

ABSTRACT OF THE DISCLOSURE

ADVERTISEMENT LOTTERY OFFERING APPARATUS, ADVERTISEMENT
LOTTERY OFFERING METHOD, AND ADVERTISEMENT LOTTERY
5 OFFERING PROGRAM

An advertisement lottery offering apparatus
includes: a user information acceptance unit accepting
personal information; a user information storage unit
10 storing the personal information; an access guidance unit
causing a user terminal to access a web site; an
advertisement information load unit causing advertisement
information to be output to the user terminal; a lottery
application acceptance unit accepting an application for
15 an advertisement lottery and causing advertisement lottery
identification information and the personal information to
be stored so as to be associated with each other; a
winning lottery information acquisition unit acquiring
winning information on a prescribed lottery; a winner
20 extraction unit extracting winners of the advertisement
lottery; a distributed money calculation unit calculating
prize money for each of the winners; and a prize money
distribution unit causing the personal information on the
winners and the prize money to be stored so as to be
25 associated with each other.

Fig. 1