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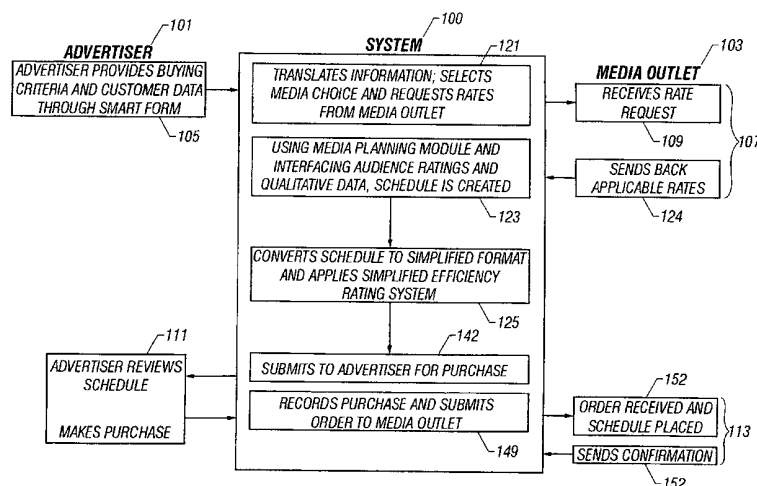
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(54) Title: METHOD AND SYSTEM FOR SELECTING AND PURCHASING MEDIA ADVERTISING



(57) Abstract: A method and system (100) for selecting and purchasing media advertising in user/server environment accessed through a Web site. The method includes a accessing a server system 8100) through a Web site by an advertiser in which the advertiser provides information relating to buying criteria and customer data through a form on the Web page. The server system (100) includes functions of receiving and processing the information to create at least one media advertising rate request, transmitting the rate request to at least one media outlet for processing, manipulating the media outlet processed rate request to create a media advertising schedule, and transmits the advertising schedule to the advertiser. The advertiser receives the schedule, makes a media advertising purchase decision and transmits the purchase decision back to the server system (100). Thereafter, the server system (100) transmits the media advertising purchase decision to the media outlet for reserving the purchased advertising.



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INTERNATIONAL SEARCH REPORT

International application No.  
PCT/US01/26757

A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) :G06F 17/60

US CL :705/1

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. : 705/1

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, search terms: advertising, advertiser, profile, data, rating, share, radio, newspaper, web.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

| Category* | Citation of document, with indication, where appropriate, of the relevant passages  | Relevant to claim No. |
|-----------|---|-----------------------|
| X,E       | US 6,286,005 B1 (CANNON) 04 September 2001, col. 2, lines 29-65; col. 3, lines 32-67; col. 12, lines 8-22; col. 29, lines 34-61; col. 30; col. 31, lines 1-44; col. 70, lines 1-25. | 1-16                  |

Further documents are listed in the continuation of Box C.

See patent family annex.

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|---|--|
| * Special categories of cited documents:  | "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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| "P" document published prior to the international filing date but later than the priority date claimed  |  |

Date of the actual completion of the international search

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