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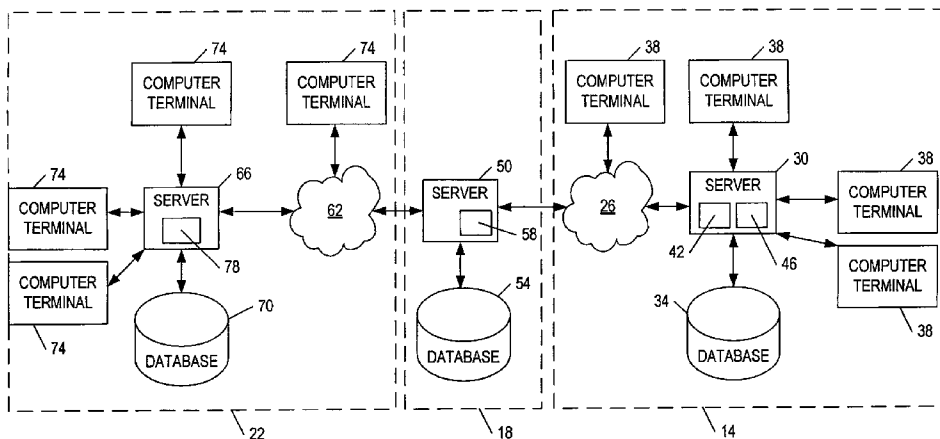


FIG. 1

(57) Abstract: The invention provides an advertising management system. The system integrates a service provider network with a client network via a network, such as, the Internet to enter, store, use, revise and synchronize advertising material, such as meta-data and images, using advertisement management software.

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**INTERNATIONAL SEARCH REPORT**

International application No.

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**A. CLASSIFICATION OF SUBJECT MATTER**  
 IPC: **G06F 17/00** (2006.01)

USPC: 705/14  
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**B. FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)  
 U.S. : 705/14

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)  
 online media; exchange; advertisers; publishers; promotions; advertisement

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2004/0103024 A1 (PATEL ET AL.) 27 May 2004, see entire document.	1-17
A	US 2004/0103026 A1 (WHITE) 27 May, 2004, see entire document.	
A	US 2004/0225562 A1 (TURNER) 11 November 2004, see entire document.	

Further documents are listed in the continuation of Box C.  See patent family annex.

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