

ABSTRACT

A METHOD FOR DYNAMIC IN-TEXT ADVERTISING

5 A method of presenting information to an end user via a display of a client system, the client system being communicatively coupled to a computer network, the method comprising embedding a script into a web site; detecting keywords within a web page script; matching detected keywords (103) with relevant advertisement; converting detected keywords into hyperlinks, to link to an advertisement strip; embedding a
10 advertisement strip (105) into an existing web page script; connecting matched relevant advertisement to the advertisement strip. The advertisement strip (105) comprises a push down advertisement (202). The advertisement strip (105) is located as close as possible to the detected keyword (103).

15 *Figure 1*