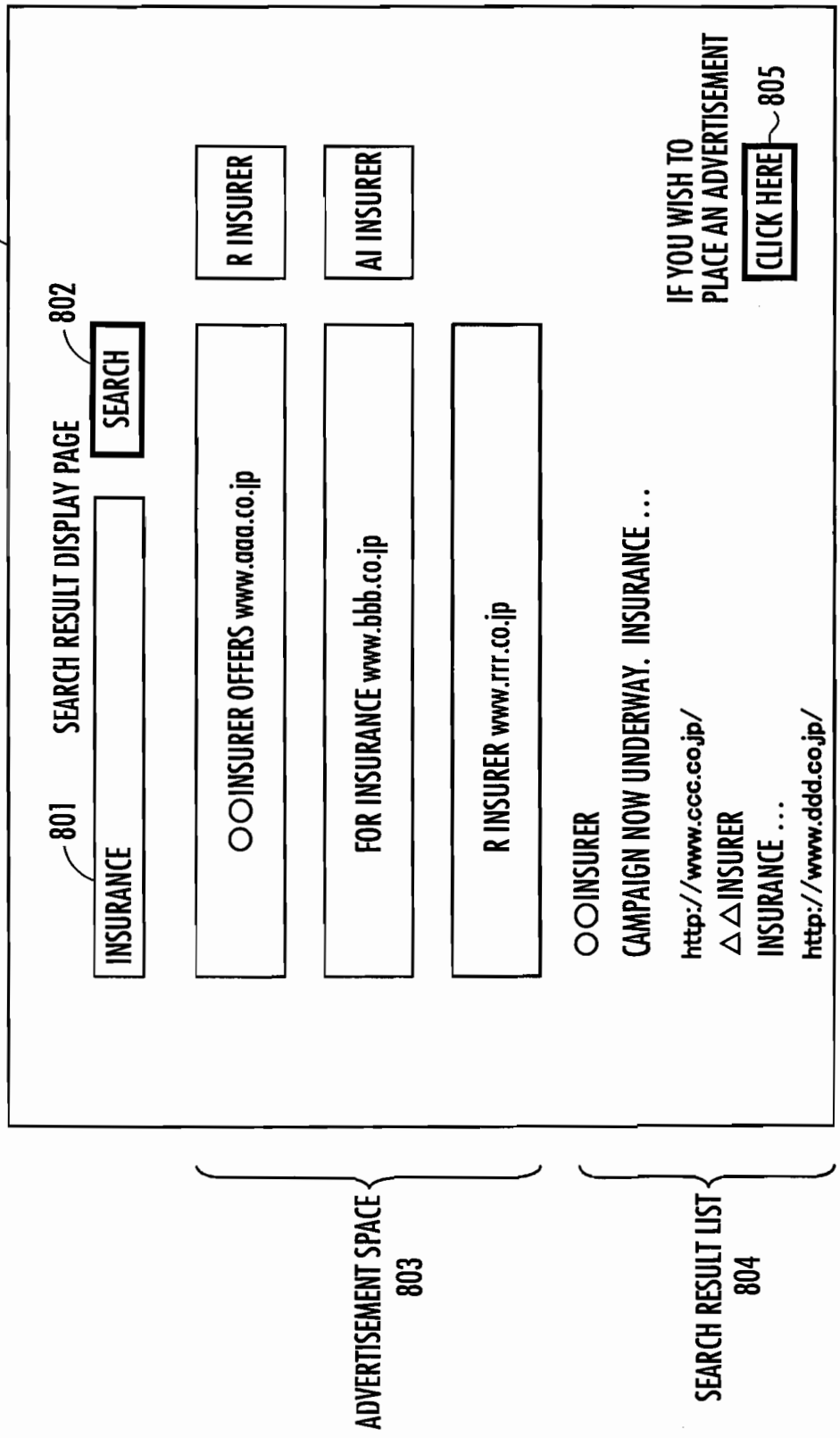

800
SEARCH RESULT DISPLAY PAGE
801
INSURANCE
802
SEARCH
○○INSURER OFFERS www.aaa.co.jp
FOR INSURANCE www.bbb.co.jp
R INSURER www.rrr.co.jp
R INSURER
AI INSURER
IF YOU WISH TO PLACE AN ADVERTISEMENT
CLICK HERE
805
○○INSURER
CAMPAIGN NOW UNDERWAY. INSURANCE ...
http://www.ccc.co.jp/
△△INSURER
INSURANCE ...
http://www.ddd.co.jp/
ADVERTISEMENT SPACE
803
SEARCH RESULT LIST
804

FIG.32

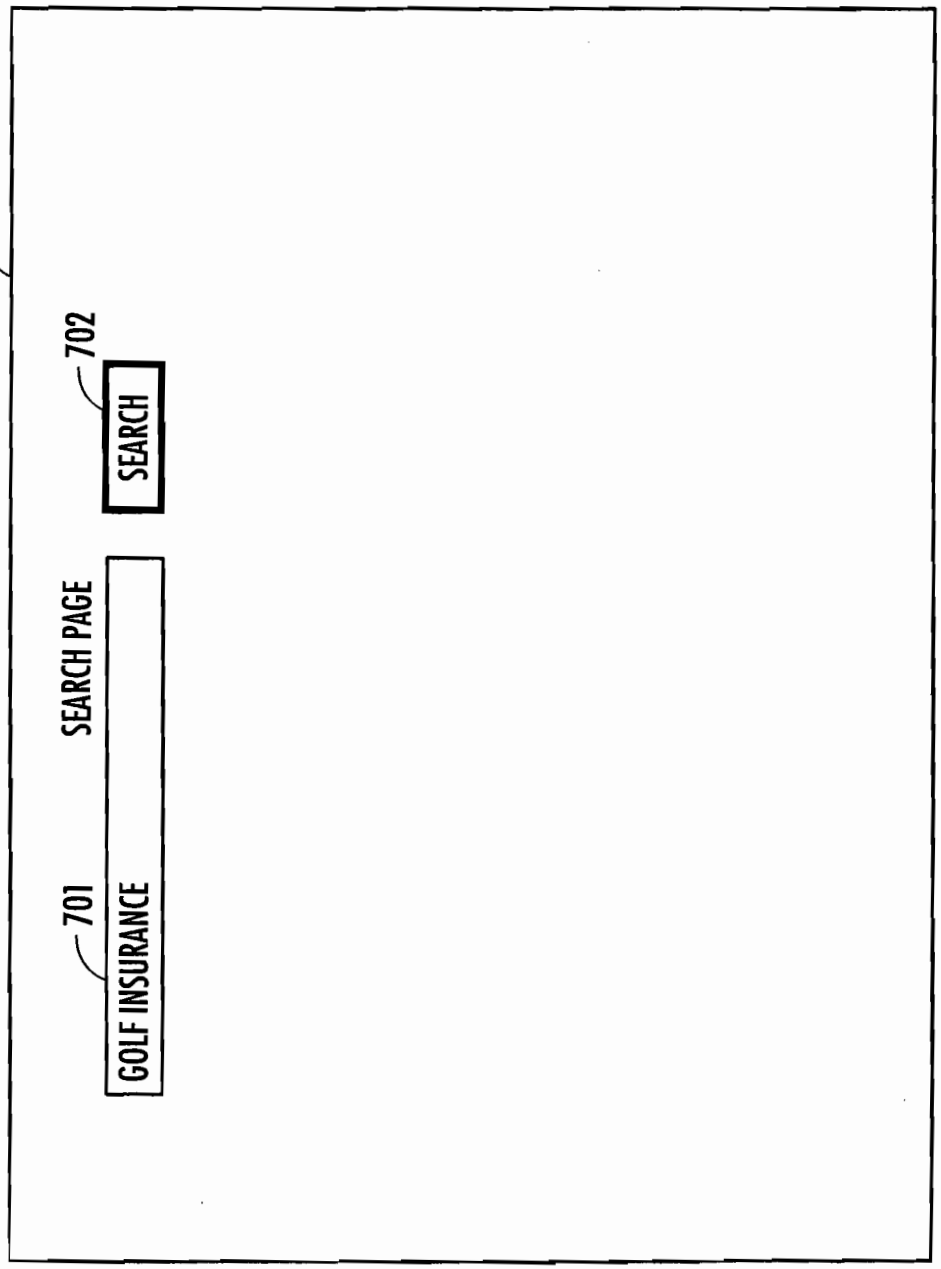


FIG.33

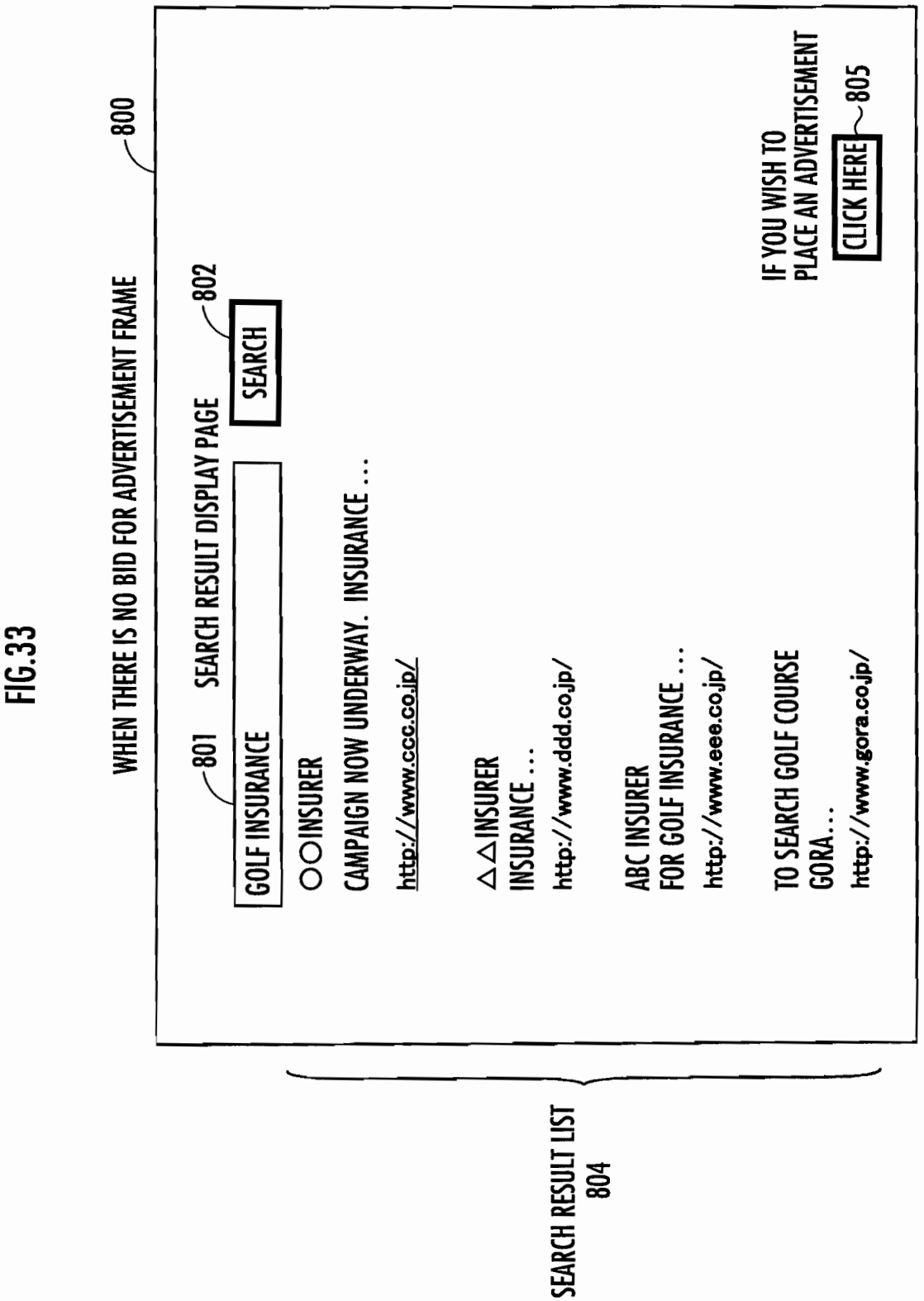

WHEN THERE IS NO BID FOR ADVERTISEMENT FRAME
800
801
SEARCH RESULT DISPLAY PAGE
802
GOLF INSURANCE
SEARCH
○○INSURER
CAMPAIGN NOW UNDERWAY. INSURANCE ...
http://www.ccc.co.jp/
△△INSURER
INSURANCE ...
http://www.ddd.co.jp/
ABC INSURER
FOR GOLF INSURANCE ...
http://www.eee.co.jp/
TO SEARCH GOLF COURSE
GORA...
http://www.gora.co.jp/
IF YOU WISH TO
PLACE AN ADVERTISEMENT
CLICK HERE
805
SEARCH RESULT LIST
804

FIG.34

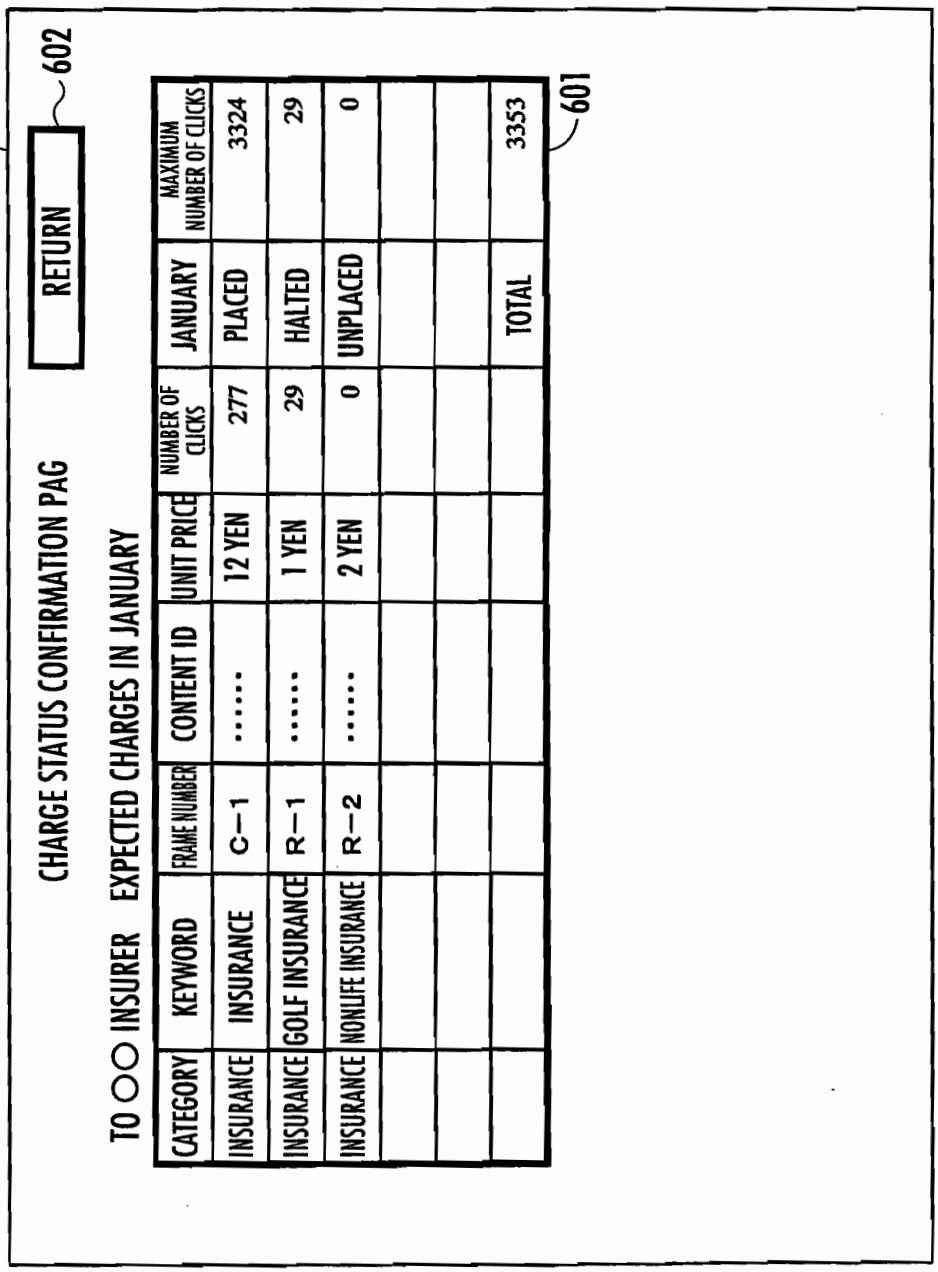

600
602
CHARGE STATUS CONFIRMATION PAG
RETURN
TO ○○ INSURER EXPECTED CHARGES IN JANUARY
CATEGORY
KEYWORD
FRAME NUMBER
CONTENT ID
UNIT PRICE
NUMBER OF CLICKS
JANUARY
MAXIMUM NUMBER OF CLICKS
INSURANCE
INSURANCE
C−1
.....
12 YEN
277
PLACED
3324
INSURANCE
GOLF INSURANCE
R−1
.....
1 YEN
29
HALTED
29
INSURANCE
NONLIFE INSURANCE
R−2
.....
2 YEN
0
UNPLACED
0
TOTAL
3353
601

FIG.35

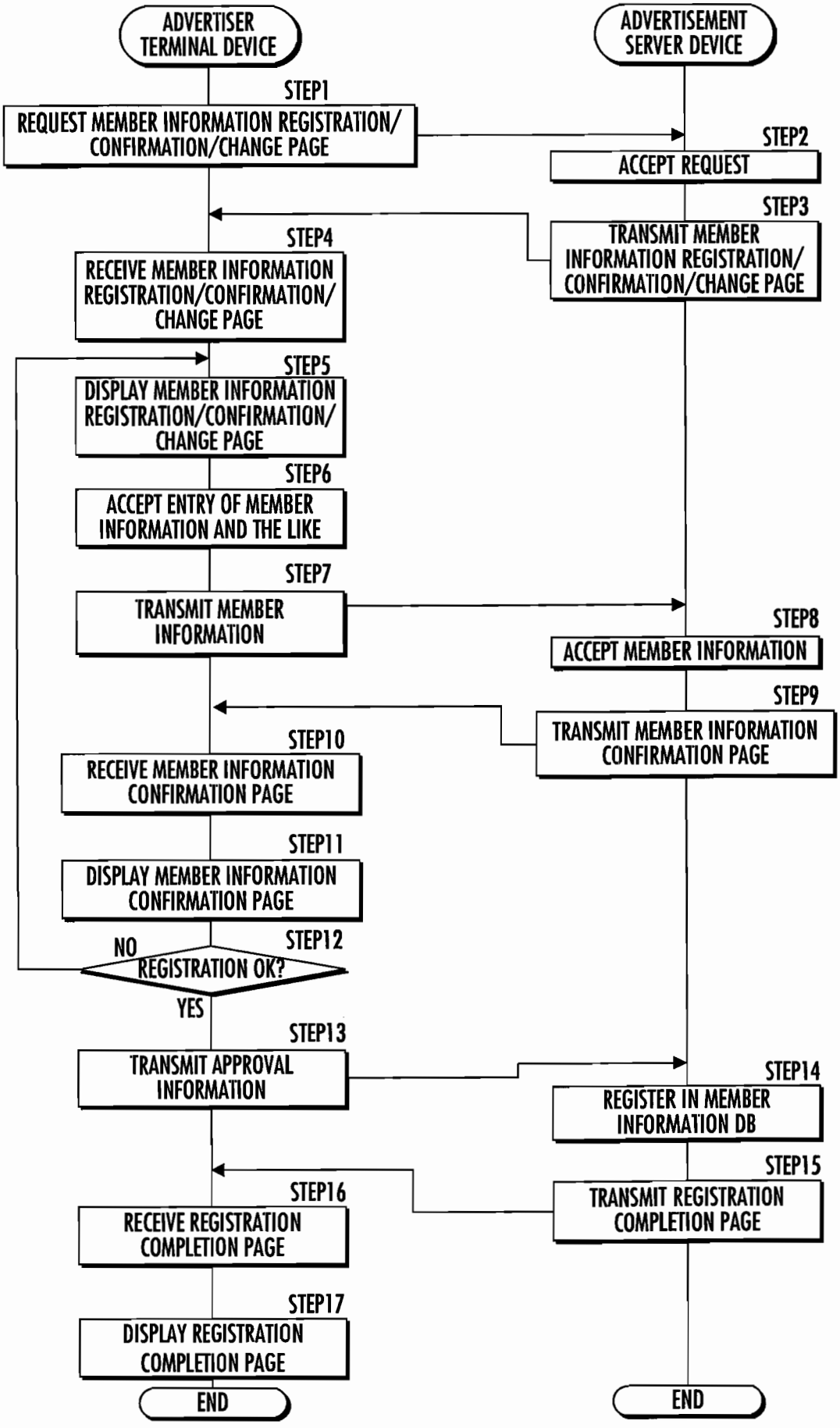

ADVERTISER TERMINAL DEVICE
ADVERTISEMENT SERVER DEVICE
STEP1
REQUEST MEMBER INFORMATION REGISTRATION/ CONFIRMATION/CHANGE PAGE
STEP2
ACCEPT REQUEST
STEP3
TRANSMIT MEMBER INFORMATION REGISTRATION/ CONFIRMATION/CHANGE PAGE
STEP4
RECEIVE MEMBER INFORMATION REGISTRATION/CONFIRMATION/ CHANGE PAGE
STEP5
DISPLAY MEMBER INFORMATION REGISTRATION/CONFIRMATION/ CHANGE PAGE
STEP6
ACCEPT ENTRY OF MEMBER INFORMATION AND THE LIKE
STEP7
TRANSMIT MEMBER INFORMATION
STEP8
ACCEPT MEMBER INFORMATION
STEP9
TRANSMIT MEMBER INFORMATION CONFIRMATION PAGE
STEP10
RECEIVE MEMBER INFORMATION CONFIRMATION PAGE
STEP11
DISPLAY MEMBER INFORMATION CONFIRMATION PAGE
STEP12
NO
REGISTRATION OK?
YES
STEP13
TRANSMIT APPROVAL INFORMATION
STEP14
REGISTER IN MEMBER INFORMATION DB
STEP15
TRANSMIT REGISTRATION COMPLETION PAGE
STEP16
RECEIVE REGISTRATION COMPLETION PAGE
STEP17
DISPLAY REGISTRATION COMPLETION PAGE
END
END

FIG.36

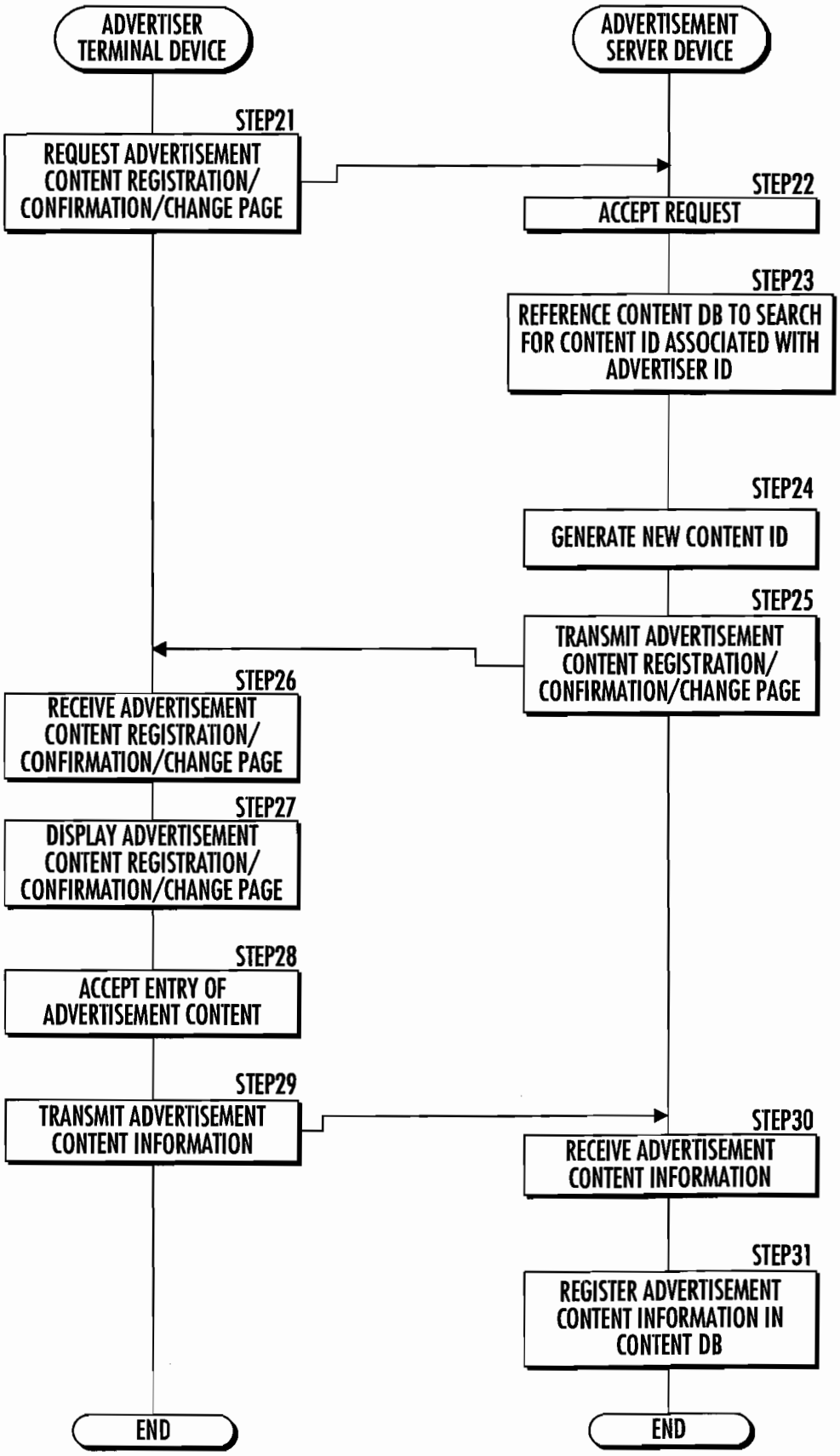

ADVERTISER TERMINAL DEVICE
ADVERTISEMENT SERVER DEVICE
STEP21
REQUEST ADVERTISEMENT CONTENT REGISTRATION/ CONFIRMATION/CHANGE PAGE
STEP22
ACCEPT REQUEST
STEP23
REFERENCE CONTENT DB TO SEARCH FOR CONTENT ID ASSOCIATED WITH ADVERTISER ID
STEP24
GENERATE NEW CONTENT ID
STEP25
TRANSMIT ADVERTISEMENT CONTENT REGISTRATION/ CONFIRMATION/CHANGE PAGE
STEP26
RECEIVE ADVERTISEMENT CONTENT REGISTRATION/ CONFIRMATION/CHANGE PAGE
STEP27
DISPLAY ADVERTISEMENT CONTENT REGISTRATION/ CONFIRMATION/CHANGE PAGE
STEP28
ACCEPT ENTRY OF ADVERTISEMENT CONTENT
STEP29
TRANSMIT ADVERTISEMENT CONTENT INFORMATION
STEP30
RECEIVE ADVERTISEMENT CONTENT INFORMATION
STEP31
REGISTER ADVERTISEMENT CONTENT INFORMATION IN CONTENT DB
END
END

FIG.37

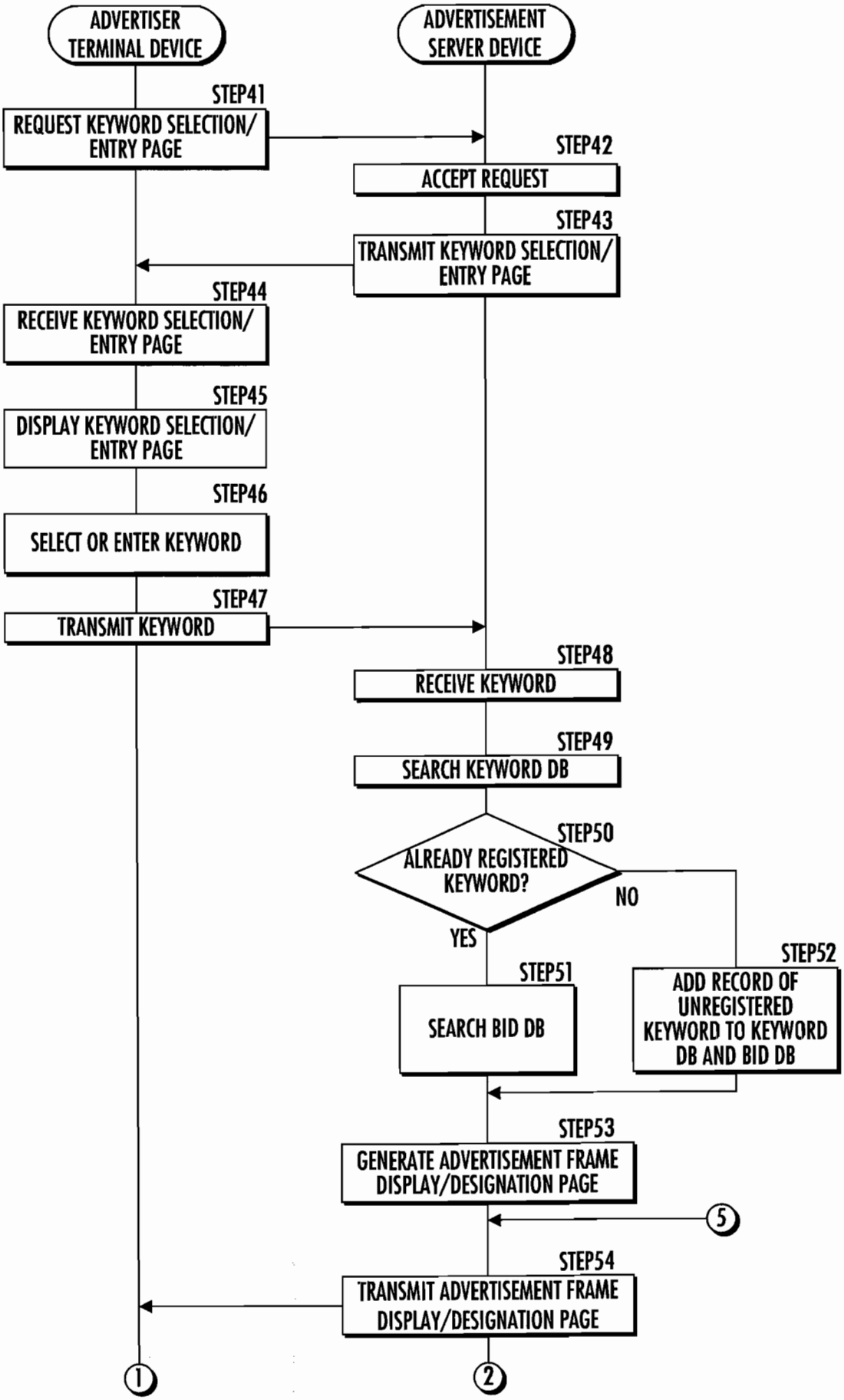

ADVERTISER TERMINAL DEVICE
ADVERTISEMENT SERVER DEVICE
STEP41
REQUEST KEYWORD SELECTION/ ENTRY PAGE
STEP42
ACCEPT REQUEST
STEP43
TRANSMIT KEYWORD SELECTION/ ENTRY PAGE
STEP44
RECEIVE KEYWORD SELECTION/ ENTRY PAGE
STEP45
DISPLAY KEYWORD SELECTION/ ENTRY PAGE
STEP46
SELECT OR ENTER KEYWORD
STEP47
TRANSMIT KEYWORD
STEP48
RECEIVE KEYWORD
STEP49
SEARCH KEYWORD DB
STEP50
ALREADY REGISTERED KEYWORD?
NO
YES
STEP51
SEARCH BID DB
STEP52
ADD RECORD OF UNREGISTERED KEYWORD TO KEYWORD DB AND BID DB
STEP53
GENERATE ADVERTISEMENT FRAME DISPLAY/DESIGNATION PAGE
5
STEP54
TRANSMIT ADVERTISEMENT FRAME DISPLAY/DESIGNATION PAGE
1
2

FIG.38

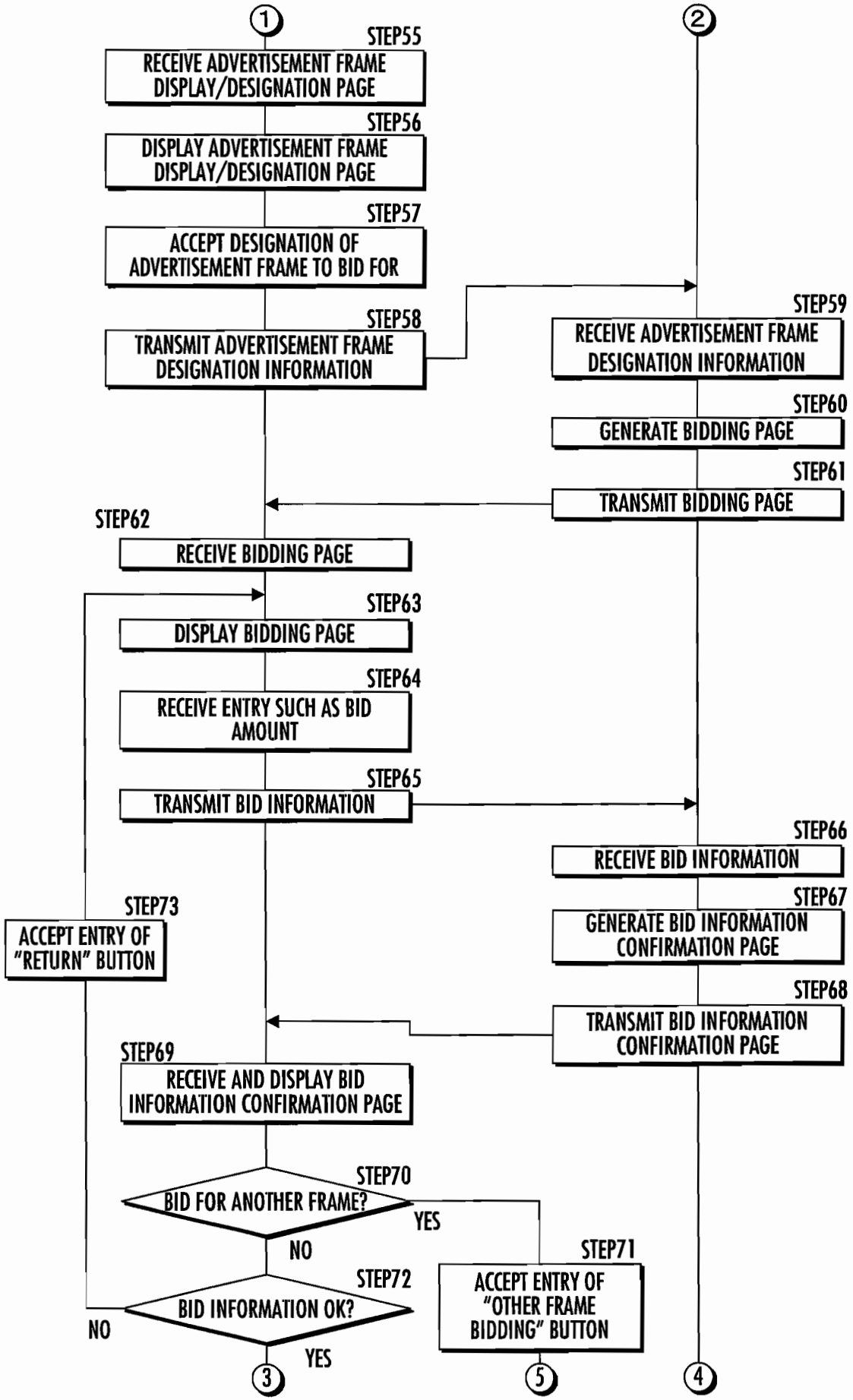

1
2
STEP55
RECEIVE ADVERTISEMENT FRAME DISPLAY/DESIGNATION PAGE
STEP56
DISPLAY ADVERTISEMENT FRAME DISPLAY/DESIGNATION PAGE
STEP57
ACCEPT DESIGNATION OF ADVERTISEMENT FRAME TO BID FOR
STEP58
TRANSMIT ADVERTISEMENT FRAME DESIGNATION INFORMATION
STEP59
RECEIVE ADVERTISEMENT FRAME DESIGNATION INFORMATION
STEP60
GENERATE BIDDING PAGE
STEP61
TRANSMIT BIDDING PAGE
STEP62
RECEIVE BIDDING PAGE
STEP63
DISPLAY BIDDING PAGE
STEP64
RECEIVE ENTRY SUCH AS BID AMOUNT
STEP65
TRANSMIT BID INFORMATION
STEP66
RECEIVE BID INFORMATION
STEP67
GENERATE BID INFORMATION CONFIRMATION PAGE
STEP68
TRANSMIT BID INFORMATION CONFIRMATION PAGE
STEP73
ACCEPT ENTRY OF "RETURN" BUTTON
STEP69
RECEIVE AND DISPLAY BID INFORMATION CONFIRMATION PAGE
STEP70
BID FOR ANOTHER FRAME?
YES
NO
STEP71
ACCEPT ENTRY OF "OTHER FRAME BIDDING" BUTTON
STEP72
BID INFORMATION OK?
NO
YES
3
5
4

FIG.39

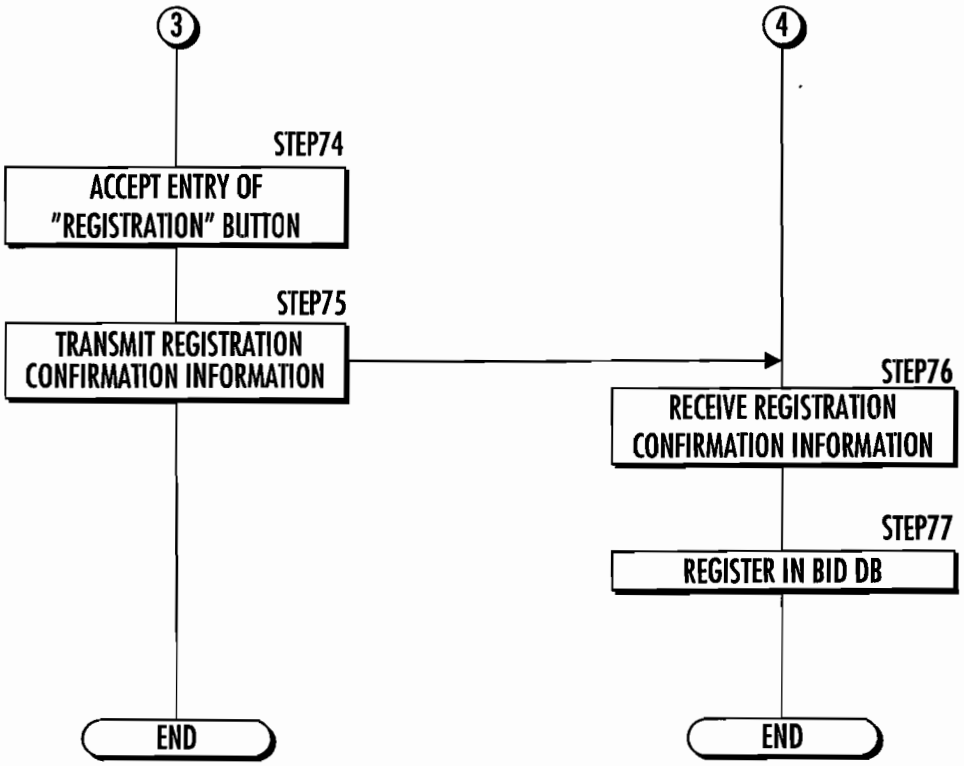

3
4
STEP74
ACCEPT ENTRY OF "REGISTRATION" BUTTON
STEP75
TRANSMIT REGISTRATION CONFIRMATION INFORMATION
STEP76
RECEIVE REGISTRATION CONFIRMATION INFORMATION
STEP77
REGISTER IN BID DB
END
END

FIG.40

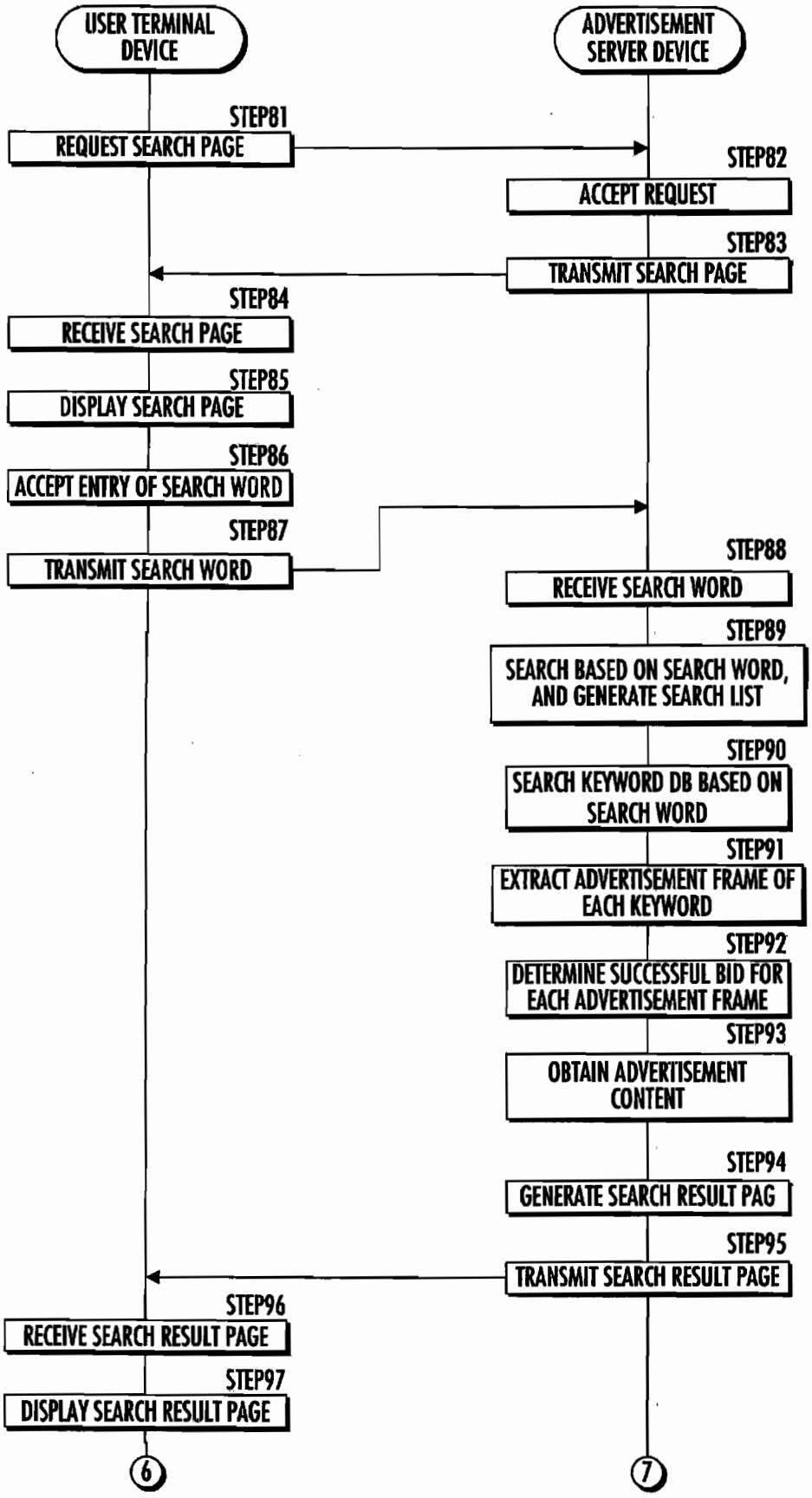
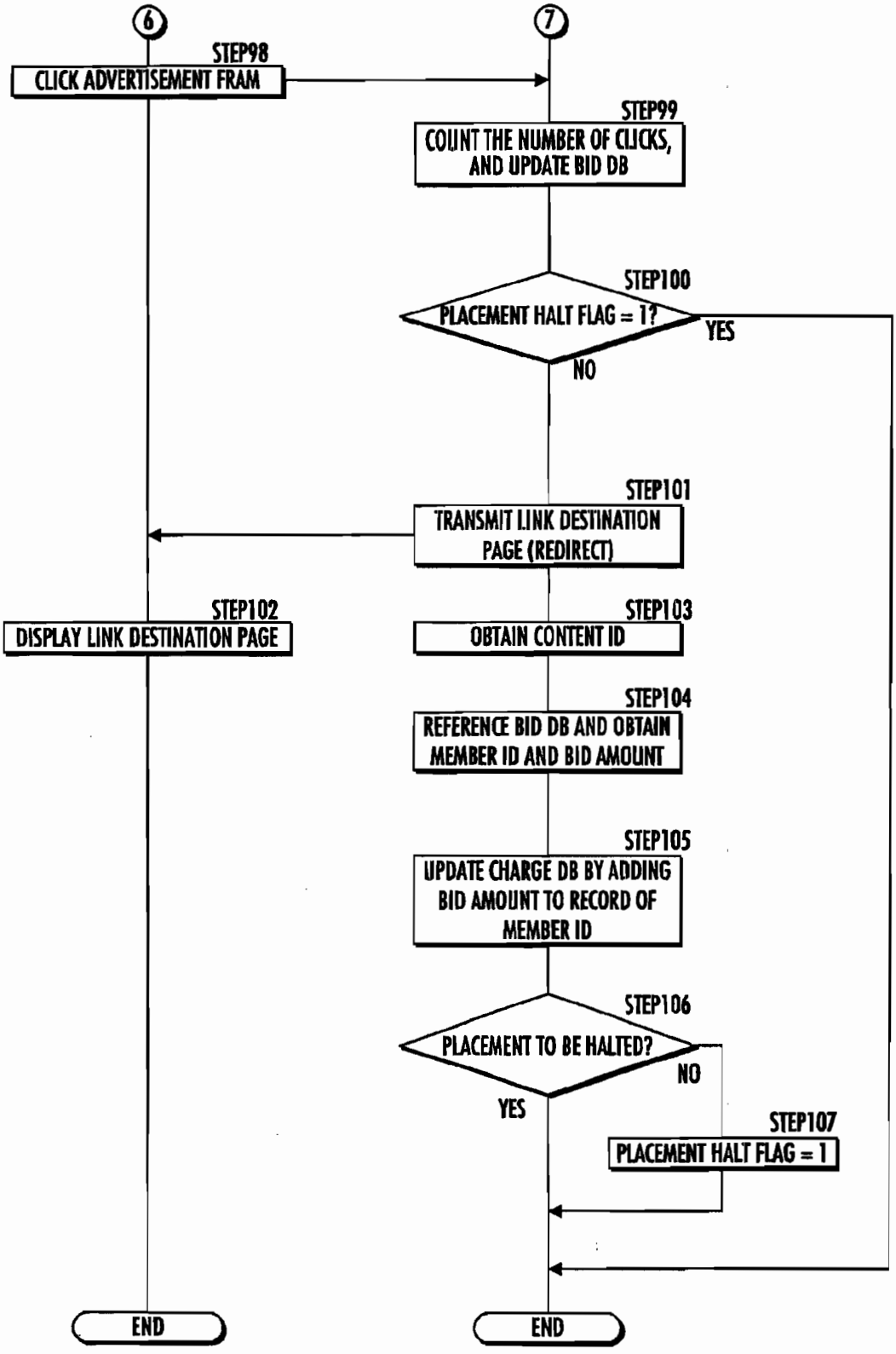

USER TERMINAL DEVICE
ADVERTISEMENT SERVER DEVICE
STEP81
REQUEST SEARCH PAGE
STEP82
ACCEPT REQUEST
STEP83
TRANSMIT SEARCH PAGE
STEP84
RECEIVE SEARCH PAGE
STEP85
DISPLAY SEARCH PAGE
STEP86
ACCEPT ENTRY OF SEARCH WORD
STEP87
TRANSMIT SEARCH WORD
STEP88
RECEIVE SEARCH WORD
STEP89
SEARCH BASED ON SEARCH WORD, AND GENERATE SEARCH LIST
STEP90
SEARCH KEYWORD DB BASED ON SEARCH WORD
STEP91
EXTRACT ADVERTISEMENT FRAME OF EACH KEYWORD
STEP92
DETERMINE SUCCESSFUL BID FOR EACH ADVERTISEMENT FRAME
STEP93
OBTAIN ADVERTISEMENT CONTENT
STEP94
GENERATE SEARCH RESULT PAG
STEP95
TRANSMIT SEARCH RESULT PAGE
STEP96
RECEIVE SEARCH RESULT PAGE
STEP97
DISPLAY SEARCH RESULT PAGE
6
7

FIG.41


6
7
STEP98
CLICK ADVERTISEMENT FRAM
STEP99
COUNT THE NUMBER OF CLICKS, AND UPDATE BID DB
STEP100
PLACEMENT HALT FLAG = 1?
YES
NO
STEP101
TRANSMIT LINK DESTINATION PAGE (REDIRECT)
STEP102
DISPLAY LINK DESTINATION PAGE
STEP103
OBTAIN CONTENT ID
STEP104
REFERENCE BID DB AND OBTAIN MEMBER ID AND BID AMOUNT
STEP105
UPDATE CHARGE DB BY ADDING BID AMOUNT TO RECORD OF MEMBER ID
STEP106
PLACEMENT TO BE HALTED?
NO
YES
STEP107
PLACEMENT HALT FLAG = 1
END
END