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(54) Title: PROVIDING FEEDBACK TO AN OFFER FOR ADVERTISING SPACE

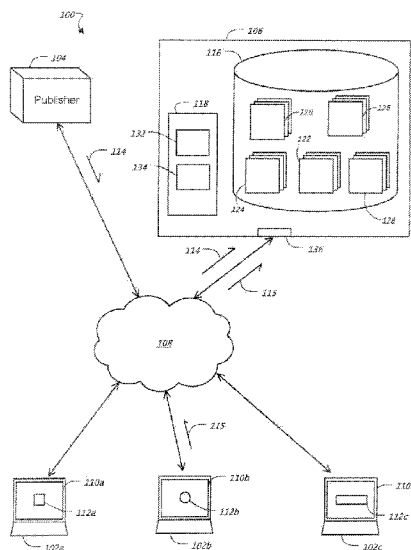


FIG. 1

(57) Abstract: The disclosure includes a system 100 and method 300 for providing feedback to an offer for advertising space. In some implementations, a method includes receiving an offer for advertising space associated with a print media 308. The print media is associated with a publisher 104. A likelihood that the offer will be accepted by the publisher is automatically determined in response to at least the request. The likelihood of acceptance is transmitted for display through a Web page 126.

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<p>B. FIELDS SEARCHED</p> <p>Minimum documentation searched (classification system followed by classification symbols) 705/14</p> <p>Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched USPC: 705/1; 705/50</p> <p>Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) PubWEST: (PGPB,USPT,EPAB,JPAB); Google Scholar Search Terms: advertising space, ad-space, ad space, ad, advert, advertisement, content, publisher, publish, publishing, published, publication, offer ad, offer advertisement, offer space, bid ad, bid advertisement, bid space, propose ad, propose advertisement, propose space</p>												
<p>C. DOCUMENTS CONSIDERED TO BE RELEVANT</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 align="center">X</td> <td>US 2004/0103024 A1 (PATEL et al.) 27 May 2004 (27.05.2004), abstract and para [0038], [0040], [0096], [0113]-[0114], [0124]-[0126], [0129]-[0135], [0137], [0168], [0187]-[0188], [0202], [0206]-[0208], [0260], [0309], [0329], [0335]-[0337], [0434], [0470], [0672].</td> <td align="center">1-23</td> </tr> <tr> <td align="center">A</td> <td>US 2003/0046152 A1 (COLAS et al.) 06 March 2003 (06.03.2003), entire document, especially abstract and para [0014]-[0034], [0094]-[0106], [0121]-[0130], [0141]-[0153], [0161]-[0164], [0193]-[0205], [0217].</td> <td align="center">1-23</td> </tr> </tbody> </table>			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 (27.05.2004), abstract and para [0038], [0040], [0096], [0113]-[0114], [0124]-[0126], [0129]-[0135], [0137], [0168], [0187]-[0188], [0202], [0206]-[0208], [0260], [0309], [0329], [0335]-[0337], [0434], [0470], [0672].	1-23	A	US 2003/0046152 A1 (COLAS et al.) 06 March 2003 (06.03.2003), entire document, especially abstract and para [0014]-[0034], [0094]-[0106], [0121]-[0130], [0141]-[0153], [0161]-[0164], [0193]-[0205], [0217].	1-23	
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<p>Date of the actual completion of the international search 29 August 2008 (29.08.2008)</p>		<p>Date of mailing of the international search report 10 SEP 2008</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. 571-273-3201</p>		<p>Authorized officer: Lee W. Young PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774</p>										