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For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: AN ONLINE ADVERTISING MANAGEMENT SYSTEM

(57) Abstract: A method and system for pricing and positioning online advertisements is disclosed. The method and system identifies a set of relevant search terms for a set of advertisements on a network based on the contents of these advertisements. The identification of such relevant search terms is free from the influences of the advertisers, who sponsor these advertisements. In the event that the key word entered by a user of the network in his or her search matches some of the aforementioned relevant search terms, then the advertisements corresponding to these matching relevant search term (the "matching advertisements") are positioned based on a number of parameters. The parameters include, without limitation, the offered prices for blocks of time to distribute the matching advertisements and the historical performance data of the advertisers sponsoring the matching advertisements.



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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US06/00423

A. CLASSIFICATION OF SUBJECT MATTER
 IPC: G06Q 30/00 (2006.01)

USPC: 705/14
 According to International Patent Classification (IPC) or to both national classification and IPC

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)
 USPAT and PGPUB; IBM_TDB.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6,269,361 B1 (DAVIS et al) 31 July 2001 (31.07.2001), abstract, Figures 1, 2, 5, 7 and associated text.	1-22

Further documents are listed in the continuation of Box C.

See patent family annex.

* Special categories of cited documents:

"A"	document defining the general state of the art which is not considered to be of particular relevance	"T"	later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
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"O"	document referring to an oral disclosure, use, exhibition or other means	"&"	document member of the same patent family
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