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(54) Title: SYSTEM AND METHOD FOR PROVIDING COMPLEMENTARY ADVERTISING MEDIA CHANNELS

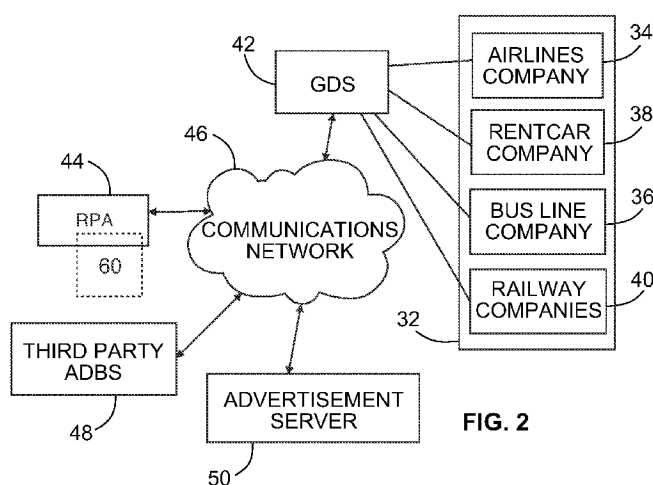


FIG. 2

(57) Abstract: Systems and methods are provided for modifying e-tickets/itineraries with advertising content before being forwarded to end-user customers. These modified e-tickets/itineraries may also provide a link to a reservation/service-related home page that contains additional advertisement information and provides the end-user customer with the ability to further tailor his/her reservation and services. Additionally, systems and methods are provided to allow advertising customers to bid on or purchase advertising space based on flat, qualitative gradual, and/or specific targeting of potential end-user customers using data gathered during a reservation and/or purchase service session. Furthermore, the bidding process can involve correlative gradual pricing thus enabling advertising customers to strategically and efficient plan and manage a marketing campaign.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/IB 08/03834

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06Q 30/00 (2009.01)

USPC - 705/10

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)

USPC: 705/10

IPC(8): G06Q 30/00 (2009.01)

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC: 705/1, 7, 10; 700/1, 90; search terms belowElectronic data base consulted during the international search (name of data base and, where practicable, search terms used)
PubWest (PGPB,USPT,USOC,EPAB,JPAB), Google Patents, Google Scholar; advertisement, advertiser, filter, ticket, e-ticket, airline, event, modifying, changing, reservation, global, parsing, organizing, travel, match, customer

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X - Y	US 5,948,040 A (DeLorme et al.) 07 September 1999 (07.09.1999), abstract, col 67, ln 29 to col 68, ln 6, col 65, ln 33-51, col 14, ln 43-53.	1, 2, 7, 10, 11 3-6, 8, 9, 12
Y	US 2005/0097204 A1 (Horowitz et al.) 05 May 2005 (05.05.2005), abstract, para [0092], [0071], [0073], [0030].	3-6, 8, 9, 12
A	US 6,842,737 B1 (Stiles et al.) 11 January 2005 (11.01.2005), entire document.	1-12

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* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

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"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

"&" document member of the same patent family

Date of the actual completion of the international search

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