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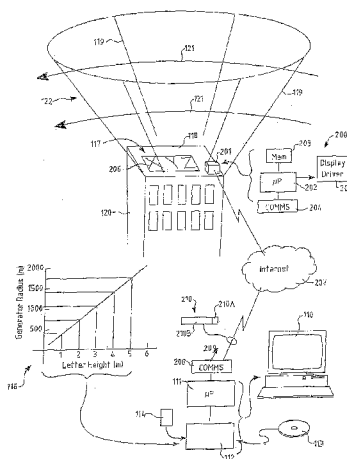
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(54) Title: A METHOD OF ALLOCATING ADVERTISING SPACE & SYSTEM THEREFOR



(57) Abstract: A built structure having an upward facing surface; said built structure supporting a first image; said upward facing surface overlaid by said first image in the form of first upwardly facing advertising indicia; said first image arranged for visibility from craft passing over said built structure and so as to be discernable by observers in said craft when said craft is within a pre-determined legibility distance of said built structure; and wherein revenue is derived from said upward facing surface. Preferably said first image comprises an active image in communication with a local controller whereby said image can be replaced by loading a fresh image from a local controller; and where said local controller is in communication with a remote computer; said remote computer adapted to communicate at least said first image to said local controller. Also disclosed is a method of deriving revenue from advertising space, the method comprising the steps of: procuring an upward facing surface and obtaining signage rights to the surface; offering to a third party the surface as a platform for advertising indicia for a predetermined period of time; procuring the application of the advertising indicia to said surface in such manner as to be observable from craft passing over said surface at a predetermined legibility distance; and wherein said advertising indicia comprise an active image in communication with a local controller whereby said image can be replaced by loading a fresh image from a local controller; and where said local controller is in communication with a remote computer; said remote computer adapted to communicate said image to said local controller.



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