ABSTRACT

A Method and System for Distributing Electronic Publishing Content

Disclosed herein are a method and system for distributing electronic publishing content. The method includes the steps of: defining an independent naming convention for functional components of host web pages; analysing a predefined set of destination pages to determine a set of representational states for each destination page and a set of conditional statements that determine when a destination page is in each representational state; analysing the destination pages to identify host-specific naming conventions associated with each representational state of the destination pages; storing in a host configuration database a mapping table, the mapping table establishing a mapping between the host-specific naming conventions associated with each representational state of the destination pages, the set of conditional statements associated with each representational state, and the independent naming convention; a creative ad server receiving a request for advertising content in relation to an advertisement to be displayed within a destination host page on a user computing device, the destination host page being one of the set of web pages; the creative ad server requesting from the host configuration database a mapping between the independent naming convention and a host-specific naming convention associated with each representational state of the destination host page; applying the mapping to the advertising content to produce destination content compliant with the destination host page; and the creative ad server transmitting the destination content to the user computing device.

[Fig. 4A]