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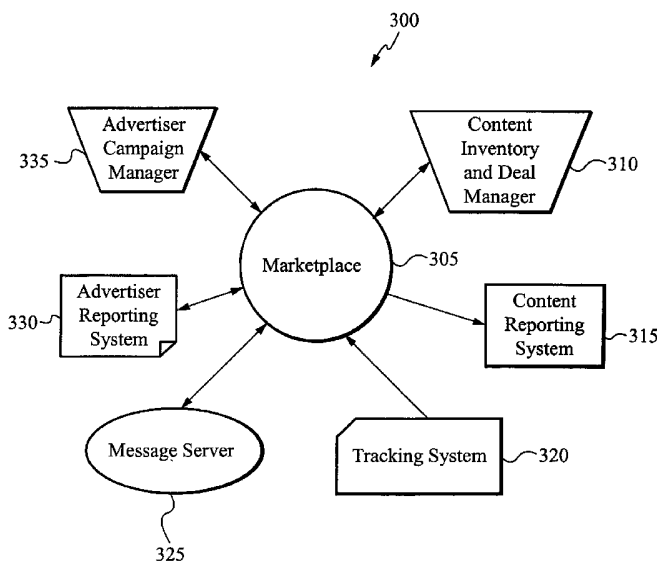
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For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: TARGETED AND DYNAMIC ADVERTISING IMPRESSIONS USING A MIXTURE OF PRICE METRICS




(57) Abstract: A system for and method of distributing advertisements to a medium are disclosed. In one embodiment, the method comprises classifying a plurality of messages according to a target criterion, selecting a message from the plurality of messages using a selection criterion, and delivering the selected message to a content site comprising a medium adapted to display a corresponding advertisement of the message (Figure 3). The selection criterion comprises a cost associated with the message. Preferably, another selection criterion is that the content site meets one of a target, payment, and constraint of a message deal associated with the selected message. The message is either a text message, a video message, or an audio message.

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**INTERNATIONAL SEARCH REPORT**

International application No.  
PCT/US04/02556

<p><b>A. CLASSIFICATION OF SUBJECT MATTER</b>                  IPC(7) : G06F 15/16,17/60                  US CL : 709/206,227; 705/14                  According to International Patent Classification (IPC) or to both national classification and IPC</p>																	
<p><b>B. FIELDS SEARCHED</b>                  Minimum documentation searched (classification system followed by classification symbols)                  U.S. : 709/206,227; 705/14</p> <p>Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched</p> <p>Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)</p>																	
<p><b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b></p> <table border="1"> <thead> <tr> <th>Category *</th> <th>Citation of document, with indication, where appropriate, of the relevant passages</th> <th>Relevant to claim No.</th> </tr> </thead> <tbody> <tr> <td>X --- Y</td> <td>US 5,937,392 A (Alberts) 10 August 1999 (10.08.1999), column 1, line 57 - column 2, line 29, column 3, line 26 - column 4, line 26, column 7, lines 22 - 31.</td> <td>1, 3-6, 9-16, 21-24, 26-32 ----- 2, 7-8, 17-19, 25, 33-35</td> </tr> <tr> <td>Y</td> <td>US 5,490,060 A (Malec et al) 6 February 1996 (06.02.1996), column 7, lines 32 - 48.</td> <td>17-19</td> </tr> <tr> <td>Y, P</td> <td>US 6,571,279 B1 (Herz et al) 27 May 2003 (27.05.2003), column 11, lines 41 - 59.</td> <td>2, 7-8, 25, 33-35</td> </tr> <tr> <td>A</td> <td>US 6,182,050 B1 (Ballard) 30 January 2001 (30.01.2001), column 11, lines 11 - 61.</td> <td>1, 3-6, 21, 22-26</td> </tr> </tbody> </table>			Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.	X --- Y	US 5,937,392 A (Alberts) 10 August 1999 (10.08.1999), column 1, line 57 - column 2, line 29, column 3, line 26 - column 4, line 26, column 7, lines 22 - 31.	1, 3-6, 9-16, 21-24, 26-32 ----- 2, 7-8, 17-19, 25, 33-35	Y	US 5,490,060 A (Malec et al) 6 February 1996 (06.02.1996), column 7, lines 32 - 48.	17-19	Y, P	US 6,571,279 B1 (Herz et al) 27 May 2003 (27.05.2003), column 11, lines 41 - 59.	2, 7-8, 25, 33-35	A	US 6,182,050 B1 (Ballard) 30 January 2001 (30.01.2001), column 11, lines 11 - 61.	1, 3-6, 21, 22-26
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<p><input type="checkbox"/> Further documents are listed in the continuation of Box C.      <input type="checkbox"/> See patent family annex.</p>																	
<p>* Special categories of cited documents:</p> <table border="0"> <tr> <td>"A" document defining the general state of the art which is not considered to be of particular relevance</td> <td>"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</td> </tr> <tr> <td>"E" earlier application or patent published on or after the international filing date</td> <td>"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone</td> </tr> <tr> <td>"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)</td> <td>"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art</td> </tr> <tr> <td>"O" document referring to an oral disclosure, use, exhibition or other means</td> <td>"&amp;" document member of the same patent family</td> </tr> <tr> <td>"P" document published prior to the international filing date but later than the priority date claimed</td> <td></td> </tr> </table>			"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	"E" earlier application or patent published on or after the international filing date	"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone	"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art	"O" document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family	"P" document published prior to the international filing date but later than the priority date claimed						
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<p>Date of the actual completion of the international search 02 February 2005 (02.02.2005)</p>		<p>Date of mailing of the international search report <b>24 FEB 2005</b></p>															
<p>Name and mailing address of the ISA/US                  Mail Stop PCT, Attn: ISA/US                  Commissioner for Patents                  P.O. Box 1450                  Alexandria, Virginia 22313-1450                  Facsimile No. (703) 305-3230</p>		<p>Authorized officer                    Hosain Khan                  Telephone No. (703) 305-3800</p>															

# INTERNATIONAL SEARCH REPORT

International application No.

PCT/US04/02556

## Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1.  Claims Nos.:  
because they relate to subject matter not required to be searched by this Authority, namely:
  
2.  Claims Nos.: 20  
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:
  
3.  Claims Nos.:  
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

## Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

1.  As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
  2.  As all searchable claims could be searched without effort justifying an additional fee, this Authority did not invite payment of any additional fee.
  3.  As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:
  
  4.  No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:
- Remark on Protest  The additional search fees were accompanied by the applicant's protest.  
 No protest accompanied the payment of additional search fees.