ABSTRACT

The present invention relates to a method for making a profit using an individual shop, including the steps of: (a) when a first advertisement is provided from an advertisement provider terminal, an information providing server searching for display units that are suitable for displaying the first advertisement from among a plurality of display units installed in a plurality of individual shops on the basis of the properties of the first advertisement and medium analysis information for each of the plurality of display units installed in the plurality of individual shops; (b) when the advertisement provider terminal selects at least one display unit from among the searched display units, transmitting, by the information providing server, the first advertisement to the at least one selected display unit; (c) displaying the first advertisement on the at least one selected display unit; and (d) calculating, by the information providing server, an advertisement fee for the first advertisement, and calculating a portion of the advertisement fee as a profit of an individual providing the individual shop in which the at least one selected display unit is installed.

(Figure 5)