(54) Title: AUCTION SYSTEMS AND METHODS FOR SELECTING INSERTS FOR DIRECT MAILINGS

(57) Abstract: A method of allocating excess space associated with a primary component includes determining the excess space associated with the primary component, identifying at least one information insert compatible with the excess space, providing an output advertising the excess space, and receiving a request in response to the output. The request may be based at least in part on the at least one information insert. The method also includes associating the at least one information insert with the primary component.
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INTERNATIONAL SEARCH REPORT

International application No.
PCT/US06/15043

A. CLASSIFICATION OF SUBJECT MATTER
IPC: G06F 7/00(2006.01);B65H 33/04(2006.01);B07C 5/00(2006.01)

USPC: 700/220,222,223;270/58.31,58.32;209/584
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. : 700/220,222,223;270/58.31,58.32;209/584

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)
EAST

C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
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[ ] Further documents are listed in the continuation of Box C. [ ] See patent family annex.

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26 March 2007 (26.03.2007)

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