

3-8-02

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Docket No. 7710/3-2

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PROVISIONAL APPLICATION FOR PATENT COVER SHEET

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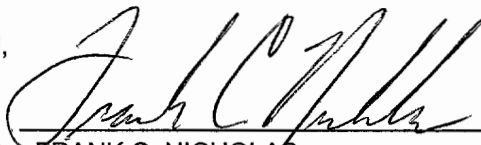
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TITLE OF INVENTION (280 characters max)			
METHOD AND SYSTEM OF PROVIDING NETWORK BASED TARGET ADVERTISING			
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ENCLOSED APPLICATION PARTS (check all that apply)			
☒ Specification	Number of Pages	<u>33</u>	☐ Small Entity Statement
☒ Drawings	Number of Sheets	<u>21</u>	☐ Other (specify)
METHOD OF PAYMENT OF FILING FEES (check one)			
☐ A check for \$___ is enclosed to cover the filing fees.		<u>\$80</u>	FILING FEE AMOUNT
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The invention was made by an agency of the United States Government or under a contract with an Agency of the United States Government.

☒ No.☐ Yes, the name of the U.S. government agency and the Government contract number are _____

Respectfully submitted,

SIGNATURE:

DATE: MARCH 7, 2002

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(847) 424-2521☐ Additional inventors are being named on separately numbered sheets attached hereto.**USE ONLY FOR FILING A PROVISIONAL APPLICATION FOR PATENT**

This collection of information is required by 37 CFR 1.51. The information is used by the public to file (and by the PTO to process) a provisional application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 8 hours to complete, including gathering, preparing, and submitting the complete provisional application to the PTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, D.C. 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO Box Provisional Application, Assistant Commissioner for Patents, Washington, D.C. 20231

Google's Exhibit 1013

Google v. BrodTi

IPR2025-00472 - Page 001

PATENT
Case No.: 7710/3-2

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
APPLICATION FOR UNITED STATES LETTERS PATENT

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TITLE: METHOD AND SYSTEM FOR PROVIDING
NETWORK BASED TARGET ADVERTISING

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METHOD AND SYSTEM FOR PROVIDING NETWORK BASED TARGET ADVERTISING

FIELD OF THE INVENTION

The present invention generally relates to the advertising of goods and
5 services. More specifically, the present invention relates to the geographical-
location-specific distribution of advertisements over a network.

BACKGROUND OF THE INVENTION

The networked world, particularly the Internet and World Wide Web
(WWW), has provided opportunities for businesses to advertise in numerous new
10 and nontraditional ways. These new advertising avenues present a threat to the
more traditional methods. Standard publications, such as local newspapers,
have reacted to this threat by exploring the new medium through the creation of
virtual books, online newspaper websites, and wireless information services.
These sites and services are often ad supported, and these ads may include
15 digitized forms of the publisher's existing advertiser's print ads. The exploration
of this new medium in some cases may restore a segment of the publication's
diminished advertising revenues. However, the global accessibility of most
networked sites and services proves problematic for many of these publishers
whose past business practices have focused on more localized distribution and
20 advertising.

Typically, traditional publications are distributed in specific geographic
locations; be that at a city, state, region, or country level. Companies looking to
advertise their products and/or services are aware and take advantage of the
known geographic circulation areas of each publication. These companies
25 choose to advertise in those publications servicing the geographic regions most
advantageous to their marketing strategies.

The aforementioned global accessibility of networked advertising removes
much of the traditional advertising advantage of traditional publications.
Consumers may access these networked resources from many points throughout
30 the world, frequently outside of the publication's circulation area. This location
anonymity pulls traditional publications outside of their historic marketplace, and

lowers their attractiveness for many advertisers. Therefore, there is a significant need for a method and device for providing targeted network based advertising that overcomes the above disadvantages and shortcomings, as well as many related disadvantages.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a schematic diagram of one embodiment of a telecommunication system of the present invention;

FIG. 2 is a block diagram of one embodiment of the advertisement selection node of the FIG. 1 telecommunication system;

FIG. 3 illustrates one embodiment of an advertisement being served into the consumer web site of the FIG. 2 advertisement selection node.

FIG. 4 illustrates potential regions of commercial influence of fictitious advertisers located within the state of Illinois;

FIG. 5 illustrates one embodiment of an advertisement definition page;

FIG. 6 illustrates one embodiment of an advertisement destination definition page;

FIG. 7 illustrates one embodiment of an advertisement quantity and duration definition page;

FIG. 8 illustrates one embodiment of an advertisement web site and category definition page;

FIG. 9 illustrates one embodiment of an advertisement geographic location definition page;

FIG. 10 illustrates one embodiment of an advertisement demographic definition page;

FIG. 11 illustrates one embodiment of an advertisement coupon page;

FIG. 12 illustrates one embodiment of a client extranet login page;

FIG. 13 illustrates one embodiment of an administrative extranet home page;

FIG. 14 illustrates one embodiment of an advertisement details page;

FIG. 15 illustrates one embodiment of a publication details page;

FIG. 16 illustrates one embodiment of an account details page;

FIG. 17 illustrates one embodiment of an advertiser details page;
FIG. 18 illustrates one embodiment of a web site details page;
FIG. 19 illustrates one embodiment of an administrative utility page;
5 FIG. 20 illustrates one embodiment of a web site administrator's page; and
FIG. 21 illustrates one embodiment of a web site category and
demographic interface.

DETAILED DESCRIPTION OF A PREFERRED EMBODIMENT

10 Referring to FIG. 1, a telecommunication system 100 of the present invention is shown. Telecommunication system 100 comprises a network 120 which is the media used to provide communications links between an end user 105 and a web server 125. One embodiment of the invention may include a user node of the communication link in the form of a personal computer (PC) 110.

15 Other user nodes may be used to access the telecommunication system including a network enabled cell phone 115, a personal digital assistant (PDA), or any other end user network node that may be used by an end user 105. Web server 125 may be linked to an ad server 130 that may in turn be linked to a geographic location determination node, which may be referred to as a

20 geolocation server 135. In one embodiment, web server 125 may be any intermediate server of content for end user node 105, such as a wireless application protocol (WAP) server or short messaging system (SMS) server. All links may be through network 120 which may include permanent connections, such as wire or fiber optic cables, temporary connections made through

25 telephone or wireless communications, or various nodes may actually be hosted on the same physical hardware removing the necessity of a network link altogether. Network 120 may be in the form of the Internet, an extranet, an intranet, a hard-wired local area network (LAN), a hard-wired wide area network (WAN), a wireless LAN a wireless WAN, or other forms as would occur to those

30 having ordinary skill in the art. Telecommunication system 100 may also comprise network 120 which is the media used to provide communications links between an advertiser 106 and ad server 130. One embodiment of the invention

may include the use of a web server as an intermediate link between advertiser 106 and ad server 130. An advertiser may be the end advertiser of a product or service, a marketer, a publicist, a politician, any other similar party, or any party acting as an agent of the advertiser such as a media company, public relations company, advertising agency, or traditional publication.

PC 110 may be configured in any form for accepting structured inputs, processing the inputs in accordance with prescribed rules, and outputting the processing results to facilitate access to a website or other network service by a consumer as would occur to those having ordinary skill in the art, such as, for example, a personal computer commercially sold by Hewlett-Packard, Gateway, Compaq, and Dell. PC 110 may have a permanent communication link to network 120, such as, for example, by a wire or fiber optic cable connection. Alternatively, network 120 and PC 110 may have a temporary communication link as shown, such as, for example, by a wireless communication.

Web server 125 may be configured in any form for accepting structured inputs, processing the inputs in accordance with prescribed rules, and outputting the processing results to provide the website to consumer as would occur to those having ordinary skill in the art, such as, for example, a super computer, a mainframe computer, a minicomputer, a super minicomputer, a microcomputer, or other server hardware supplied commercially by manufacturers such as Compaq, Dell, or Sun Microsystems. Web server 125 may have a permanent communication link to network 120 as shown, such as, for example, by a wire or fiber optic cable connection. Alternatively, network 120 and website server 125 may have a temporary communication link, such as, for example, by a wireless communication. The content served by web server 125 may be in the form of a standard hypertext markup language (HTML) web page, a web page containing dynamic content as might be provided by a technology such as Flash, a networked service such as instant messaging, an SMS system, a WAP site or service, or any other consumer networked site or service known in the art.

Ad server 130 may be configured in any form for accepting structured inputs, processing the inputs in accordance with prescribed rules, and outputting the processing results to provide the website to consumer as would occur to

those having ordinary skill in the art, such as, for example, a super computer, a mainframe computer, a minicomputer, a super minicomputer, a microcomputer, or other server hardware supplied commercially by manufacturers such as Compaq, Dell, or Sun Microsystems. Ad server 130 may have a permanent communication link to network 120 as shown, such as, for example, by a wire or fiber optic cable connection. Alternatively, network 120 and ad server 130 may have a temporary communication link, such as, for example, by a wireless communication. The content served by ad server 130 may be in the form of a portion of or a complete hypertext markup language (HTML) web page, a portion of or a complete web page containing dynamic content as might be provided by a technology such as Flash, an advertising tag or banner for a networked service such as instant messaging, a portion of or a complete short messaging service (SMS) advertising message, a portion of or a complete wireless application protocol (WAP) site or service, or any other form of advertising on a consumer networked site or service known in the art.

Geolocation server 135 may be configured in any form for accepting structured inputs, processing the inputs in accordance with prescribed rules, and outputting the processing results to provide the website to consumer as would occur to those having ordinary skill in the art, such as, for example, a super computer, a mainframe computer, a minicomputer, a super minicomputer, a microcomputer, or other server hardware supplied commercially by manufacturers such as Compaq, Dell, or Sun Microsystems. Geolocation server 135 may have a permanent communication link to network 120 as shown, such as, for example, by a wire or fiber optic cable connection. Alternatively, network 120 and geolocation server 135 may have a temporary communication link, such as, for example, by a wireless communication. One embodiment of the present invention provides for the use of a mapping between Internet Protocol (IP) addresses and geographical locations. In this embodiment the geolocation node may be any service that provides such a service, such as, for example, a server commercially available by Quova, Inc.

For example, one embodiment of telecommunication system 100 may include the creation of an interface with ad server 130 for use by advertiser 106.

Advertiser 106 may be a traditional publication, such as The Glenview Announcements, which is a local newspaper for Glenview, IL. The Glenview Announcements may be found to have a particular area of commercial influence.

5 The area of commercial influence may be any combination of zip codes, cities, counties, states, or other geographical region. In one embodiment the distribution area of the traditional media version of a publication may define the area of commercial influence for that publication. Commercial influence may be some region other than the distribution area of traditional media version of a
10 publication as determined by market conditions, geographic preferences, or other business and economic factors. The Glenview Announcements may have, for example, an area of commercial influence of zip code 60025. Using the interface with ad server 130, personnel at the Glenview Announcements may create a digitized version of an advertisement that may appear in the traditional media
15 version of its publication. The Glenview Announcements may also define that this advertisement should only be shown within its area of influence. In one embodiment the advertiser may also define what sites or category of sites an advertisement may appear on. For example, the advertisement may only appear on news sites. User 105 may then access web server 125 via end user node
20 110,115. One example might be viewing the cnn.com website using a web browser on a PC. If geolocation server 135 determines that user 105 is accessing the system from within zip code 60025, the digitized advertisement created by the Glenview Announcements may be served. This system may allow traditional publications to sell and broadcast network advertisements that may be
25 displayed only within its region of influence.

FIG. 2 illustrates one embodiment of an ad-serving network 200, detailing the communication between web server 125, ad server 130, and geolocation server 135 of FIG. 1. A consumer web site 205 may place a request for an advertisement 215 from an ad service 225 on ad server 130, one embodiment of
30 such a request will be discussed later. A consumer web site 210 may also place a request for advertisement 220 from ad service 225. The ad service 225 may be designed and configured in any form for accepting structured inputs that may lead to the serving of an ad. This may be done by a request to a common

gateway interface (CGI) script, java servlet, or any other means known in the art. One embodiment may include a page request to an ad service servlet that may pass the request on to an internal ad serving program 230. The request to ad service 225 may include the IP address of the user node 110, and this information may be passed on to ad serving program 230. Ad serving program 230 may pass the IP address to geolocation server 135 and may receive geographic location information back from geolocation server 135. One embodiment of the present invention provides for multiple alternative means of establishing the location of an end user node. In one embodiment, a cookie may be dropped associated with the ad server that holds zip code, city, state, or any other standard or custom designation of location. The cookie may also hold some confidence level associated with how strongly the system may assume that the given location is accurate. In one embodiment, the end user may designate the location of an end user node specifically, or the location may be specified by some service holding end user information such as, for example, Hailstorm, which is currently under commercial development by Microsoft. In one embodiment, after the location of an end user node has been established, by whatever means chosen, the location information may be stored in temporary memory on the ad server for a period of time. This temporary storage may be associated with the individual user by IP address, and may be released after a configurable period of inactivity from that IP address. In one embodiment, the location information may be stored in a database associated with ad serving program 230, whether that information was collected from a service like Quova, Inc. or Hailstorm, from the end user herself, or by any other means known in the art. In one embodiment any number of the above techniques may be employed together, or individually. When multiple means are used, the ad serving program 230 may use any system to select which means to use or in what order they are checked. In one embodiment the ad serving program may first check for an in memory session associated with the end user node. If no location is ascertainable by this means the program may check an internal database holding previously established mappings between IP address and location. If again no location is ascertainable by this means the program may call the Quova, Inc.

geolocation service. The geographic location may be passed by ad serving program 230 in a request to ad database 240. Many pieces of information may be passed to ad database 240 including, but not limited to, the IP address of the user node that may have made the initial request from web site 205, information identifying web site 205 as an additional source of the request, geolocation information returned by geolocation server 135, geolocation provided by web site 205, or by end user 105. Any number of algorithms may be used to select what advertisement is returned by ad database 240 following a request from ad serving program 230, further embodiments of which will be described hereafter. After ad database 240 returns to ad serving program 230 what may be deemed an appropriate advertisement, ad serving program 230 may employ some means of returning said ad to the requesting user network node. One embodiment includes passing the ad information to an ad page 245 such as a java server page (JSP), an active server page (ASP), or any other such dynamically generated web page, resource, or service known in the art.

FIG. 3 is an example of one possible implementation of the ad serving mechanism in FIG. 2 detailing the interaction between a consumer web site 300, and an ad request 305. Consumer web site 300 is a standard web site made up of HTML pages accessible on the Internet by web browsers such as those commercially available by Netscape, Microsoft, and Opera. An example of the HTML surrounding and including ad request 305 may appear as following:

```
<table width="490" align="center" border="0">
  <tr>
    <td>
      <center>
        <script src="http://diz.com/adservice?S=1&A=1">
        </script>
      </center><br>
    </td>
  </tr>
</table>
```

The ad request to ad service 225 begins and ends in the standard HTML "script tag." All other HTML may be presentational material of consumer web site 300.

One embodiment may include passing values with the ad request 305 identifying consumer web site 300, as demonstrated above in the HTML get method included in the portion of the uniform resource locator (URL), "S=1". This may indicate that the request for an ad originates from a site that has been assigned an identification number of "1" by the ad server program 230, the ad database 240, or some other portion of the ad serving network 200. In FIG 1., consumer web site 205 may be assigned the identification number of "1" while consumer web site 210 may be assigned an identification number of "2". Using the HTML get method and numeric identifiers is just one example of how information may be passed with the ad request and should not be viewed as limiting. Any means known in the art may be employed to pass such information.

FIG. 4 is a map of the state of Illinois 400 containing outlined areas of commercial influence for five fictitious advertisers or publications. One embodiment of the invention may provide publications with certain distribution advantages associated with advertisements served on the network 120, these advantages being referred to as holding primary status over an area. Those advertisers or publications that have been awarded such advantage may be referred to as primaries in recognition of their primary status. Those advertisers or publications not holding primary status over their area of influence may be referred to as secondaries. Area P1 and area P2 represent the areas of commercial influence for two primaries. Area CP1 represents the overlapping areas of commercial influence for the primaries holding areas P1 and P2. Areas S1, S2, and S3 represent the areas of influence for three secondary advertisers or publications.

One embodiment of the current invention provides a method for dividing the revenue earned through advertisement delivery. In one embodiment the revenue earned may vary based upon advertisement type, the location into which the advertisement is served, and the advertiser, publication or media company that sold the advertisement. In one embodiment, an advertisement may not be sold into a primary area by a publication, media company, or advertiser that does not hold the primary status in that area. In one embodiment, an advertisement may be sold into a primary area by a publication, media company, or advertiser

that does not hold the primary status in that area, but the company that purchased the advertisement may be charged a flat fee or percentage of the overall advertising revenue to serve into that primary area. In one embodiment, a database and software solution may automatically calculate any charges or credits relating to primary and secondary status. The database and software solution may automatically generate billing statements for advertisers, publications and media companies registered with ad server 130.

In one example, a billing statement for the advertiser or publication with area of influence P1 may include billing information for advertisements that were served in areas P1, P2 (the portion not in CP1), CP1, and S1. In one embodiment for this example the advertiser or publication with area of influence P1 may receive full income for advertisements served in areas P1 and S1 because those areas are within the advertiser's or publication's primary area or are not in a primary area at all. Areas P2 and CP1 may be handled in multiple ways. In one embodiment advertiser or publication with area of influence P1 would not be charged for serving into areas P2 or CP1 solely because it is a primary. In one embodiment advertiser or publication with area of influence P1 may be charged for serving into area P2 because that is another advertiser or publication's primary area. Advertisements served into area CP1 by advertiser or publication with area of influence P1 may be charged because it is within another advertiser's or publication's primary area, or may not be charged because it is still within the primary area of P1.

In another example, a billing statement for advertiser or publication with area of influence S1 may include billing information for advertisements served in areas P1, CP1, and S1. In one embodiment advertiser or publication with area of influence S1 may serve within area S1 without incurring any charge. In one embodiment the same flat fee or percentage may be charged to advertiser or publication with area of influence S1 for serving into areas P1 or CP1 because at least one advertiser or publication holds primary status over each area. In one embodiment a double charge may be placed on advertisements served into area CP1 because it is within both primary area P1 and primary area P2.

In another example, a billing statement for advertiser or publication with area of influence S2 may include billing information for advertisements served in areas P1 (not in S2), S2, and S1. In one embodiment, advertiser or publication with area of influence S2 may not be charged for serving into area S1 because it is not within a primary area. In one embodiment, advertiser or publication with area of influence S2 may be charged for serving into area P1 (not in S2) because it is within a primary area. In one embodiment, advertiser or publication with area of influence S2 may be charged for serving into area S2 because it is within primary area P1. In one embodiment advertiser or publication with area of influence S2 may not be charged for serving into are S2 because it is within that advertiser or publication's area of influence.

In another example, a billing statement for advertiser or publication with area of influence S3 may include billing information for advertisements served in area S3. In one embodiment advertiser or publication with area of influence S3 may not be charged for advertisements served into area S3 because it is within that advertiser or publication's area of influence. In one embodiment, advertiser or publication with area of influence S3 may be charged a flat fee or percentage for serving into area S3 because it is within at least one advertiser or publication's primary area. In one embodiment, advertiser or publication with area of influence S3 may be charged a double flat fee or percentage for serving into area S3 because it is within two advertiser or publication's primary areas.

The database and software solution may implement any of the above embodiments, any combination of the above embodiments, or other possible embodiments in calculating billing information for each advertiser or publication or media company. In one embodiment a bill may include separate sections for categories such as: advertisements served into the advertiser or publication's primary area or a non-primary area, sold by that advertiser or publication; advertisements served into the advertiser or publication's primary area by another advertiser or publication; and advertisements served into another advertiser or publication's primary area.

While the above method of defining primary areas and the accounting methods associated with those primary areas has focused on publication and

media companies, similar concepts may be applied in a variety of ways. Primary status over an area may be held by other companies, individuals or other entities that may claim a specifiable area of influence. Primary status may also be

5 granted regardless of area of influence, but on a purchasable basis—set fee or auction based—or by some other means of determination. For example, one embodiment might allow a franchisee to hold primary status over the area in which they retail products or services. In another embodiment primary status over an area may be held by a local government in their area of jurisdiction.

10 Primary status over an area, as it may include a percentage of earnings for any ad broadcast into that area, may be viewed as a purchasable and/or tradable commodity, may be granted indefinitely or only over a specific time period, and may be granted on a transferable or non-transferable basis. The sale of primary status, on the basis of its potential future revenues, may also be used as an

15 alternative means to raise capital, as opposed to selling equity in the ad serving company itself.

FIG. 5-10 illustrate one embodiment of an interface, method and process for creating a network-based advertisement. Portions of the process may be omitted, rearranged, or added without straying from the intent of defining the

20 properties necessary or useful for distributing an advertisement online. Information may be directly entered into a database or software program, may be entered via web interface, or any other means known in the art. FIG. 5 illustrates one embodiment of a web browser-based interface 500 for beginning the process of defining an advertisement. Below main header 505 is subheader and

25 navigation system 510. Main header 505 and subheader and navigation system 510 may be shared throughout the advertisement definition process. Subheader and navigation system 510 may include of text or image based hypertext links to each step of the advertisement definition process. The link's color, shading, shape, or some other feature may indicate the active page of the process.

30 During the advertisement definition process, a user of the system may wish to change a selection or setting from a previous page, or skip ahead in the process. Subheader and navigation system 510 may allow the user to move to any portion of the process the user may edit. In one embodiment, some portions of the

process may not be edited before others. A similar scheme to that indicating which page is active may be employed to indicate the steps of the process to which the user may navigate. Below navigation system 510, an HTML form may present the user with options for defining an advertisement. Form input 515 may allow the user to select an advertiser for the advertisement being created. If an advertiser has not been defined in the system, and is not held in a database of advertisers in ad server 130, the user may be provided with a link 520, or some other means, to navigate to a form for the creation of a new advertiser. After the advertiser for the advertisement being created has been selected in form input 515, the user may define a file for use as, or in creation of, the advertisement in form input 525. A file may be specified directly in text, or a standard file-browsing dialog box may be employed. Files used may include images of the graphics interchange (GIF), joint photograph experts group (JPEG), or any other image file format known in the art. Files used may also include an HTML page, a portion of an HTML page such as a form, Flash executable, some form of streaming media, or any other file format that may be served over a network. After a file has been specified in form input 525, the user may define what type of advertisement they are creating by selecting from form input 530. Advertisement types may include banner, tower, pop-up, pop-under, SMS message, or any other type of advertisement known in the art. After the advertisement type is selected, the user may proceed to the next step of the advertisement definition process. Some form of client-side scripting, such as javascript, and/or server-side scripting may be employed to ensure that all required form inputs 515,525,530 contain some legitimate value. Similar client and/or server-side scripting may be employed throughout the advertisement definition process, and throughout any portion of the user interface employed in interaction with ad server 130.

FIG. 6 illustrates one embodiment of a web-based interface 600 for defining the destination of the advertisement. An advertisement may contain a hyperlink, may in some way redirect a user, or in some way provide a means for the user to be directed, to another network resource. This other network resource is the advertisement's destination. In one embodiment the user may select that the advertisement have no destination. Other destinations may

include a web page on the advertisers site, a web page on ad server 130, a web page on some other site, an email link, or any other network resource known in the art. One embodiment allows a coupon to be defined, which is a configurable page on ad server 130 the details of which will be discussed hereafter. On web-
5 interface, the user may select the type of network resource for the destination with form element 605. If the user selects a URL destination, the user may specify that destination in form element 610. If the user selects a coupon destination, the user may specify an image, or any other file type known in the
10 art, for use in creating the coupon using form element 615. After the destination has been specified, the user may proceed to the next step of the advertisement definition process.

FIG. 7 illustrates one embodiment of a web-interface 700 for defining the quantity and/or duration that an ad should be displayed on ad server 130. A
15 standard method for defining the quantity and/or duration of a network advertisement is to specify a number of impressions, or the number of times the advertisement will be delivered. The user may specify the number of impressions in form input 705. In one embodiment of the present invention the user may select a start date, which is the date on which the advertisement will begin its
20 broadcast on ad server 130. The start date may be entered using date selection form elements 710. In one embodiment the user may specify a start time, which is the time of day an advertisement will begin its broadcast on ad server 130. The start time may be entered using time selection form elements 715. In one embodiment of the present invention the user may select an end date, which is
25 the date on which the advertisement will end its broadcast on ad server 130. The end date may be entered using date selection form elements 720. In one embodiment the user may specify an end time, which is the time of day an advertisement will end its broadcast on ad server 130. The start time may be entered using time selection form elements 725. In one embodiment, a time
30 zone may be specified with the start time and end time so that those times reflect the selected time zone. In one embodiment the user may select that the start time and end time be relative to the time zone the ad may be served in. In this embodiment, if the advertisement may be served in multiple time zones, the ad

may actually have multiple start and end times. This would, in effect, cascade the start and end times in accordance with the selected time zones. In one embodiment, the user may specify only the number of impressions. In one
5 embodiment the user may specify only a start and end time during which an ad will be broadcast. In one embodiment the user may select both the number of impressions and the start and end times. In this embodiment, should the advertisement be served up to the number of impressions prior to the end time, it may automatically stop being served.

10 FIG. 8 illustrates one embodiment of a web-interface 800 for defining the web sites or other network channels over which the advertisement may be displayed. In one embodiment the user may select any combination of sites and network channels available to ad server 130. In one embodiment only the sites and network channels that support the type of advertisement specified on web-
15 interface 500 will be displayed. In one embodiment, web sites or network channels may be organized into categories based upon subject matter, user demographic, or some other method of categorization. The user may specify that all sites or network channels in a category may display the advertisement by selecting category form element 805. For example, the user may specify that
20 their advertisement be displayed on all sports sites, or all sites relating to women, or all news sites. In one embodiment, selecting category form element 805 may cause individual web site and network channel form elements 810 to be selected. In one embodiment the user may deselect those websites and network channels of form elements 810 on which she does not wish to display the advertisement.
25 When specifying the web sites, network channels, and categories over which an advertisement should display, it may be useful to have some means of estimating the anticipated traffic over those web sites, channels, and categories. In one embodiment, web-based interface 800 may contain or link to a web-based sub-interface 800S for estimating impression traffic levels on web sites, network
30 channels, or categories. In one embodiment, sub-interface 800S may display a traffic level based upon the sites, channels, or categories selected on web-based interface 800. In one embodiment the user may specify the sites, channels or categories for the traffic report based on those selected in form elements 815. In

one embodiment, the traffic report may be more narrowly defined to a specific geographic area. In one embodiment the geographic area may be that defined for the advertisement's distribution, the details of which will be discussed hereafter. In one embodiment the geographic area may be defined using form elements 820. In one embodiment the user may select the time period for which the traffic report should display using form elements 825. In one embodiment the traffic report may include one or all of the following statistics as shown, for example, in form elements 830: total number of impressions, percent of the total site, channel, or category impressions over the defined time period that are displayed in the defined geographic area, and percent of total impressions served on ad server 130 that fit the criteria defined in sub-interface 800S.

FIG. 9 illustrates one embodiment of a web-interface 900 for defining the geographic area over which the advertisement may be displayed. In one embodiment the user may select the country in which they wish to serve the advertisement using form element 905. Depending upon the country selected in form element 910, web-interface 900 may display in form element 910 the appropriate states, provinces, or other geographic regions contained within the country selected in form element 910. Again depending on the region selected in form element 910, web-interface 900 may display the next appropriate level of geographic regions within the area specified in form element 910. These may be displayed in form element 915. In one embodiment, the regions displayed in element 915 may be counties. This process may continue in a like manner to form element 920 which may display the appropriate cities, and to form element 925 that may display the appropriate postal or zip codes. In one embodiment, multiple elements may be selected at each of the form element levels 905-925. In one embodiment only multiple zip or postal codes may be selected. In one embodiment the user may stop at any point and the system will use the greatest level of geographic specificity indicated. In one embodiment the user may specify an area and then choose to add another different area to the area already specified. In one embodiment the user may save a defined area for use in later advertisement definitions. These defined areas may be made available on web-based interface 900. In one embodiment web-interface 900 will only display the

geographic areas the user may serve the advertisement into. These allowed areas may be based upon the primary or secondary status of the user's organization, or any other rules established on ad server 130.

5 FIG. 10 illustrates one embodiment of a web-interface 1000 for defining the end user demographics over which the advertisement may be displayed. The United States Census Bureau (USCB), among other similar international bodies, and certain commercial enterprises collect and distribute demographic information. In one embodiment, the ad server may hold demographic
10 information, such as the USCB census data, and may make it available to the user. This data may be used during the definition of an advertisement to specify the demographics over which the advertisement may be displayed. In one embodiment the user may specify the demographics they wish to target for the advertisement, and ad server 130 may use the USCB census data to select for
15 the user the geographic areas in which the selected demographics are prevalent. In one embodiment these selected demographics may narrow the geographic area defined on web-based interface 900. In one embodiment the user may choose not to indicate a geographic area specifically, but may only select the demographics they wish to target. Web-interface 1000 may contain or link to a
20 web-based sub-interface 1000B that may display the demographics associated with selected web sites, channels, or categories such as those in web-based interface 800.

Many of the advertisers using telecommunication system 100 may not have an active network presence. Advertisers may wish to specify some network
25 location as the destination for their advertisement even in the case that they do not have an active network presence. In one embodiment of the present invention the user defining the advertisement may wish to specify a coupon as the destination of the advertisement as shown in form elements 605,615 on web-based interface 600 of FIG. 6. One embodiment of a coupon 1100, is illustrated
30 in FIG. 11. In one embodiment, a coupon may contain any combination of elements including; the advertiser's company name 1105; an image or multimedia file 1110; a specific offer from the advertiser 1115; restrictions 1120 such as "not valid with other coupons," or "one coupon per customer"; a coupon

code 1125 or a bar code 1130 that may be used by the advertiser for general campaign tracking or the for tracking the specific use of that coupon; a valid or expiration date 1135; a link or print image 1140 that may cause the coupon to be printed. In one embodiment, ad server 130 may track and record data relating to what advertisements are served, what advertisements are clicked on, and in the case of coupons, what advertisements are printed out. In one embodiment the tracking data may include a timestamp representing when the advertisement was served, clicked on, printed, etc. The timestamp may be used to determine the most effective times to display advertisements, where effectiveness is measured by response level.

Several types of end-user may access ad server 130. Administrators or employees of consumer web sites, or any other source of content being served to the end user node of telecommunication system 100, may wish to create, update or view information relating to their participation in the system. Administrators or employees of media companies, publications, or advertisers may wish to create, update or view information relating to their participation in the system. Administrators or employees of ad server 130 may wish to create, update or view information relating to their participation in the system. End users may wish to create, update or view information relating to their participation in the system. Many means may be provided allowing full or restricted access to information on ad server 130 including software application, direct access to the command line or operating system interface, web-based interface, or any other means of interaction or interfacing known in the art. FIG. 5-10 illustrated web-based interfaces, all of which may be collectively gathered into a secure web-based client extranet. In one embodiment, this may be a collection of HTML pages, accessible only when an appropriate user name and password combination is supplied. FIG. 12 illustrates a web-interface 1200 that may act as a log in page to the web-based client extranet. Web-interface 1200 may include form elements 1205 where the user may submit a user name and password. A user name and password recollection link 1210 may be provided to help the user remember her user name and password. In one embodiment, ad server 130 may email the user

name and password to the user. Web-interface 1200 may also allow the user to specify that the system automatically log them in on following occasions by selecting form element 1215.

5 As noted previously, various individuals, companies or other entities may be allowed access to the ad server to define ads for network publication. In addition to interface described for the newspapers and other traditional media companies, an interface may be provided specifically for promotional or image and branding advertising agencies, individual branches of companies such as
10 franchise owners or dealership owners, and any of these interfaces may be provided or accessed through an in-house website, or by portal sites such as Yahoo.com and AOL. Access may be granted and interfaces to the ad server may be provided to all of the above, any combination of the above, or none of the above. Advantages may be gained by specializing the interfaces to any or all of
15 these entities.

 Various arrangements may also be implemented between the company holding ad server 130 and potential advertisers. Examples of potential advertisers may include: publications, media companies, web sites, advertising agencies, government bodies, corporations, franchisees of companies, divisions
20 of companies, individual locations of a larger company, single location companies, organizations, charities, clubs, local retailers or service providers, or even individuals not in any direct affiliation with a commercial or political venture. In one embodiment the company holding ad server 130 may maintain all interfaces for these potential advertisers. In another embodiment some or all of
25 the interface may be held and or maintained by other internet sites, such as portals like yahoo.com, or they may be managed by advertising agencies, or managed by franchised companies for their franchisees, or by companies for their use or use by their subsidiaries, individual divisions, branches or locations. Accounts on any of these interfaces may be automatically created at the request
30 of the potential advertiser, or may be configured by an administrator of ad server 130 or an administrator of any service supporting interfaces with ad server 130, by advertising agencies for their clients,

The process and interfaces described above for defining advertisements may allow for the party defining the ad to identify very specific terms under which the ad may be served, and also may specify with a level of acuity other aspects of the desired audience. In one embodiment a local owner of a franchise, for example McDonald's®, may have access to a site for creating ads held directly on ad server 130 and configured by its administration, or in another embodiment the site may be available via a site run by an advertising agency or a section of ad server 130 configured by an advertising agency. The advertising agency may have no affiliation with said franchise, may be their advertiser of record, or may be employed specifically for their capacity to set up such interfaces to ad server 130 for franchisees. The local owner of a McDonald's may wish to advertise a new sandwich we will term the McCrispy. Using an interface to ad server 130 the local franchise owner may select to only advertise in the immediate geographic area. This may be based upon zip codes, city names, may be a predefined area for that particular local franchise location, or any other means of specifying that area. In order to reach consumers when they are most interested in the McCrispy, it may be specified that the ad run, for example, only between 10:00am and 2:00pm, to attract a lunch crowd. The time of advertisement may be based on a situation such as this where it caters to consumer needs, directly opposed to consumer needs in order to speed up slow times, by the local franchise owner based upon internal factors such as availability of employees to handle any additional customer traffic, or any other reason. In one embodiment the local franchise owner may also create a coupon destination for the McCrispy ad that may be printed out and brought to that franchise only, or it may be a coupon usable at all participating McDonald's locations. To further encourage a time specific response the coupon might have a time limitation on it. For example, good between 10:00am and 2:00pm on the following dates, 2/4 – 2/11.

In another embodiment a company such as a commercial airline may have access to an interface for ad server 130. Some means for advertising "last-minute" availability of seats may be found in the art, such as on the airline's web site, or via promotional emails. These both require consumers to have interacted

with the airline previously. One means for overcoming this disadvantage would be for the airline to be able to advertise last-minute availability of seats using standard internet advertisements on a variety of sites. Previously this would have been a shotgun approach, the message reaching only a very few of the consumers who might take advantage of such availability. Using an interface to ad server 130 the airline may specify that an advertisement only be broadcast in the origination and destination cities for the available flight. In addition to this, the airline may wish to specify websites or categories of websites on which their advertisement may be broadcast. This selection may be based on historical demographics of the site's or category of site's users, or whatever other basis chosen by the company creating the ad. As noted, commercial airlines may have last-minute fares they wish to advertise, or business class specials, or frequent flier miles specials. Continuing the example, the airline might wish to advertise the last-minute fares or business class specials not only to the origination and destination cities, but may also wish to advertise only to a business crowd demographic. Using an interface on ad server 130 the airline may view historical demographics of various sites and categories and might for example select to advertise on news sites and stock information sites based upon the information available on said interface indicating that these sites are primarily viewed by working people ages 25-40. In another embodiment the airline may wish to create a coupon destination for their advertisement. This coupon may be, for example, a voucher for a free beverage, a class upgrade, may have a specially generated code required to redeem the offer on the airline's site, or whatever the airline chooses to create.

In another embodiment companies with disperse locations may wish to advertise on the Internet. This may be companies such as health clubs (e.g. Bally Fitness), or vehicle manufacturers (e.g. Ford, GM). A company such as Ford holds sales both at the manufacturer level and at the dealership level. Using an interface to ad server 130 Ford may specify the distribution areas covered by each of their dealerships as well as then aggregate the area over which all their dealerships are easily accessible. These area definitions may be preloaded by an administrator of ad server 130, may be loaded by an advertising

agency working on behalf of Ford, or any other entity. Using these defined areas Ford may then advertise sales at specific dealerships, or allow their dealerships to access ad server 130 and advertise the sales themselves. Advertisements
5 with a dynamic portion may be created on which an area indicating the closest dealership is generated specifically based upon the determined location of the person viewing the advertisement. A coupon destination may also be employed for such purposes.

Any variety of interfaces may be designed, making most easily available to
10 the particular business user the features of ad server 130 most valuable to them. These features may include or exclude any of the ad definition pages described previously. When used in concert the various capabilities may allow for extremely targeted advertising in the online arena. For example a day care center in Evanston, IL may wish to advertise their services. Using an interface for
15 local advertisers this company might select to advertise only in zip code 60201, and then might also select to only advertise on iParenting.com, a site that has historically been trafficked 98% of the time by women. Selecting only these two factors the day care center has essentially narrowed the advertisements audience to women in Evanston. FIG. 21 illustrates one embodiment of a site and category selection interface 2100 for helping advertisers determine which
20 site or category of sites they may wish to advertise on. The available sites may be broken down into categories such as family 2110, in which an individual site 2120 or sites may be listed such as iParenting.com. If one clicks on one of the available sites 2120, the historical demographics 2130 for that site may be
25 displayed, such as the gender distribution, median age, education level, occupation, or others. Again, these demographics may be used in conjunction with time specificity and geographic location to finely identify and target a desired audience.

FIG. 13-19 illustrate an administrative extranet may be provided for the
30 administrator of ad server 130. FIG. 13 illustrates one embodiment of an administrative extranet home page 1300. In one embodiment the administrator may view the following: system activity 1305 such as total ads served, ads served by category, geolocations processed, or similar such information; billing

information 1310 such as the total retail value (TRV) of all ads served, the TRV of ads served by category, or similar such information; advertisement records 1315 that may include information such as open date and time, close date and time, entry date and time, advertisement type, impressions purchased, advertiser company name, advertisement status, or any similar such information. In one embodiment the advertisement records 1315 may contain an advertisement details link 1325 to view further information about the advertisement, including ad impression details. In one embodiment the extranet home page 1300 may only display system activity that relates to the current month or to a month selected in form element 1320.

FIG. 14 illustrates one embodiment of an advertisement details page 1400 as may be reached through the advertisement details link 1325. In one embodiment advertisement activity information 1405 similar to that of system activity 1305 may be displayed, but relating only to the selected advertisement. In one embodiment advertisement billing information 1410 similar to that of billing information 1310 may be displayed, but relating only to the selected advertisement. In one embodiment ad impression records 1415 may be listed including information relating to individual impressions served such as: advertiser name, the site on which the advertisement was served, the date and time the advertisement was served, the IP address to which the ad was served, location information such as zip code relating to where the ad was served, and a link to further details (if available) relating to the processed geolocation information. In one embodiment a page similar to advertisement details page 1400 may be available with geolocation information including any or all details returned from a request to geolocation server 135.

FIG. 15 illustrates one embodiment of a publication details page 1500. Publication details page 1500 may provide the administrator with information relating to the advertisers, publications or media companies having access to ad server 130. This information may include contract information such as the determined revenue split, cost per thousand impressions (CPM), and beginning and end dates. Publication details page 1500 may contain or link to a page for viewing further information, editing information, or inserting new information relating to publications.

FIG. 16 illustrates one embodiment of an account details page 1600.

Account details page 1600 may provide the administrator with information relating to the advertiser users, publication users, media company users, website
5 administrative users, or any other users who have login name and password access to view, update or edit information on ad server 130. The information displayed may include the affiliated company name, the user's name, user contact information, login name, password, and other information relating to the account. Account details page 1600 may contain or link to a page for viewing
10 further information, editing information, or inserting new information relating to user accounts.

FIG. 17 illustrates one embodiment of an advertiser details page 1700.

Advertiser details page 1700 may provide the administrator with information relating to the advertisers registered on ad server 130. Information displayed
15 may include advertiser company name, contact information, advertising history, or other such advertiser details. Advertiser details page 1700 may contain or link to a page for viewing further information, editing information, or inserting new information relating to registered advertisers.

FIG. 18 illustrates one embodiment of a web site details page 1800. Web

20 site details page 1700 may provide the administrator with information relating to the web sites registered on ad server 130. Information displayed may include company name, web site URL, monthly impressions contracted, contracted CPM prices for different ad types, and other company, impression record, or contract details. Web site details page 1800 may contain or link to a page for viewing
25 further information, editing information, or inserting information relating to registered web sites.

FIG. 19 illustrates on embodiment of an administrative utility page 1900.

Ad server 130 may contain many settings relating to its function, such as rules for its interaction with geolocation server 140. Geolocation server 140 may return
30 confidence levels associated with the geolocations it provides, these confidence levels indicating the level of confidence geolocation server 140 has that it is providing accurate geolocation information. Different levels of confidence may be deemed acceptable, and a means of setting and editing past settings of required

threshold levels of confidence may be required. Administrative utility page 1900 may contain form elements 1905 that may allow an administrator to set and edit the threshold levels of confidence. Link 1910 may provide a page for viewing all current setting for threshold levels. Similar administrative utility pages may be employed for any of the various settings involved in the operation of ad server 130.

Much of the information contained in FIG 13-19 may be useful not only to the administrator of ad server 130, but also to other users. Similar pages and interfaces may be used in the design of extranets for publications, media companies, advertisers, or any other user of the system.

FIG 20 illustrates one embodiment of a web site administrator page 2000. Web site administrator page may be designed specifically for use in an extranet provided for the consumer web sites of telecommunication system 100. Web site administrator page 2000 may include system activity 2005, such as total ads served or ads served broken down by ad type, or billing information 2010, such as the TRV of ads served or TRV broken down by ad type. Web site administrator page 2000 may also include instructions and/or insertable code 2015 to demonstrate to the web site administrator how to utilize ad server 130 on their consumer web site.

In one embodiment, access to an advertisement definition section, as illustrated in FIG. 5-10, may only be given to advertisers, publications or media companies registered with ad server 130. In one embodiment, advertisers may be given access to the advertisement definition section. In one embodiment, if an advertiser is given access to the advertisement definition section, an administrator of ad server 130 may approve or reject an advertisement before it is activated on ad server 130. It may be useful, in the event that advertisers are given access to the advertisement definition section, to provide a simplified or more graphical interface for this section. In one embodiment the interface may include a map displaying the regions in which an advertisement may be served. A user may be allowed to select different ways in which the map may be broken down. In one embodiment the user may select to view the map from different focus levels, zooming in to state or city levels or zooming out to a global view. In

one embodiment the user may select to have the map broken down into regions representing demographics that may allow them to, for example, select the regions in which there is a concentration of senior citizens, or the regions in which there is a strong Hispanic population. Other aspects of advertisement definition, such as the selection of time zone, may be simplified using graphical representations. In one embodiment these interfaces may be made available to the advertisers, publication and media companies as well.

In one embodiment, consumer web sites may continue to serve advertisements of their choosing if ad service 225 can not ascertain the location of the end user node, or if ad database 240 Does not contain an advertisement for the location of the end user node. In one embodiment, the default advertisement, that which is chosen by the consumer web site, will be served automatically by ad service 225. In one embodiment, ad service 225 may select a non-location based advertisement in the event that ad service 225 cannot ascertain the location of the end user node, or if ad database 240 does not contain an advertisement for the location of the end user node. In one embodiment, no advertisement may be served in the event that ad service 225 cannot ascertain the location of the end user node, or if ad database 240 does not contain an advertisement for the location of the end user node.

In one embodiment, multiple advertisements may be available in ad database 240 for a web site and location combination. In one embodiment all available advertisements for a web site and location combination will be served in a round robin manner. In one embodiment the round robin will be over all impressions entering the system. In one embodiment the round robin will be over only impressions served to an individual end user node. In one embodiment, statistical weights, or numbers associated with a greater or smaller statistical likelihood that an advertisement will be served, may be assigned to each advertisement. When multiple advertisements are available for a web site and location combination, the statistical weights of all available advertisements may be used in conjunction with a random number generator to choose which advertisement may be served. In one embodiment, advertisements sold by a primary may be given a higher statistical weight than that of a secondary. In one

embodiment, advertisements sold by a primary may be given a higher statistical weight when being served inside of that primary's area of commercial influence. In one embodiment, advertisements that are to be served within a defined time frame may be given heavy statistical weight to provide greater probability that the advertisement will be served during the defined time even if other advertisements are available. In one embodiment an advertisement may be given different statistical weights on different web sites or web site categories. In one embodiment combinations of defined time and primary status may be given higher statistical weight than one without primary status. Many algorithms and statistical weight assignments may be employed to give priority to preferred advertisements, be that preferment based on advertiser, broker of the advertisement sale, location, time sensitivity, or any combination of these or other factors.

For example, ad database 240 may hold the following advertisements: an advertisement A0, sold on a total number of impressions basis, to be served anywhere; an advertisement A1 sold by a secondary, sold on a total number of impressions basis, to be served in Chicago, IL; an advertisement A2, sold by a primary, sold on a total number of impressions basis, to be served in Chicago, IL; an advertisement A3 sold by a secondary, sold on a total number of impressions basis, to be served in zip code 60614 only; an advertisement A4 sold by a primary, sold into a particular time block, to be served in Chicago, IL; and an advertisement A5 sold by a primary, sold into a particular time block, to be served in zip code 60614 only. When a user node hits the system from zip code 60614 any of the above listed ads may be served. The statistical weighting may be handled in the following manner. A0 may be assigned a weight of 1, as it is at a global level and sold by a secondary. A1 may be assigned the higher weight of 3, as it is sold at the city level, which is a more precise location than required by A0. A2 may be assigned a weight of 6, as it is both at the city level and sold by a primary as opposed to a secondary. In this example advertisements sold by a primary may receive a multiplier of 2 over the weight they would receive as sold by a secondary. A3 may be assigned a weight of 5, accounting for greater precision than A1, but lower than A2 as it was not sold by a primary. A4 may be

assigned a weight of 600, as it must be served only within a particular time frame it must be heavily weighted. In this example time sensitive advertisements may receive a multiplier of 100 over the weight they would receive if sold on a number of impressions basis. A5 may be assigned a weight of 1000 as it is both time sensitive and requires a high level of location precision. All of these weights may be added together (1 + 3 + 6 + 5 + 600 + 1000) to create the total statistical pool, or the size of the advertisement lottery so to speak. The total size in this case is 1615. On a statistical basis this means that over time A5 may be served 1000 out of every 1615 times, or almost 62% of the time. A4 may be served 600 out of every 1615 times, or approximately 37% of the time. And so on for the other advertisements. All of this statistical weighting may be based on a defined set of adjustable business rules and may be automatically and dynamically assigned before or during the ad serving process.

In another embodiment the statistical weighting may take into account the price paid for the advertisements. For example, an advertisement that was purchased at a \$5 CPM would not be as likely to be served as one purchased at \$10 CPM. In another embodiment the pricing for the individual advertisement may be calculated based solely or in part on the statistical weighting associated with it. For example, an advertisement that is only able to be served into a single zip code and only during a one hour period on a single site would cost significantly more than an advertisement that could be broadcast anywhere in an entire state, or over a period of weeks.

The concept of preferential serving into geographic locations was discussed previously. Another embodiment of the invention allows for preferential serving to any of the other definable characteristics of an advertisement. A company might be given preferential placement on an individual site or category of sites, such as the Green Bay Packers website, www.packers.com. In another embodiment a company might be given preferential placement based on a time, such as ESPN requesting late night preferential placement of a Sports Center advertisement. In another embodiment a company might be given preferential placement based on one or more demographics, such as the NAACP may be given preferential placement in

geographic locations with higher concentrations of African Americans.

Combinations of these factors may also describe a preferential placement, such as Comedy Central requesting preferential placement on the Green Bay Packers and other NFL websites, during the hours preceding and during the Super Bowl to advertise an alternative halftime show on their channel. Preferential placement arrangements may be handled on an individual ad basis using some statistical method, such as the ones described above. Preferential placement arrangements may be also granted on a larger scale for advertisers, in a manner similar to primary area classifications, such as those described above.

In one embodiment, telecommunication system 100 may also provide a data service to participating consumer web sites. Data from the USCB or some other source may be incorporated with advertisement impression and location information. Together this packaged data may give consumer web sites an indication of their impression distribution by location, and by demographic data associated with those locations. This information may be given or sold to the consumer web sites participating in telecommunication system 100.

In one embodiment, multiple advertising package opportunities may be available to an advertiser on ad server 130. While there are many different options, four possible scenarios are as follows:

First, advertisers who distribute and/or provide their goods or services exclusively from a single geographic location within an individual Metropolitan Statistical Area (MSA), and seek to advertise such goods and services exclusively within said MSA, ad server 130 may provide a method by which the advertiser may advertise such Client's goods or services, and/or promotions and the like relating to such goods or services, on web sites signed up within the advertising network when such web sites are visited by persons physically located within such MSA exclusively.

By way of example, advertisers with passenger airlines as clients, such as United, American or Delta, who offer their air transport services to the population of an entire MSA from a single location, such as General Mitchell International Airport in Milwaukee, WI, could conduct a promotion(s) on the airline's behalf

through said method which may publicize the sale of an airfare from Milwaukee to a remote destination, such as Phoenix.

Second, advertisers who distribute and/or provide their goods or services from more than one geographic location within an individual MSA, and seek to advertise such goods and services exclusively within said MSA, ad server 130 may provide a method by which the advertiser may advertise such Client's goods or services, through intra-MSA location-specific or intra-MSA location-agnostic promotions, and/or promotions and the like relating to such goods or services, on web sites signed up within the advertising network when such web sites are : (1) visited by persons physically located within such MSA exclusively; (2) visited by persons physically located within a select distance from one or more of said advertiser's geographic locations.

By way of example, advertising agencies with fast food restaurants as clients, such as McDonald's, Burger King or Wendy's, who offer their food products to the populations of entire MSAs through multiple locations, such as McDonald's of Evanston, IL, McDonald's of Wilmette and McDonald's of Winnetka, could conduct location-specific promotions on the restaurant's behalf through said method, which could publicize, for example, a "Buy One Get One Free Hamburger – only at McDonald's of Winnetka" available exclusively at the McDonald's of Winnetka location. Alternatively, the advertising agency could conduct a location-agnostic promotion, such as "Buy One Get One Free Hamburger –at any participating Chicago-area McDonald's", whereby said promotion could be advertised on the the web sites of the advertising network to the entire MSA viewing area.

Third, advertisers who distribute and/or provide their goods or services exclusively from a single geographic location within an individual Metropolitan Statistical Area (MSA), and seek to advertise throughout multiple MSAs, ad server 130 may provide a method by which the advertiser may advertise such Client's goods or services, and/or promotions and the like relating to such goods or services, on web sites signed up within the advertising network when such web sites are visited by persons physically located throughout multiple MSAs.

By way of example, advertisers with passenger airlines as clients, such as United, American or Delta, who offer their air transport services to the populations of multiple MSAs from single locations within each individual MSA, such as

- 5 General Mitchell International Airport in the Milwaukee, WI, MSA and O'Hare International Airport in the Chicago, IL, MSA could conduct a promotion(s) on the airline's behalf through said method which would publicize that all United flights will provide gratuitous in-flight meals from May 1 through September 1, irrespective of where the flight originates or arrives.

- 10 Fourth, advertisers who distribute and/or provide their goods or services from more than one geographic location within an individual MSA, and seek to advertise throughout multiple MSAs, ad server 130 may provide a method by which the advertiser may advertise such Client's goods or services, through inter-MSA location-specific or inter-MSA location-agnostic promotions, and/or
- 15 promotions and the like relating to such goods or services, on web sites signed up within the advertising network when such web sites are : (1) visited by persons physically located throughout one of the multiple MSAs; (2) visited by persons physically located within a select distance from one or more of said advertiser's geographic locations across multiple MSAs.

- 20 By way of example, advertising agencies with fast food restaurants as clients, such as McDonald's, Burger King or Wendy's, who offer their food products to the populations of entire MSAs through multiple locations, such as McDonald's of Evanston, IL, McDonald's of Wilmette and McDonald's of Winnetka, could conduct MSA-agnostic promotions on the restaurant's behalf
- 25 through said method, which could publicize, for example, a "Free Beenie Baby w/ Every Purchase" available exclusively for a limited time at any participating McDonald's in the Midwest, or other participating locations.

METHOD AND SYSTEM FOR PROVIDING NETWORK BASED TARGET ADVERTISING

ABSTRACT OF THE DISCLOSURE

A telecommunication system implements a method for providing a
5 targeted on-line advertisement to a consumer accessing a website of the system.
The system further comprises a server serving as a geographical determination
node, and a server serving as an advertisement selection node. A user signal in
the form of an Internet Protocol address is routed through the system to the
geographical determination node server when the consumer accesses the
10 website. In response thereto, the geographical determination node server
provides geographical data related to the Internet Protocol address to the
advertisement selection node server. In response thereto, the advertisement
selection node server provides an advertisement from an advertiser of a
newspaper having a region of commercial influence that corresponds to the
15 geographical data.



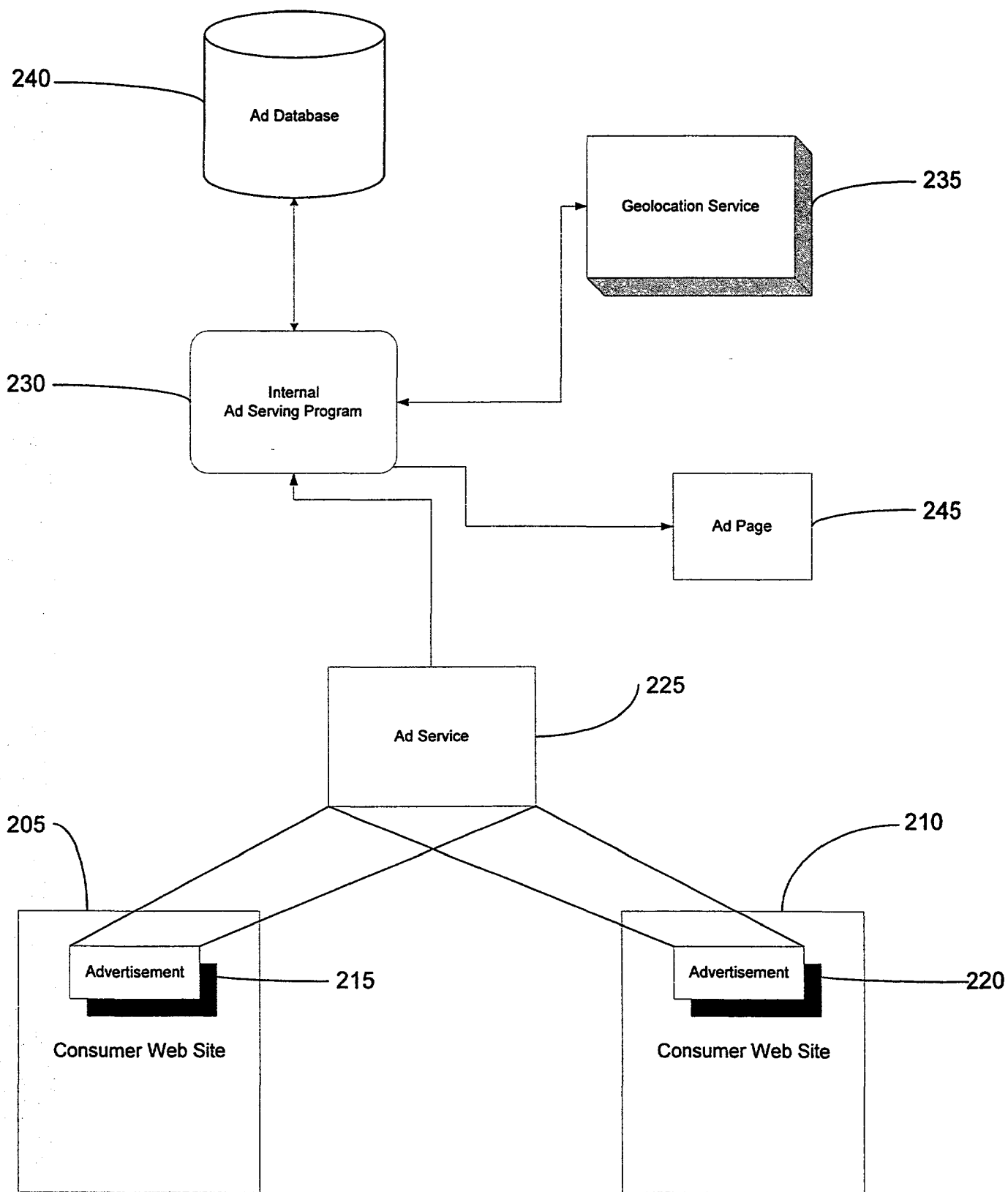


FIG. 2

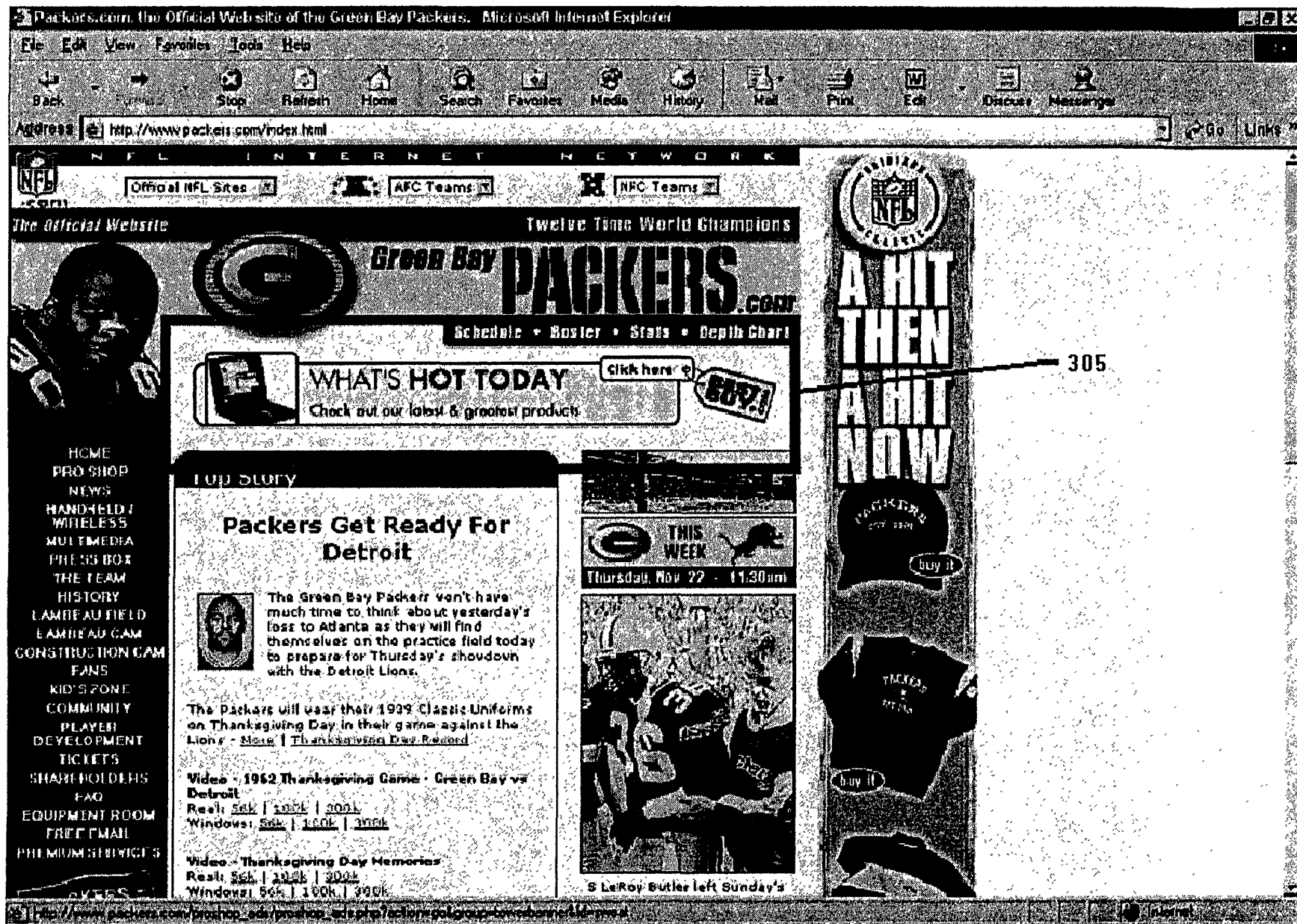


FIG. 3

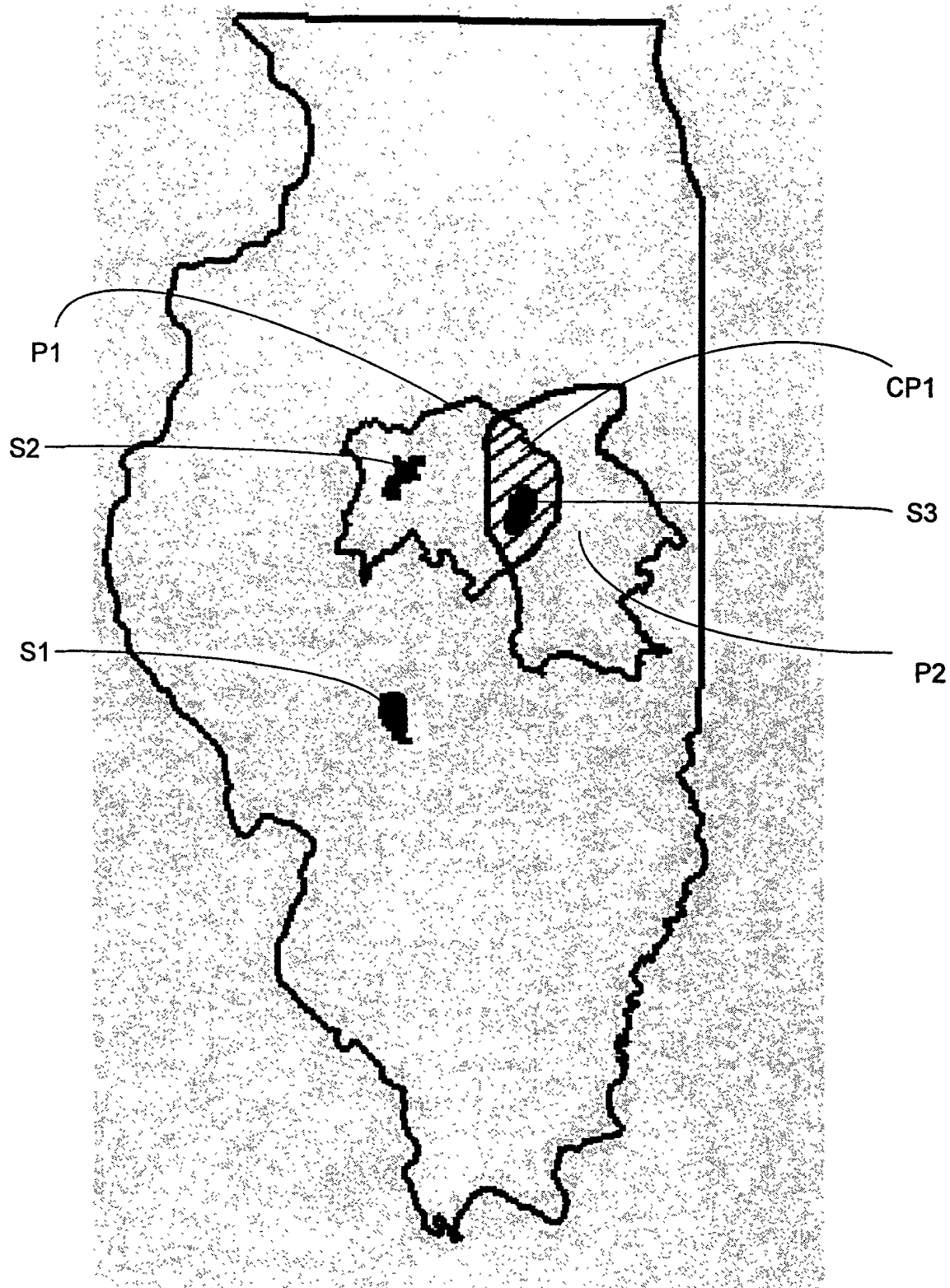


FIG. 4



Google's Exhibit 1013
Google v. BrodTi
IPR2025-00472 - Page 0039

Upload Ad - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Home

Address http://dizperson.dizperson.com/jsp/broadcast/coupon.jsp?advertiserID=Advertiser+1&action=newad&adImage=badType=1&submit=Submit

log off update threshold

REGISTERED ACCOUNTS ADVERTISER DIRECTORY WEBSITE DIRECTORY NEWSPAPER DIRECTORY

Broadcast Ad

1 Ad Upload 2 Coupon 3 Ad Quantity & Duration 4 Web Channels 5 Geographic Area 6 Demographic Selection 7 Broadcast Summary

Dizpersion Admin
1840 Oak Avenue
Evanston, IL 60201

[Home](#)

Steps

1. Define Outcome of Click-through. ☐ Coupon or ☐ URL Destination

2. Retrieve Coupon. File

4. Press Submit.

© 2001 Dizpersion Corporation [Contact Us](#) [Privacy](#) [Terms of Use](#)

605

615

610

FIG 6

Upload Ad - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://dizpersion.dizpersion.com/hsp/broadcast/quantity.jsp?URL=&action=newad&image=submit-submit

Dizpersion

Running Ten

log off update threshold

REGISTERED ACCOUNTS ADVERTISER DIRECTORY WEBSITE DIRECTORY NEWSPAPER DIRECTORY

Broadcast Ad 1 Ad Upload 2 Coupon 3 Ad Quantity & Duration 4 Web Channels 5 Geographic Area 6 Demographic Selection 7 Broadcast Summary

Dizpersion Admin
1848 Oak Avenue
Evanston, IL 60201

[Home](#)

Steps

1. Enter the Number of Impressions Purchased.
2. Select the Broadcast Start Date.
3. Select the Broadcast Start Time and Time Zone.
4. Select the Broadcast End Date.
5. Select the Broadcast End Time and Time Zone.
6. Press Submit.

Impressions

Start Date

Month Day 2001

Start Time Start Zone

1:00 AM Eastern

End Date

Month Day 2001

End Time Time Zone

1:00 AM Eastern

Submit

Done

Internet

FIG 7

800S

Upload Ad - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Home

Address: sta10rth=0&starDay=Day&starCrea=2001&select5=1%3A00&select5=AM&select5=Eastern&select=0&select=Day&select=2001&select=1%3A00&select2=AM&select3=Eastern&submit=Submit

Broadcast Ad 1 Ad Upload 2 Coupon 3 Ad Quantity & Duration 4 Web Channels 5 Geography: Area 6 Demographic Selection 7 Broadcast Summary

Dupersion Admin
1849 Oak Avenue
Evanston, IL 60201

[Home](#)

Channels

Sports
Family
General Interests

Select Channels/Websites

Sports test.com

Family test.com

General Interests

Select Channel/Website:

Sports: Website:

Select Area:

State:

County:

City:

Zip Code:

Select Time Horizon

☐ Month
☐ Year
☐ Weekday/Weekend
☐ Morning, Afternoon & Evening

(As a % of all Actual Hits traffic to the website or channel) (As a % of all traffic to the whole network; the related period.)

805 810 825 830 820 815

FIG 8

Upload Ad - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Media Print View Source

Address http://dizperson.dizperson.com/isp/broadcast/area.asp?Submit2=Submit

log off update database

REGISTERED ACCOUNTS ADVERTISER DIRECTORY WEBSITE DIRECTORY NEWSPAPER DIRECTORY

Broadcast Ad

1 Ad Upload 2 Coupon 3 Ad Quantity & Duration 4 Web Channels 5 Geographic Area 6 Demographic Selections 7 Broadcast Summary

Dizperson Admin
1840 Oak Avenue
Evanston, IL 60201

Home

Step

1. Select the Country.
2. Select the State.
3. Select the County.
4. Select the City.
5. Select the Zip Code.
6. Press Submit.

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Internet

920 925 915 910 905

FIG 9

1000S

FIG 10

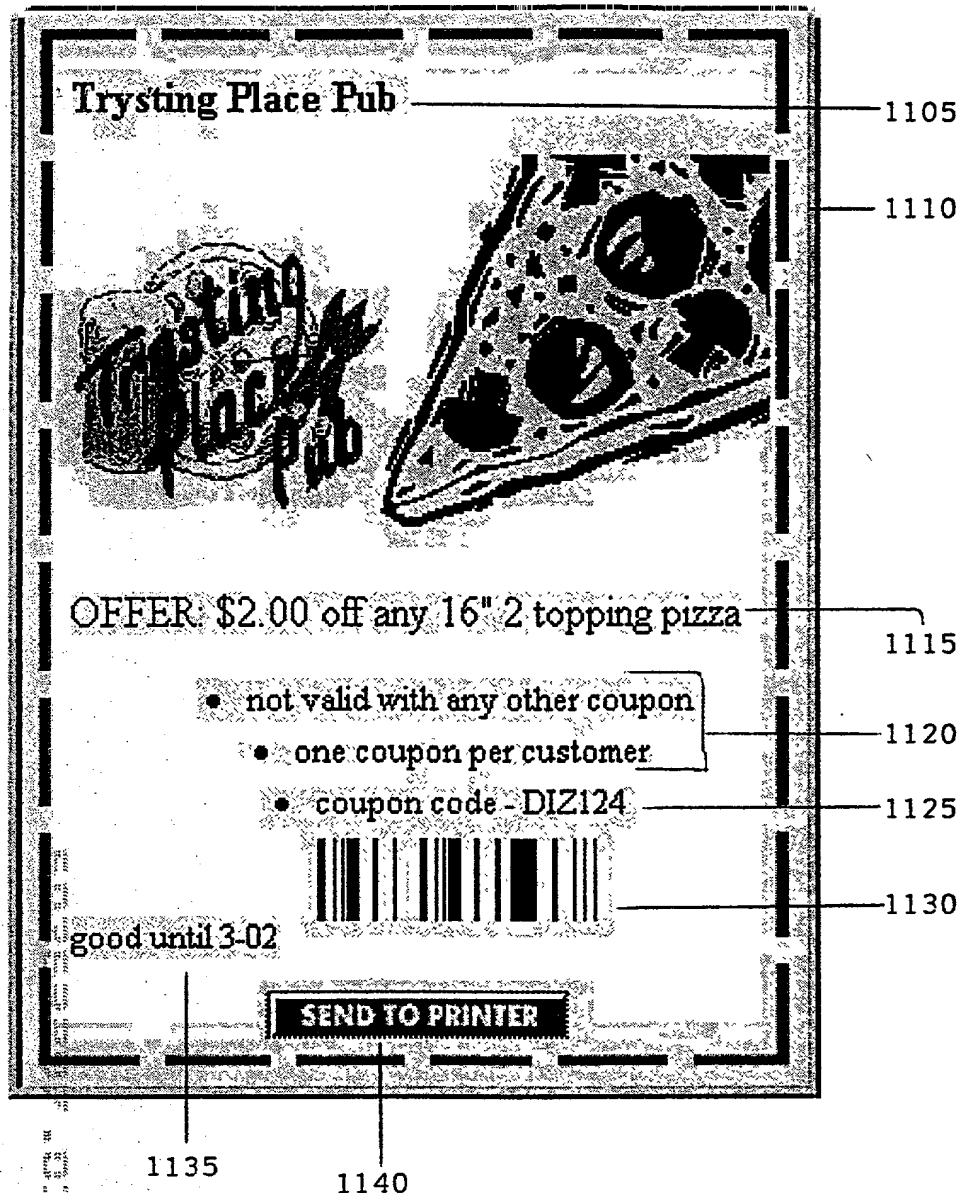
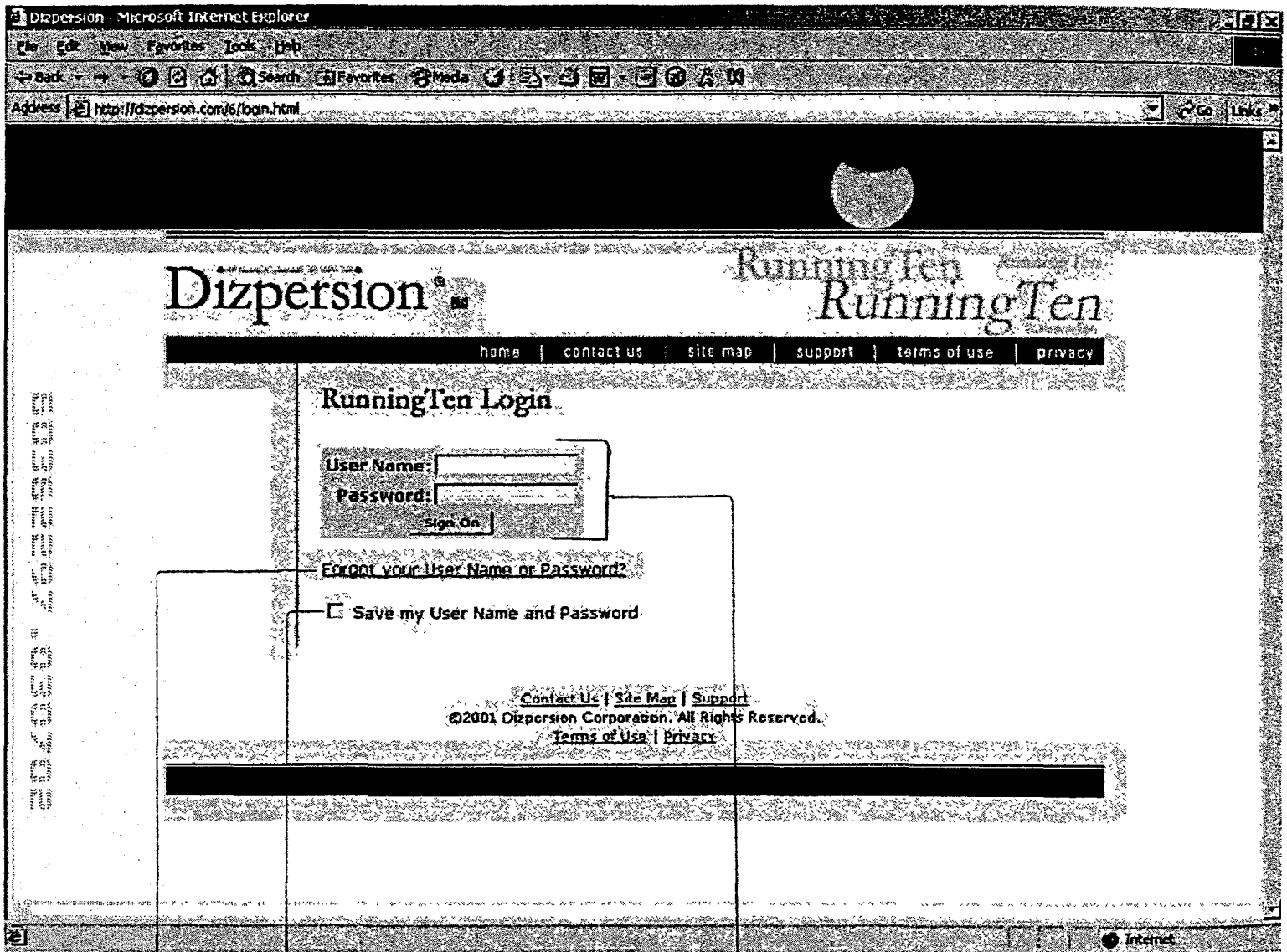


FIG 11



1210

1215

1205

FIG 12

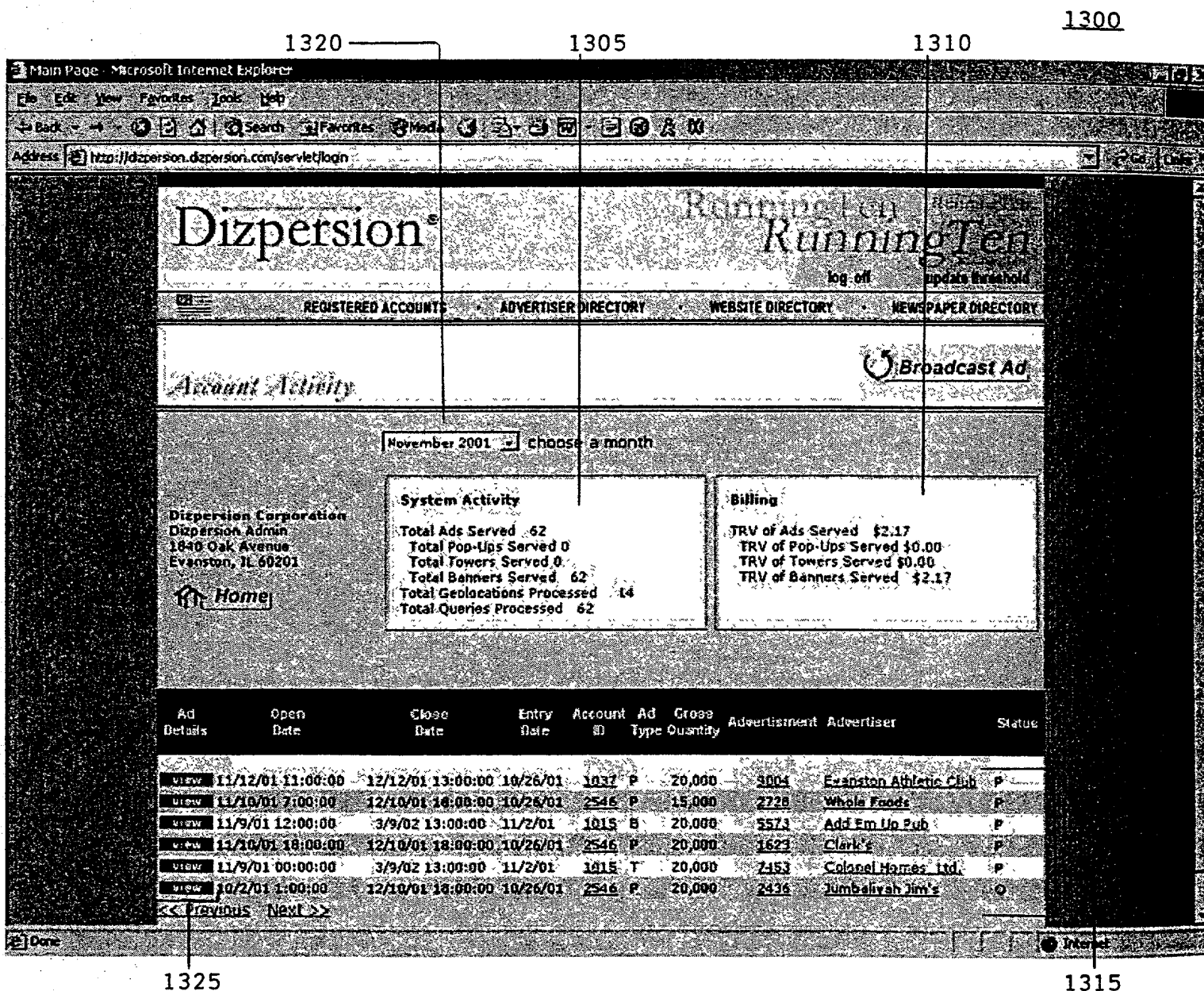


FIG 13

[illegible]

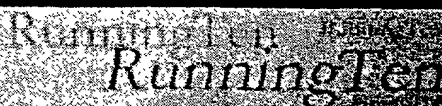
FIG 14

Main Page - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Media Print

Address http://dizperson.dizperson.com/js/admin/publistpublications.jsp

[log off](#)
[update threshold](#)

[REGISTERED ACCOUNTS](#)
[ADVERTISER DIRECTORY](#)
[WEBSITE DIRECTORY](#)
[NEWSPAPER DIRECTORY](#)

[Account Activity](#)


Dizperson Corporation
Dizperson Admin
1840 Oak Avenue
Evanston, IL 60201

Home

Publication Administration
[Create New Publication](#)

Publication Name	Publication Revenue %	Banner CPM	Tower CPM	Pop-up CPM	Contract Begin Date	Contract End Date
<u>Independent Register</u>	50.0	\$35.00	\$45.00	\$60.00	11/01/01	05/01/01
<u>Dizperson</u>	100.0	\$1.00	\$1.00	\$1.00	11/01/01	12/31/05

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[Terms of Use](#)

FIG 15

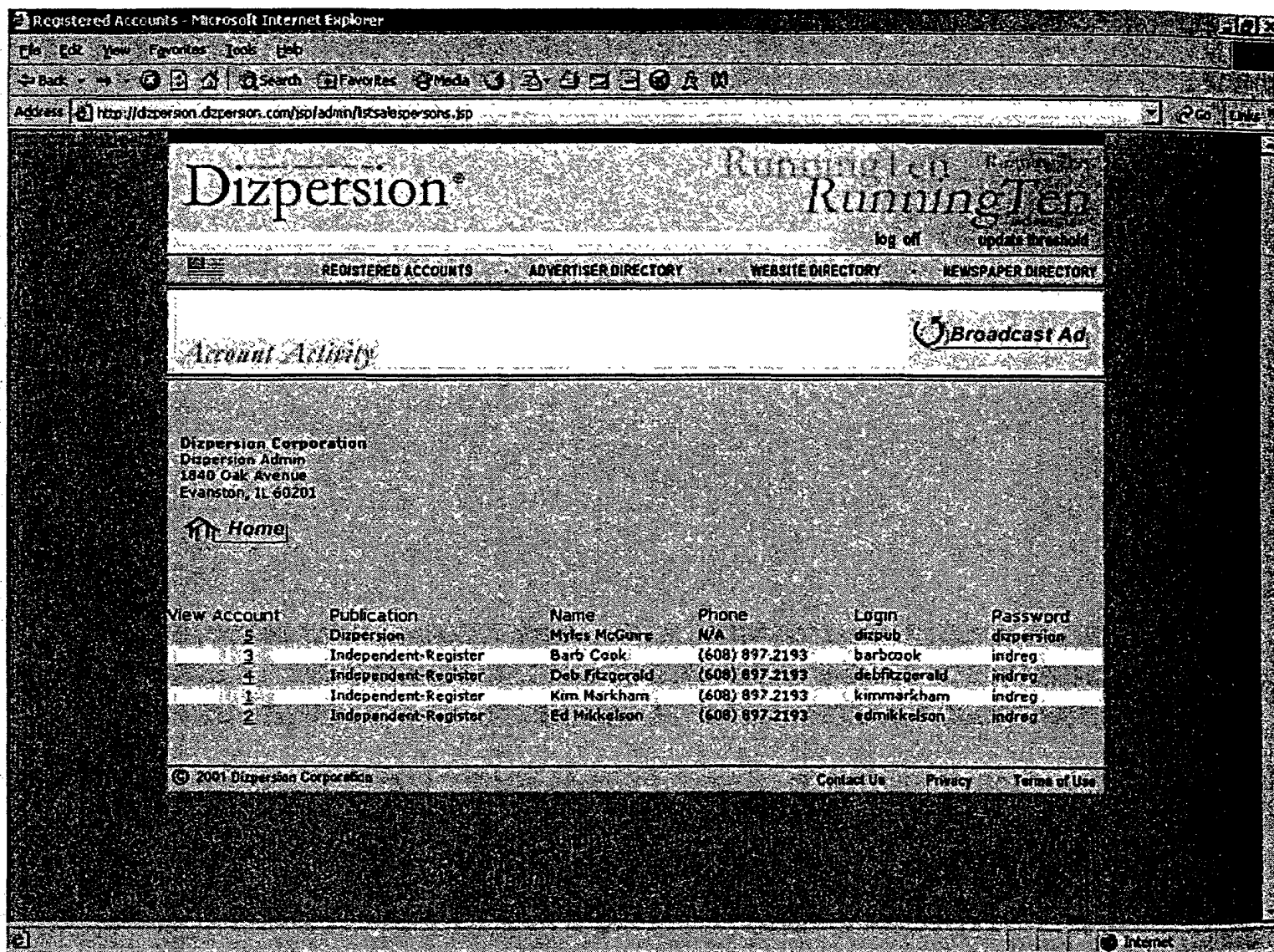


FIG 16

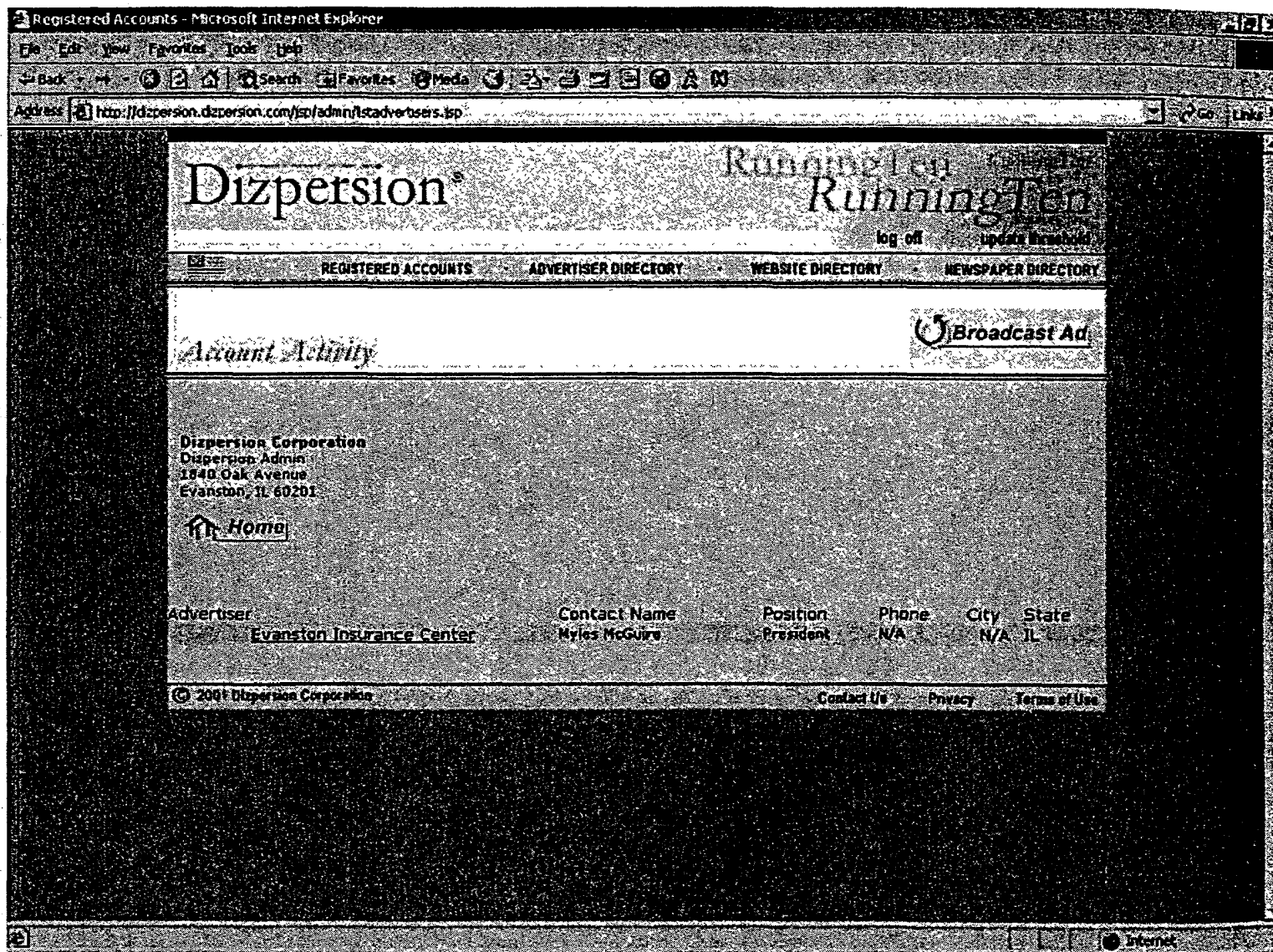


FIG 17

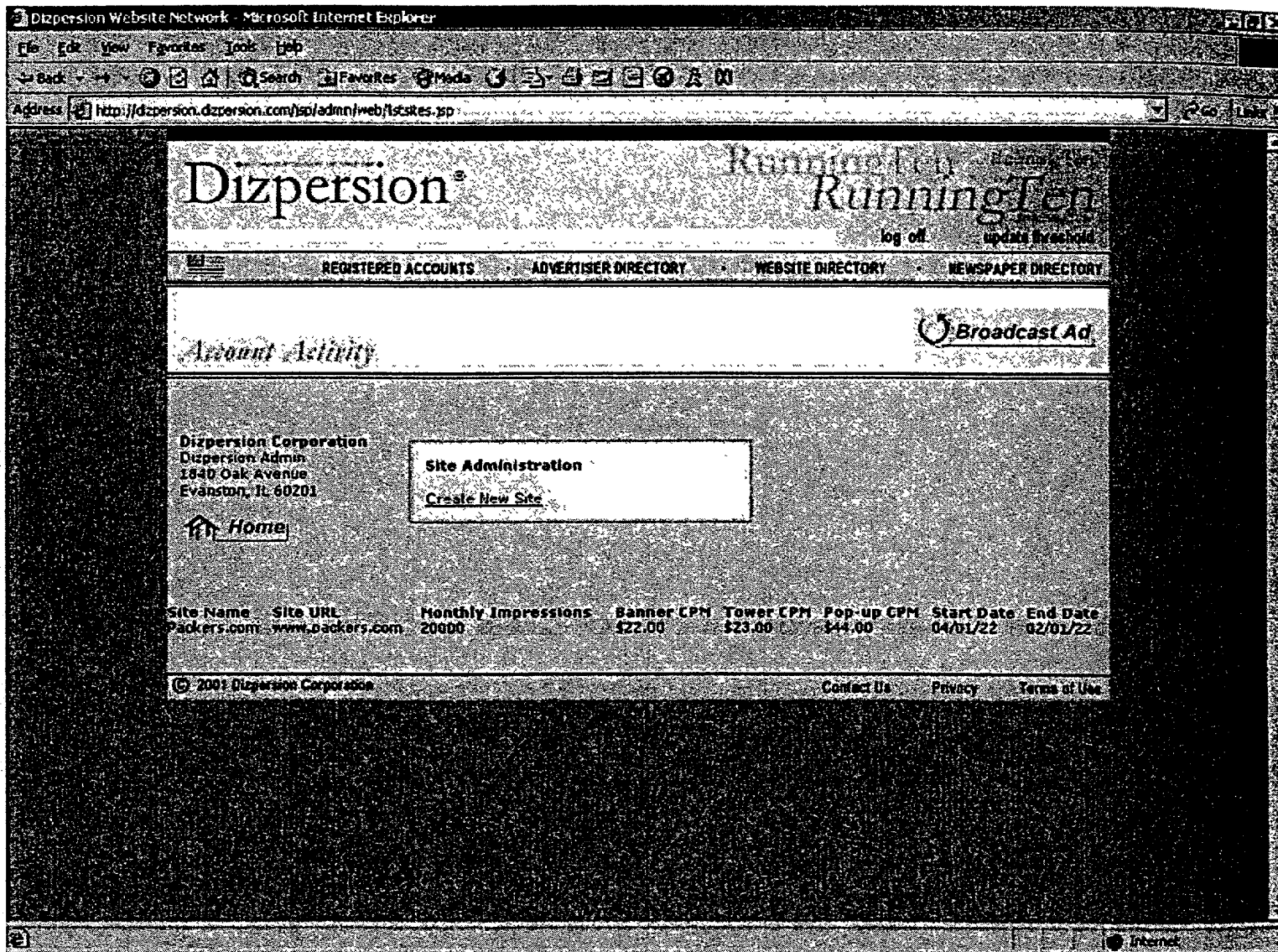
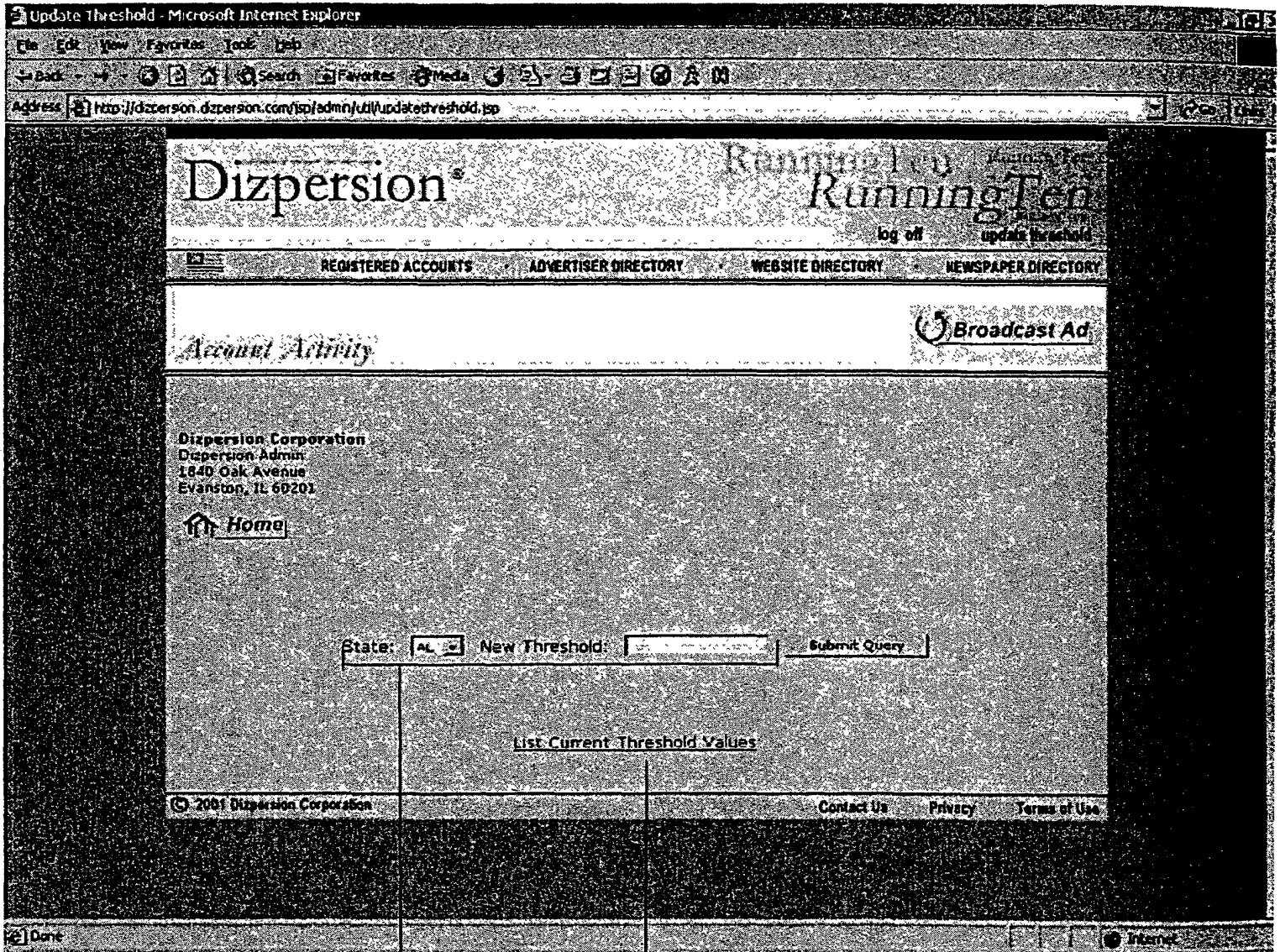


FIG 18

1900



1905

1910

FIG 19

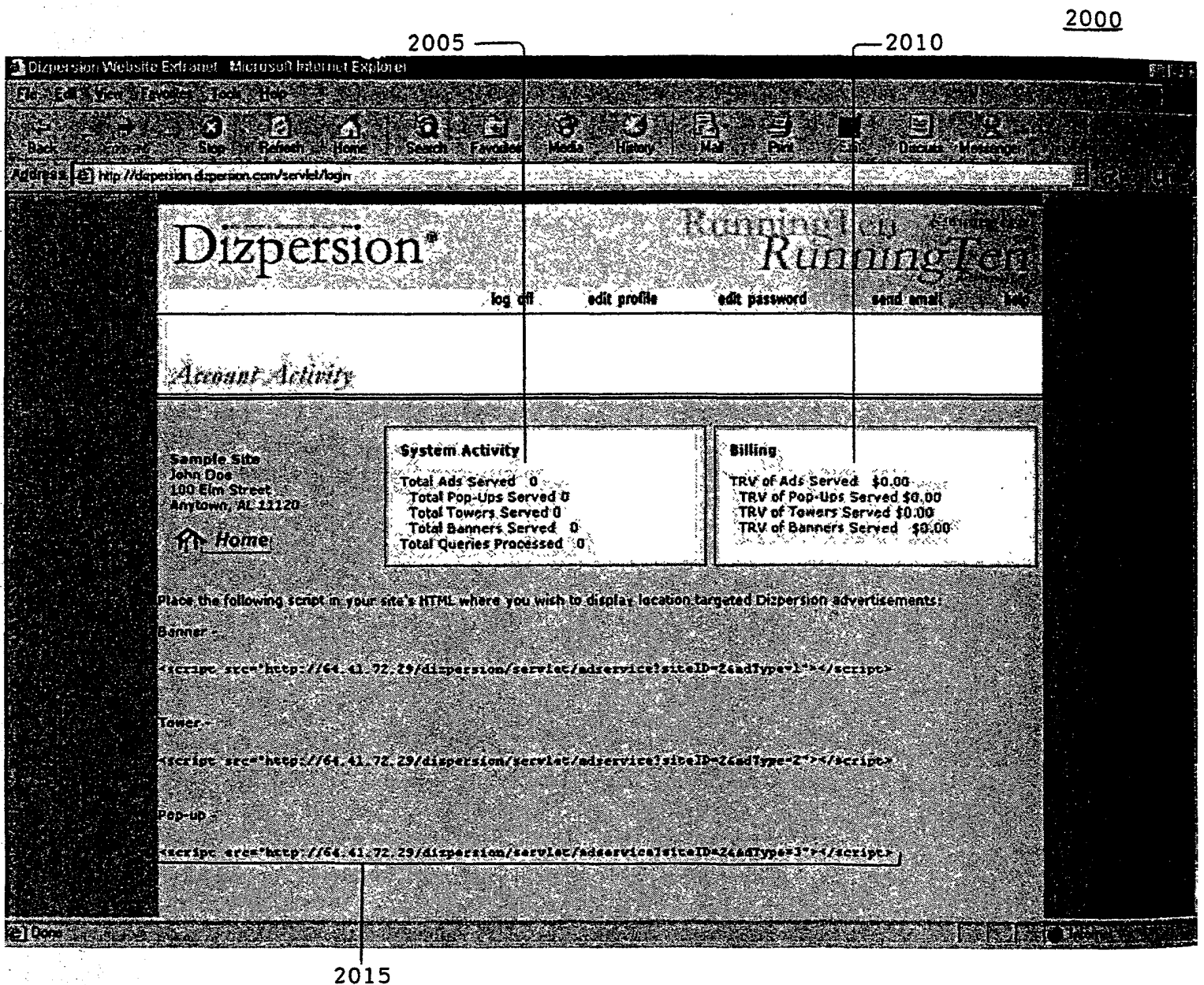


FIG 20

2110 2120

Independent Register - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media History Mail Print Edit Discuss

Address http://www.project99.tv/dzperson/icn_indreg/family/index.asp?id=1

Independent Register

INTERNET CHANNEL NETWORK
for Brodhead and greater Queen County WA

HOME CONTACT US HELP

GENERAL NEWS BUSINESS/FINANCE SPORTS TRAVEL FAMILY LEISURE JOBS

AUDIENCE PROFILE
IPARENTING.COM

FAMILY

3/7/2002 1:05:26 PM

 RATE CARD

 iParenting.com

 RT DEMO

Gender	
Male	2%
Female	98%
Median Age: 36 years	
18 - 34	35%
35 - 44	53%
45 - 54	7%
Education	
College Graduate+	88%
Some College	8%
Occupation	
Managerial	31%
Professional	35%

http://www.project99.tv/dzperson/icn_indreg/family/index.asp?id=1

2130

FIG 21