Claims

1. A method for providing an advertisement based on a geographical location, comprising:

receiving an advertisement publishing request transmitted from a first user terminal, obtaining geographical location information of the first user terminal, storing the geographical location information of the first user terminal and advertisement information of the first user terminal carried in the advertisement publishing request;

receiving a surrounding information searching request transmitted from a second user terminal, obtaining geographical location information of the second user terminal, searching for one or more first user terminals locating around the second user terminal according to the geographical location information of the second user terminal, providing advertisement information of the one or more first user terminals searched out to the second user terminal.;

~~2. The method of claim 1,~~ wherein the advertisement publishing request further carries an advertisement providing way of the first user terminal, wherein the advertisement providing way comprises a designated location providing way and a mobile location providing way.

~~3~~2. The method of claim ~~2~~1, further comprising:

after obtaining geographical location information of the first user terminal, modifying the stored geographical location information of the first user terminal with the newly-obtained geographical location information of the first user terminal if the advertisement providing way carried in the received advertisement publishing request is the mobile location providing way and the newly-obtained geographical location information of the first user terminal is different from the stored geographical location information of the first user terminal.

43. The method of claim ~~3~~2, wherein searching for the one or more first user terminals locating around the second user terminal according to the geographical location information of the second user terminal, providing the advertisement information of the one or more first user terminals searched out to the second user terminal comprises:

determining respectively whether various first user terminals locate around the second user terminal according to stored geographical location information of the various first user terminals and the stored geographical location information of the second user terminal;

providing the advertisement information of the one or more first user terminals to the second user terminal if the one or more first user terminals are around the second user terminal.

~~5~~4. The method of claim 43, further comprising:

when the advertisement information of the one or more first user terminals searched out is provided to the second user terminal, adding up respectively the numbers of times of searching out the advertisement information of the one or more first user terminals.

~~6~~5. The method of claim 43, further comprising:

after the advertisement information of the one or more first user terminals is provided to the second user terminal, storing advertisement comment information corresponding to advertisement information carried in an advertisement information commenting request after the advertisement information commenting request from the second user terminal is received;

providing advertisement comment information corresponding to advertisement information carried in an advertisement information commenting query request to the second user terminal after the advertisement information comment querying request from the second user terminal is received.

~~7~~6. An apparatus for providing an advertisement based on a geographical location, comprising:

a receiving module, configured to receive an advertisement publishing request, and receive a surrounding information searching request;

a location obtaining module, configured to obtain geographical location information of a user terminal;

an advertisement storing module, configured to after the receiving module receives the advertisement publishing request and the location obtaining module obtains the geographical location information of a first user terminal transmitting the

advertisement publishing request, store the geographical location information of the first user terminal and advertisement information of the first user terminal carried in the advertisement publishing request;

an advertisement providing module, configured to after the receiving module receives the surrounding information searching request and the location obtaining module obtains the geographical location information of a second user terminal transmitting the surrounding information searching request, search for one or more first user terminals locating around the second user terminal according to the geographical location information of the second user terminal, and provide advertisement information of the one or more first user terminals searched out to the second user terminal;~~.~~

~~8. The apparatus of claim 7,~~ wherein the advertisement publishing request further carries an advertisement providing way of the first user terminal, wherein the advertisement providing way comprises a designated location providing way and a mobile location providing way;

the advertisement storing module is further configured to store the advertisement providing way of the first user terminal when the geographical location information of the first user terminal and the advertisement information of the first user terminal carried in the advertisement publishing request are stored.

~~9~~7. The apparatus of claim ~~8~~6, wherein the location obtaining module is further configured to after obtaining geographical location information of the first user terminal, modify the geographical location information of the first user terminal stored in the advertisement storing module with the geographical location information of the first user terminal newly obtained if the stored advertisement providing way of the first user terminal is the mobile location providing way and the geographical location information of the first user terminal newly obtained is different from the geographical location information of the first user terminal stored in the advertisement storing module.

~~10~~8. The apparatus of claim ~~9~~7, wherein the advertisement providing module is configured to determine respectively whether various first user terminals locate around the second user terminal according to geographical location information of the various first user terminals and the geographical location information of the second

user terminal stored in the advertisement storing module, and provide the advertisement information of the one or more first user terminals to the second user terminal if the one or more first user terminals are around the second user terminal.

~~11~~9. The apparatus of claim ~~10~~8, wherein the advertisement providing module is further configured to when the advertisement information of the one or more first user terminals is provided to the second user terminal, add up respectively the numbers of times of searching out the advertisement information of the one or more first user terminals.

~~12~~10. The apparatus of claim ~~10~~8, wherein the receiving module is configured to after the advertisement providing module provides the advertisement information of the one or more first user terminals to the second user terminal, receive an advertisement information commenting request and an advertisement information comment querying request;

the advertisement storing module is further configured to store advertisement comment information corresponding to advertisement information carried in the advertisement information commenting request after the receiving module receives the advertisement information commenting request transmitted from the second user terminal;

the advertisement providing module is further configured to provide advertisement comment information stored in the advertisement storing module corresponding to advertisement information carried in the advertisement information commenting query request to the second user terminal after the receiving module receives the advertisement information comment querying request transmitted from the second user terminal.

~~13~~11. A network communication system for providing an advertisement based on a geographical location, comprising:

a first user terminal, configured to transmit an advertisement publishing request to a server;

a second user terminal, configured to transmit a surrounding information searching request to the server;

the server, configured to receive the advertisement publishing request transmitted from the first user terminal, obtain geographical location information of the first user terminal, store the geographical location information of the first user terminal and advertisement information of the first user terminal carried in the advertisement publishing request, receive the surrounding information searching request transmitted from the second user terminal, obtain geographical location information of the second user terminal, search for one or more first user terminals locating around the second user terminal according to the geographical location information of the second user terminal, provide advertisement information of the one or more first user terminals searched out to the second user terminal;~~.~~

~~14. The system of claim 13,~~ wherein the advertisement publishing request transmitted from the first user terminal further carries an advertisement providing way of the first user terminal, wherein the advertisement providing way comprises a designated location providing way and a mobile location providing way.

~~15~~12. The system of claim ~~14~~11, the server is further configured to after geographical location information of the first user terminal is obtained, modify the stored geographical location information of the first user terminal with the newly-obtained geographical location information of the first user terminal if the advertisement providing way carried in the received advertisement publishing request is the mobile location providing way and the newly-obtained geographical location information of the first user terminal is different from the stored geographical location information of the first user terminal.

~~16~~13. The system of claim ~~15~~12, the server is configured to determine respectively whether various first user terminals locate around the second user terminal according to stored geographical location information of the various first user terminals and the stored geographical location information of the second user terminal, and provide the advertisement information of the one or more first user terminals to the second user terminal if the one or more first user terminals are around the second user terminal.

~~17~~14. The system of claim ~~16~~13, the server is further configured to when the advertisement information of the one or more first user terminals is provided to the

second user terminal, add up respectively the numbers of times of searching out the advertisement information of the one or more first user terminals.

~~18~~15. The system of claim ~~16~~13, the server is further configured to after the advertisement information of the one or more first user terminals is provided to the second user terminal, store advertisement comment information corresponding to advertisement information carried in an advertisement information commenting request after the advertisement information commenting request from the second user terminal is received; and provide advertisement comment information corresponding to advertisement information carried in an advertisement information commenting query request to the second user terminal after the advertisement information comment querying request from the second user terminal is received.

~~19. A computer storage medium, storing instructions for a computer to execute the method as claimed in any of claims 1-6.~~