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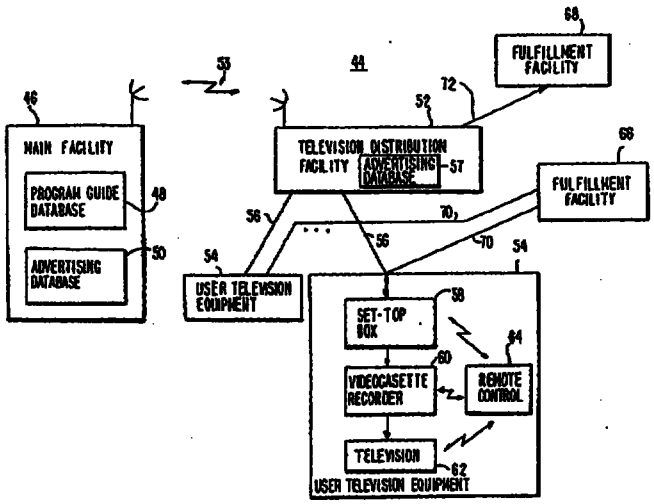
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(54) Title: INTERACTIVE TELEVISION PROGRAM GUIDE SYSTEM WITH LOCAL ADVERTISEMENTS



(57) Abstract

A program guide system is provided in which local advertisements may be distributed to interactive television program guides implemented on the user television equipment associated with a television distribution facility such as a cable system headend. The local advertisements contain information that is directed toward the particular users in a local area. The local advertisements may be displayed when a user selects a related global advertisement. The local advertisements may also be displayed automatically by cycling global advertisements and local advertisements. Advertisements may be blocked based on content or time shifted. Policies regarding advertisement usage may be enforced.