

Title (en)

METHODS AND SYSTEMS FOR OFFERING AND SELLING ADVERTISING

Title (de)

VERFAHREN UND SYSTEME ZUM ANBIETEN UND VERKAUFEN VON WERBUNG

Title (fr)

PROCÉDÉS ET SYSTÈMES PERMETTANT D OFFRIR ET DE VENDRE DE LA PUBLICITÉ

Publication

**EP 1929437 A1 20080611 (EN)**

Application

**EP 06741274 A 20060622**

Priority

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- AU 2005903286 A 20050622
- AU 2005100915 A 20051028

Abstract (en)

[origin: WO2006135981A1] A method (22) for coordinating information for use in advertising. The method (22) comprises receiving sets of advertisement information (26) associated with advertisements for distressed advertising space (28). The sets of advertisement information (26) are stored and the method (22) includes searching the stored sets of advertisement information (22) to locate at least one set (38) that meets with distressed advertising criteria (36). Other aspects are provided.

IPC 8 full level

**G06Q 30/00** (2006.01); **G06Q 50/00** (2006.01)

CPC (source: EP)

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DOCDB simple family (publication)

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DOCDB simple family (application)

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