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(54) **SYSTEM AND METHOD FOR ADVERTISING ON THE INTERNET**

(56) **References Cited**

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(21) Appl. No.: **13/118,434**

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Related U.S. Application Data

(60) Provisional application No. 61/454,640, filed on Mar. 21, 2011.

(57) **ABSTRACT**

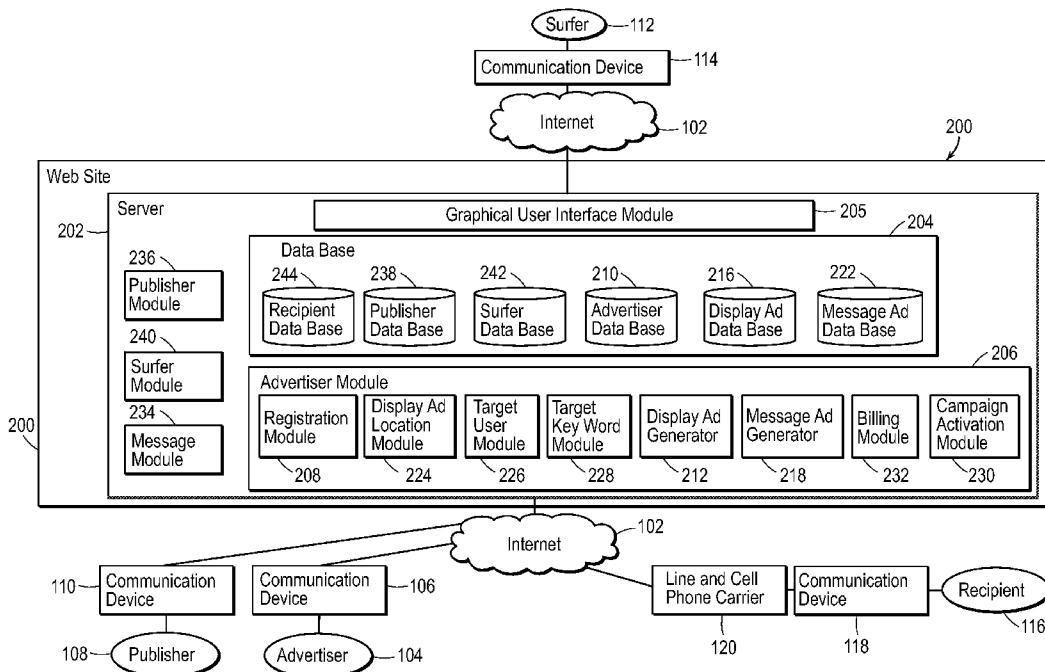
(51) **Int. Cl.**
G06Q 30/00 (2012.01)

A web site for advertising on the internet. The web site comprises a web based server in communication with the internet. The web-site further comprises an advertiser module adapted to receive a DISPLAY AD and a MESSAGE AD. The advertiser module further comprises a message module having code configured to serve an advertiser host web page to an internet surfer upon activation of the DISPLAY AD by the surfer. The advertiser host page comprises a message box having first and second a message fields and a cell phone number field. The first and second message fields are adapted to receive either a SMS message or a MMS entered by the surfer, respectively. The message module further comprises code adapted to send the SMS or MMS message and the MESSAGE AD.

(52) **U.S. Cl.**
USPC **705/14.55**; 705/14.56; 705/14.69; 705/14.73

9 Claims, 16 Drawing Sheets

(58) **Field of Classification Search**
CPC G06F 30/00
USPC 705/14.55–14.56, 14.69, 14.73
See application file for complete search history.



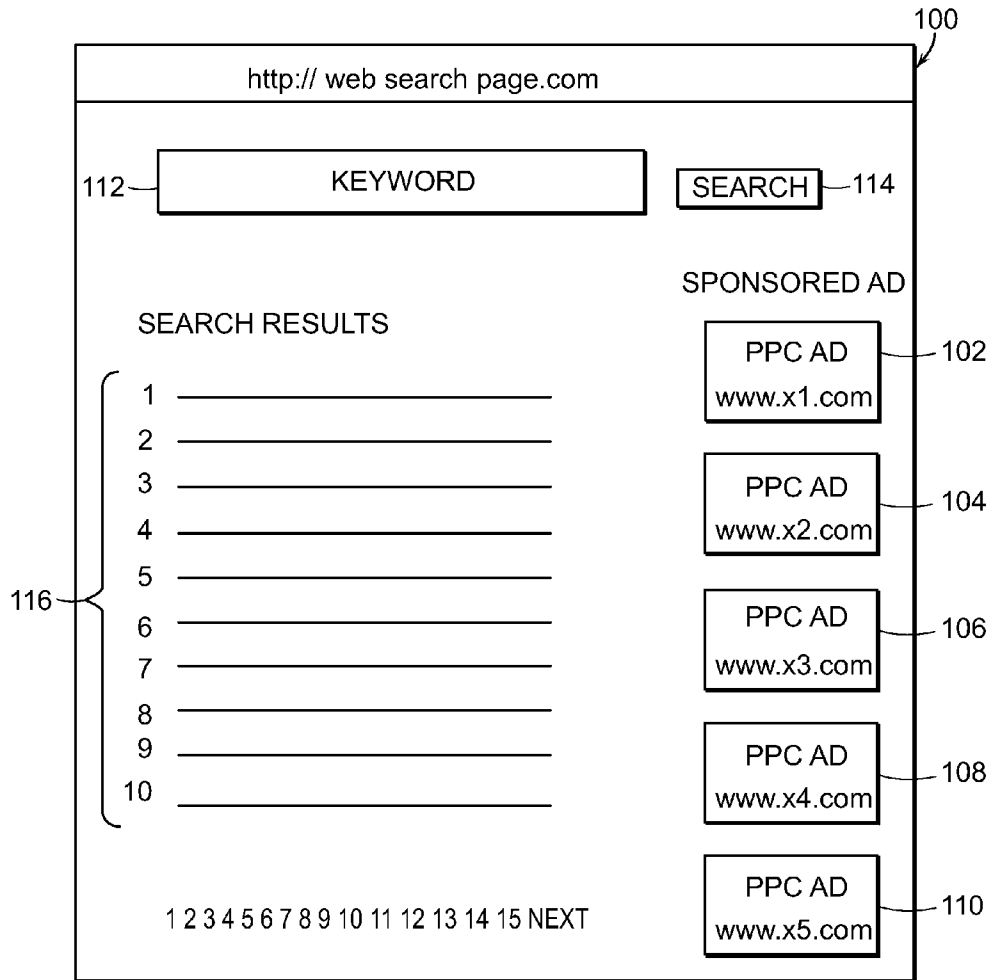


FIG. 1
PRIOR ART

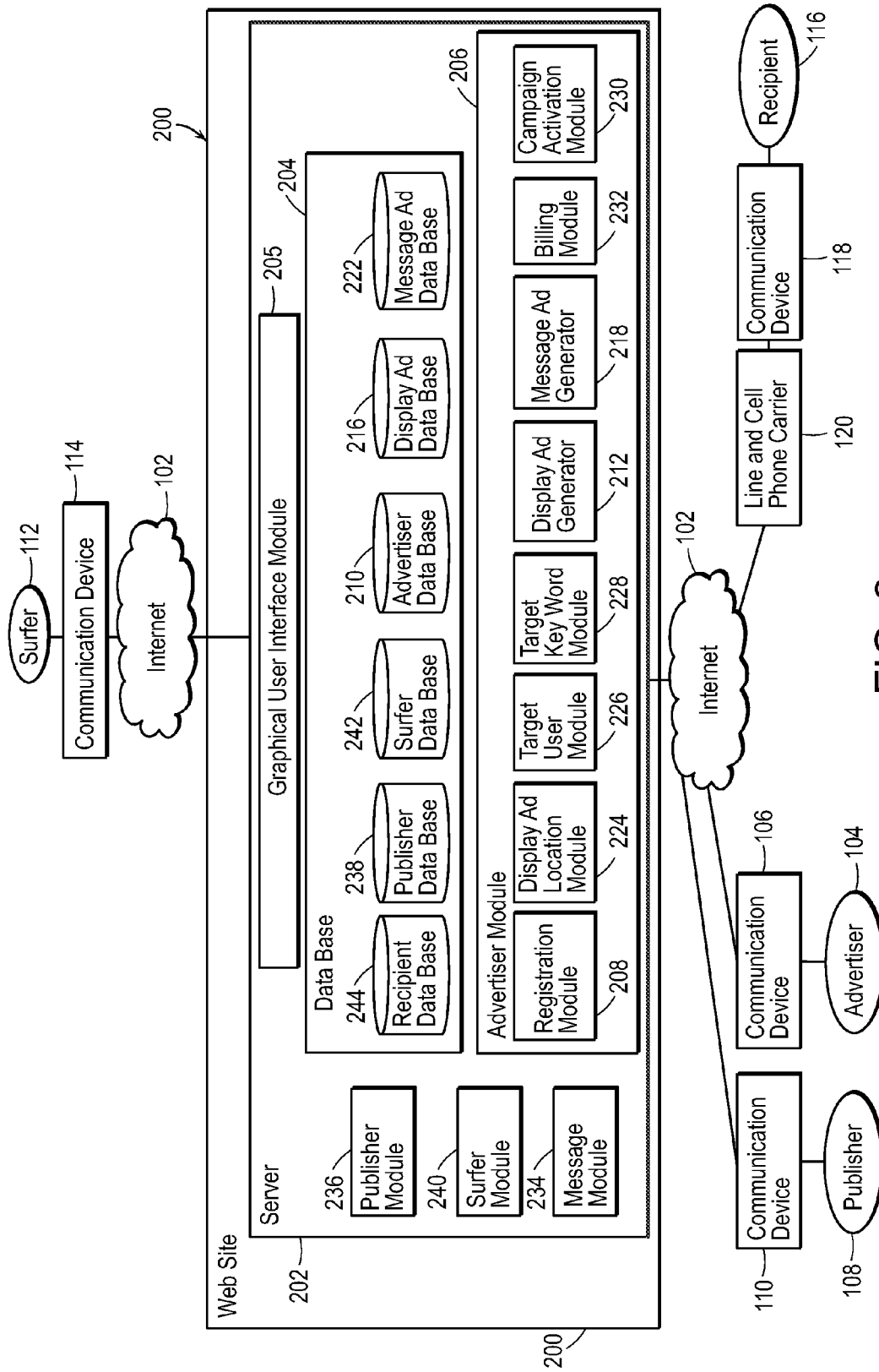


FIG. 2

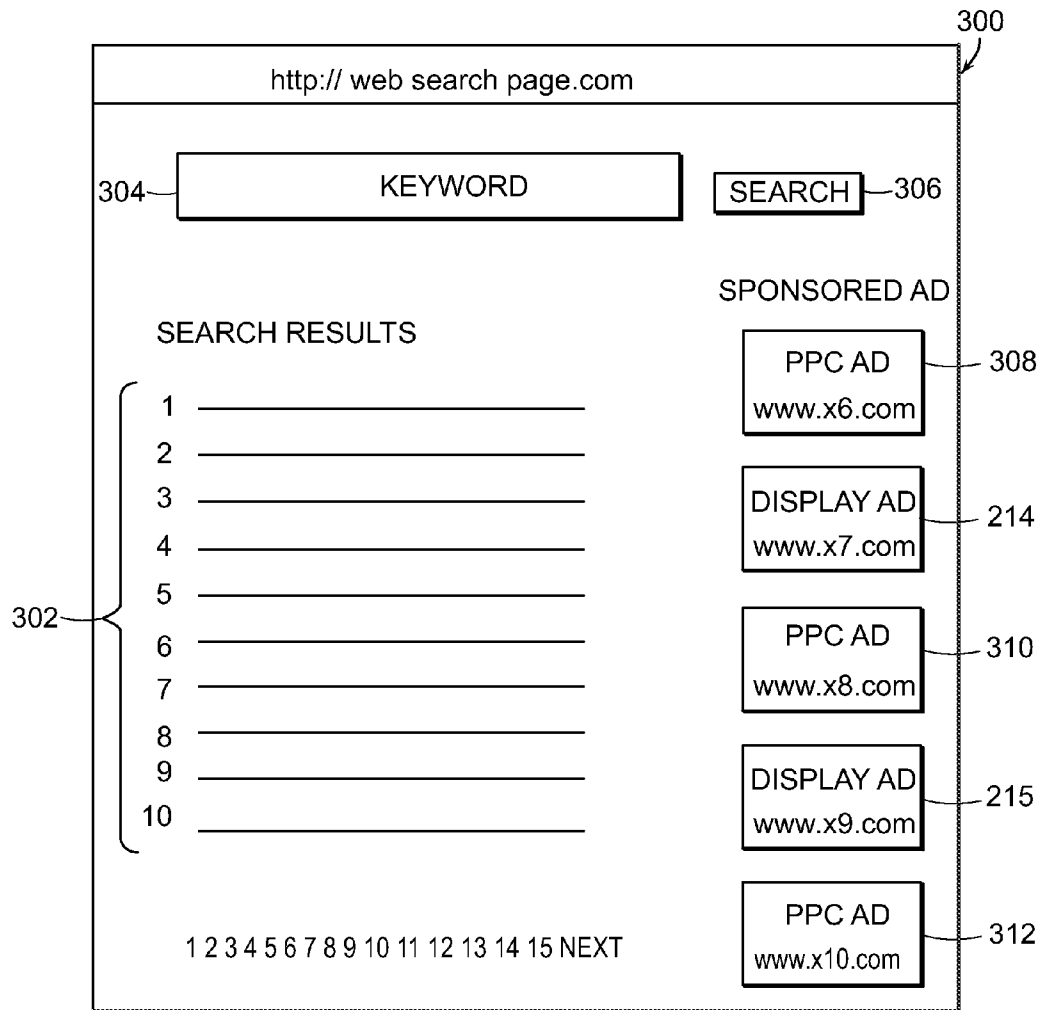


FIG. 3

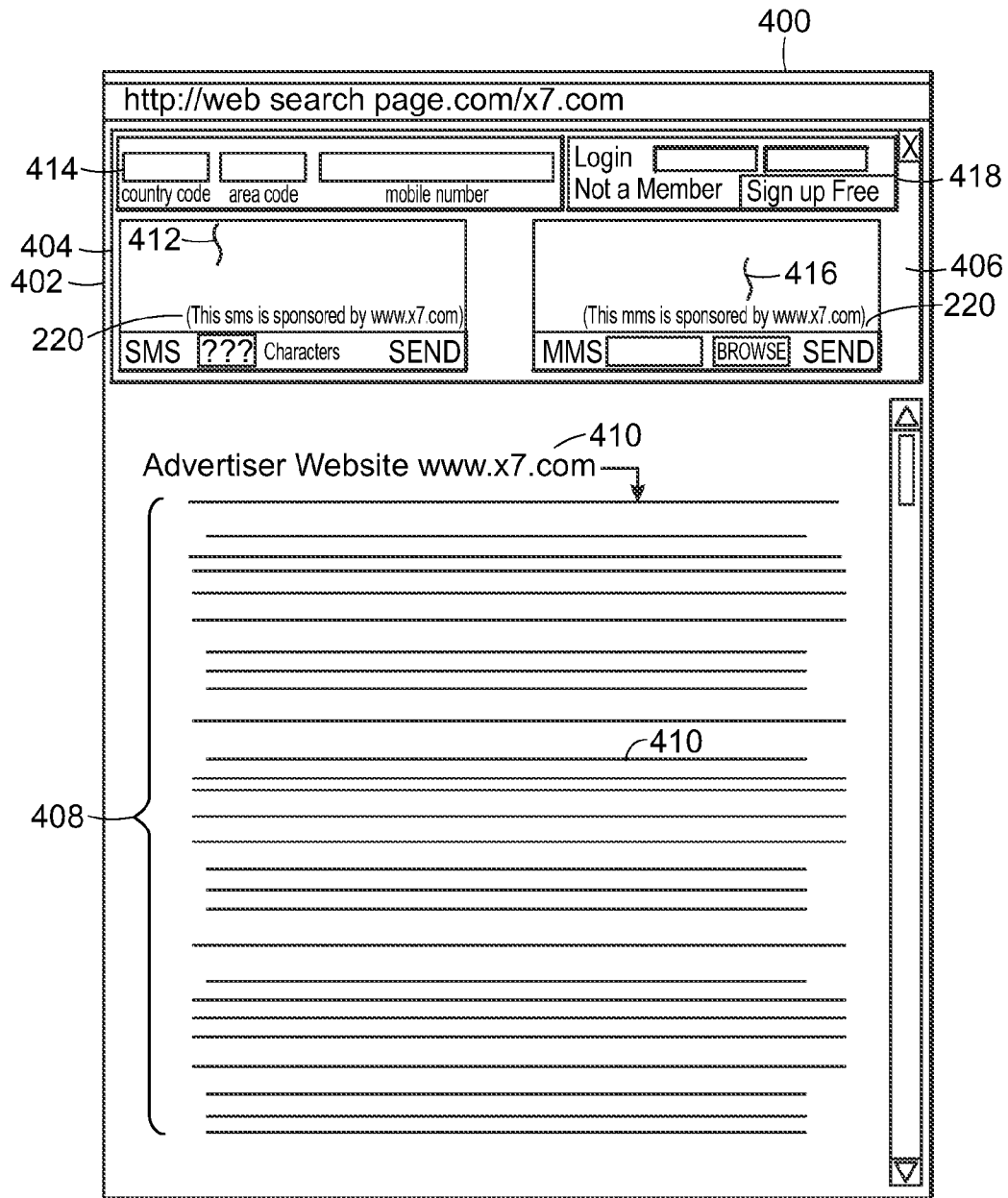


FIG. 4

The screenshot displays a mobile messaging interface with two main sections: SMS and MMS. The SMS section (402) includes input fields for country code (504), area code (504), and mobile number (504), followed by a text input field (412) containing "How Are You ?" and a "SEND" button (505). A note (220) states "(This sms is sponsored by www.x7.com)". The MMS section (406) features a "MMS Contents" list (416) with options: Image, Movie, Game, Animation, etc..... (506), and a "SEND" button (510). A note (220) states "(This mms is sponsored by www.x7.com)". A "Browse" button (508) is also present. At the top right, there is a "Login Name" field (520) with a "Sign up Free" button (522) and a close button (X) (418).

FIG. 5

The figure consists of three sequential panels, each enclosed in a rectangular box. The first panel (FIG. 6A) shows a "SEND" button. The second panel (FIG. 6B) shows a "BROWSE" button. The third panel (FIG. 6C) shows a "SEND" button.

FIG. 6

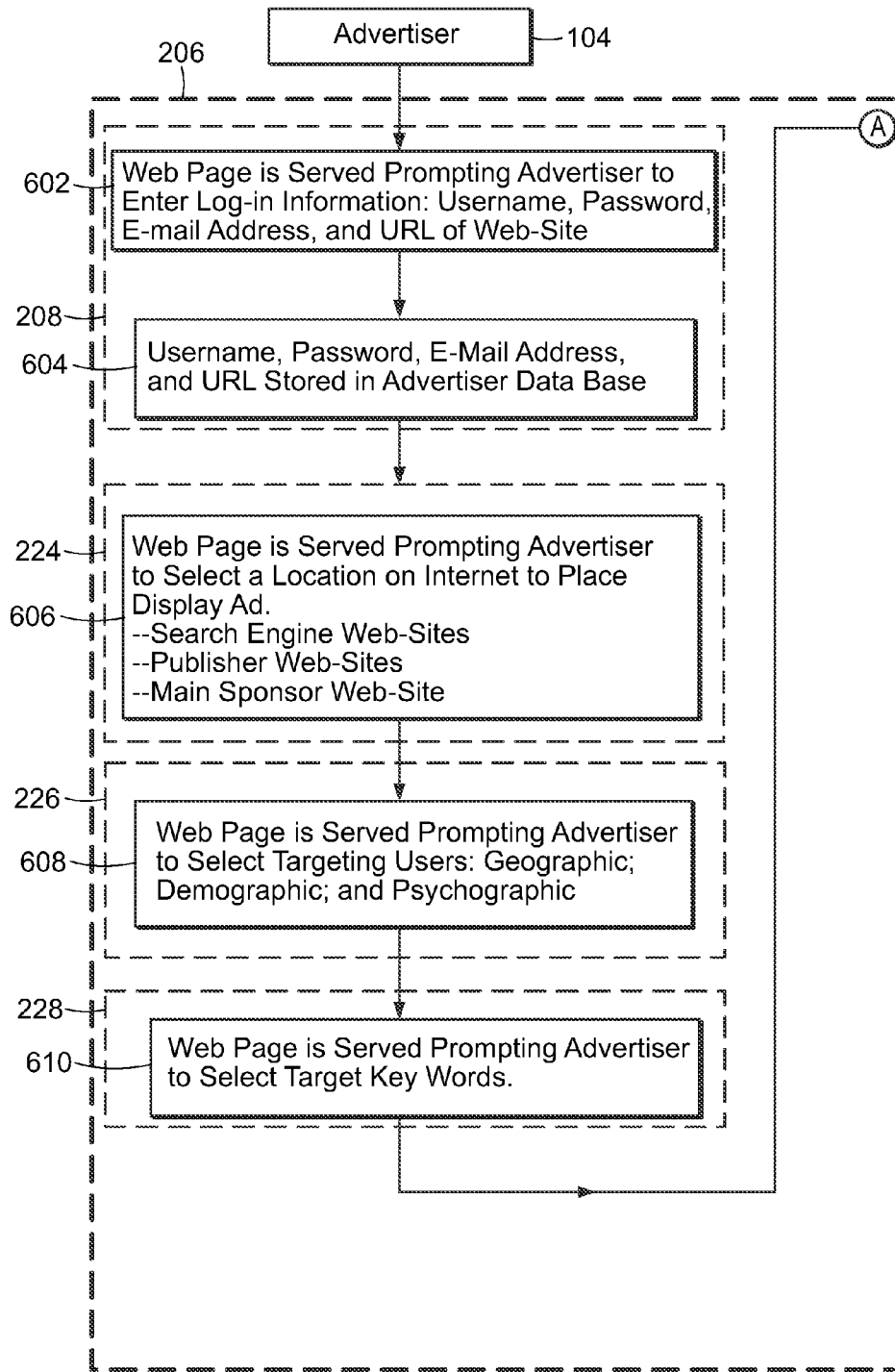


FIG. 6A

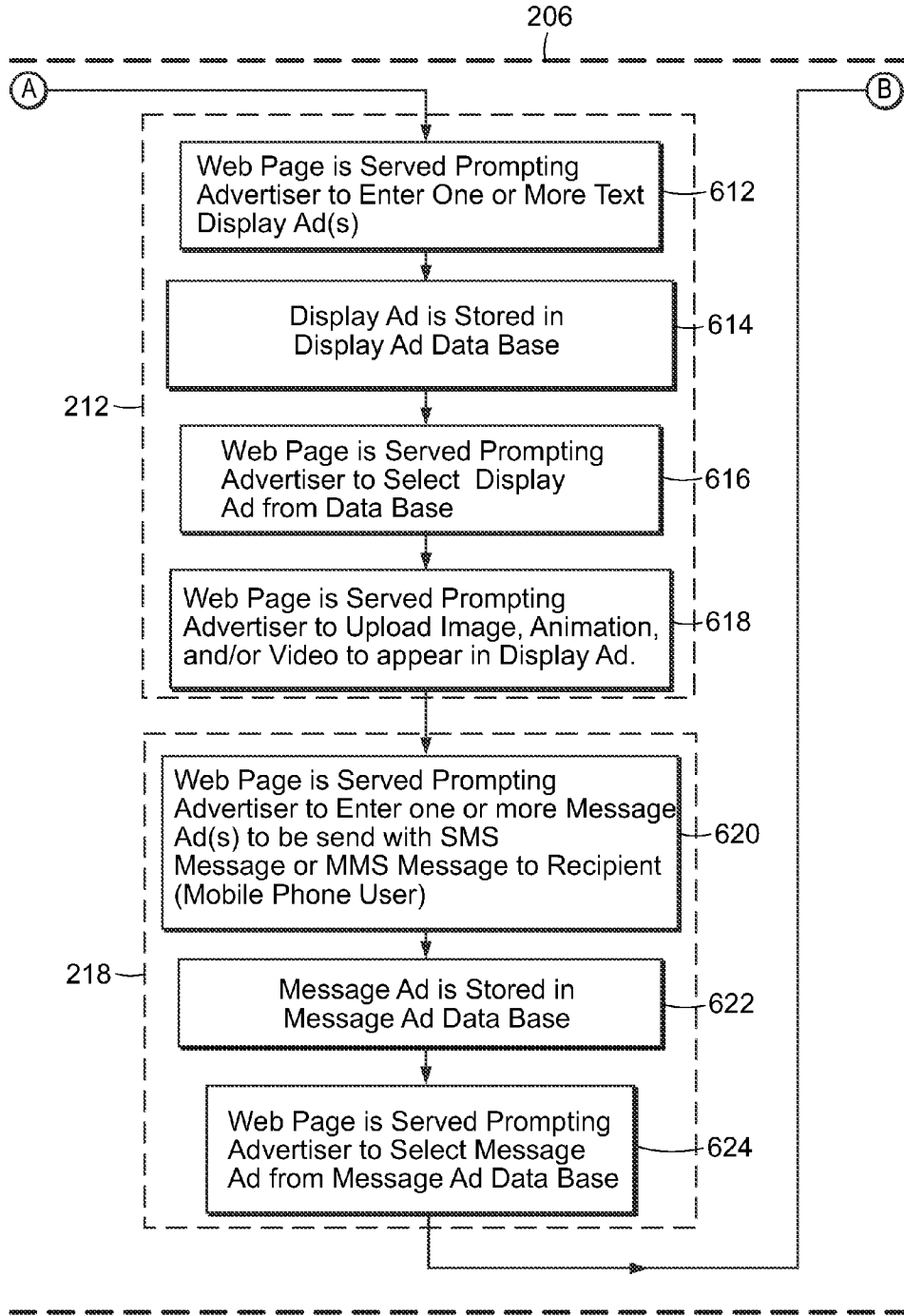


FIG. 6B

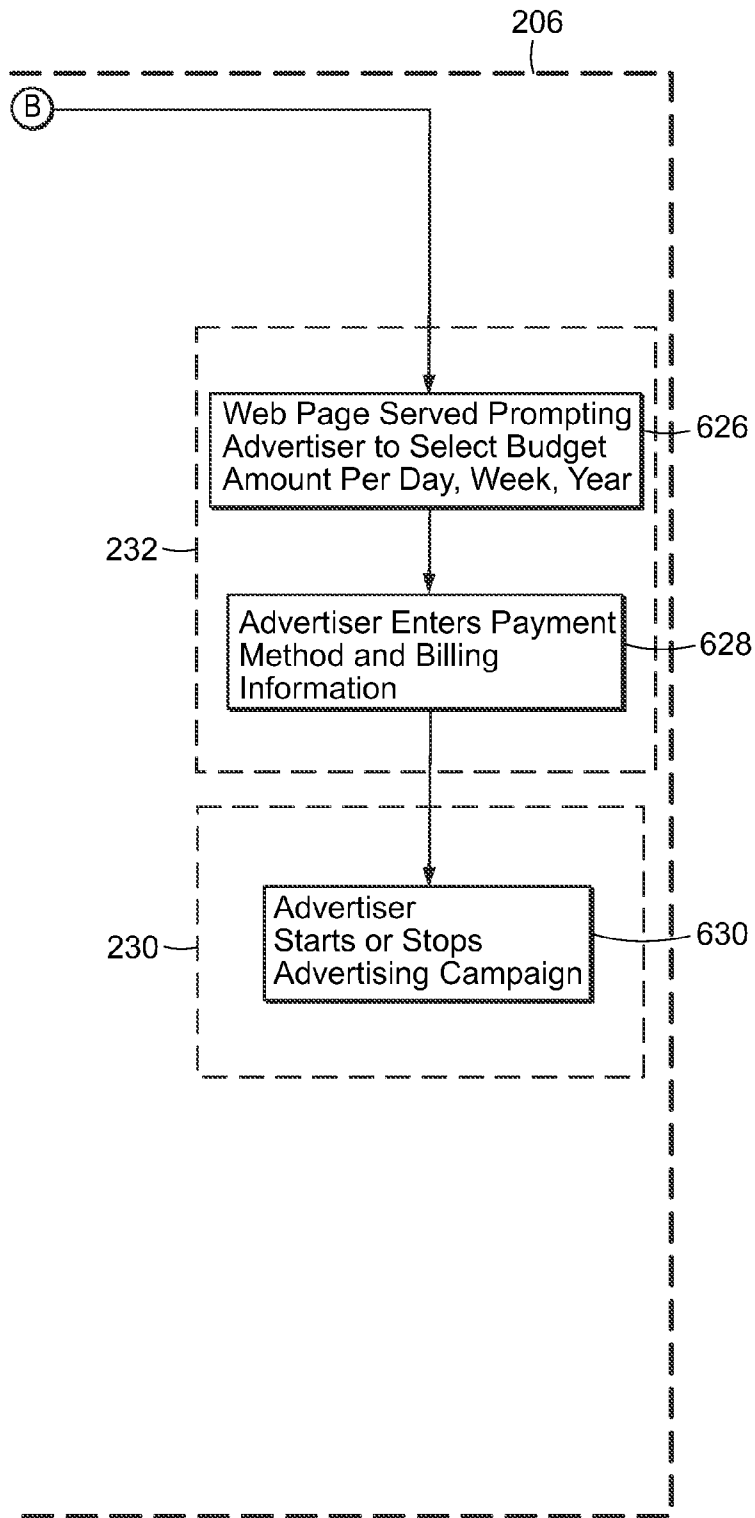


FIG. 6C

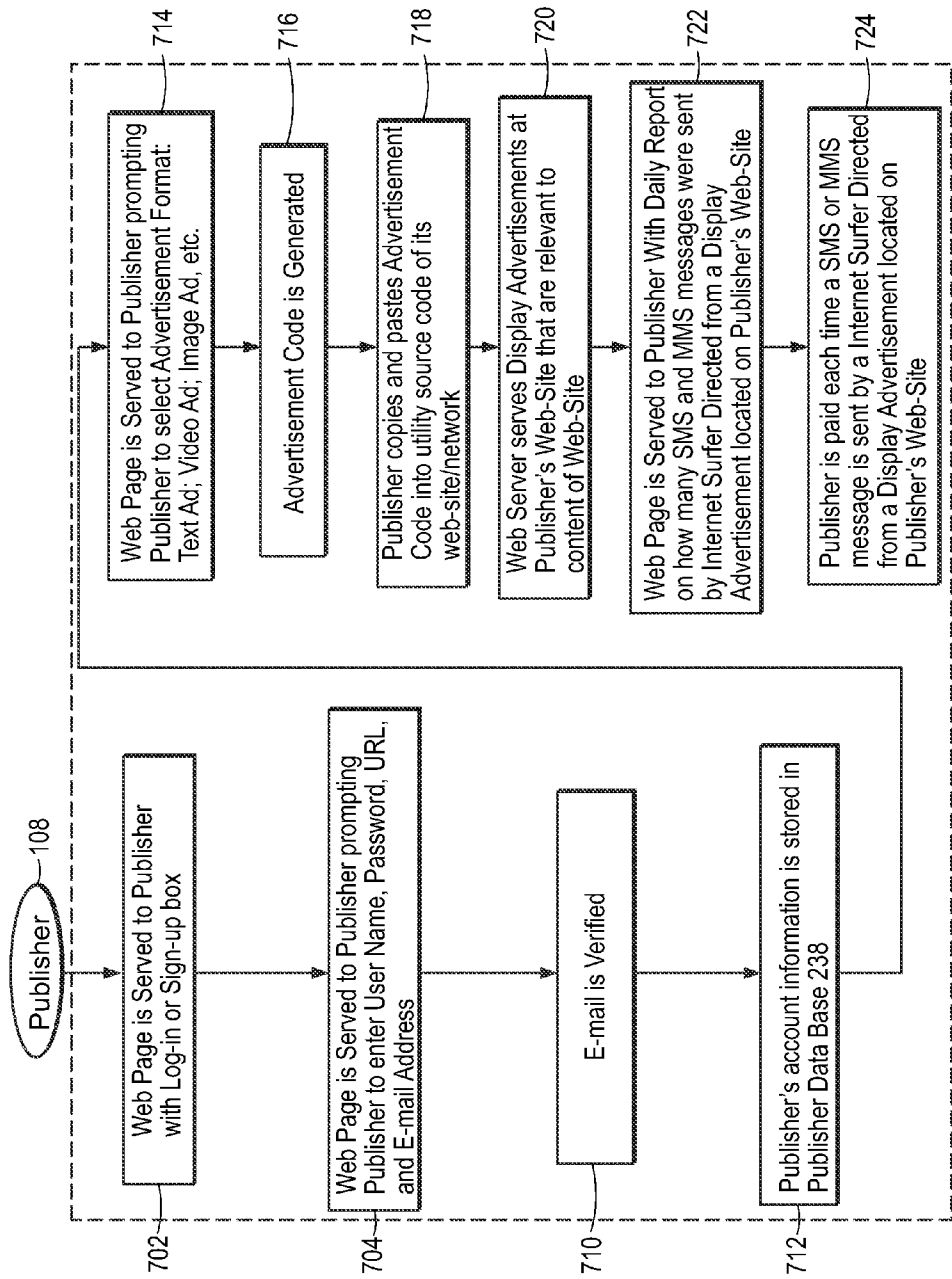


FIG. 7

236

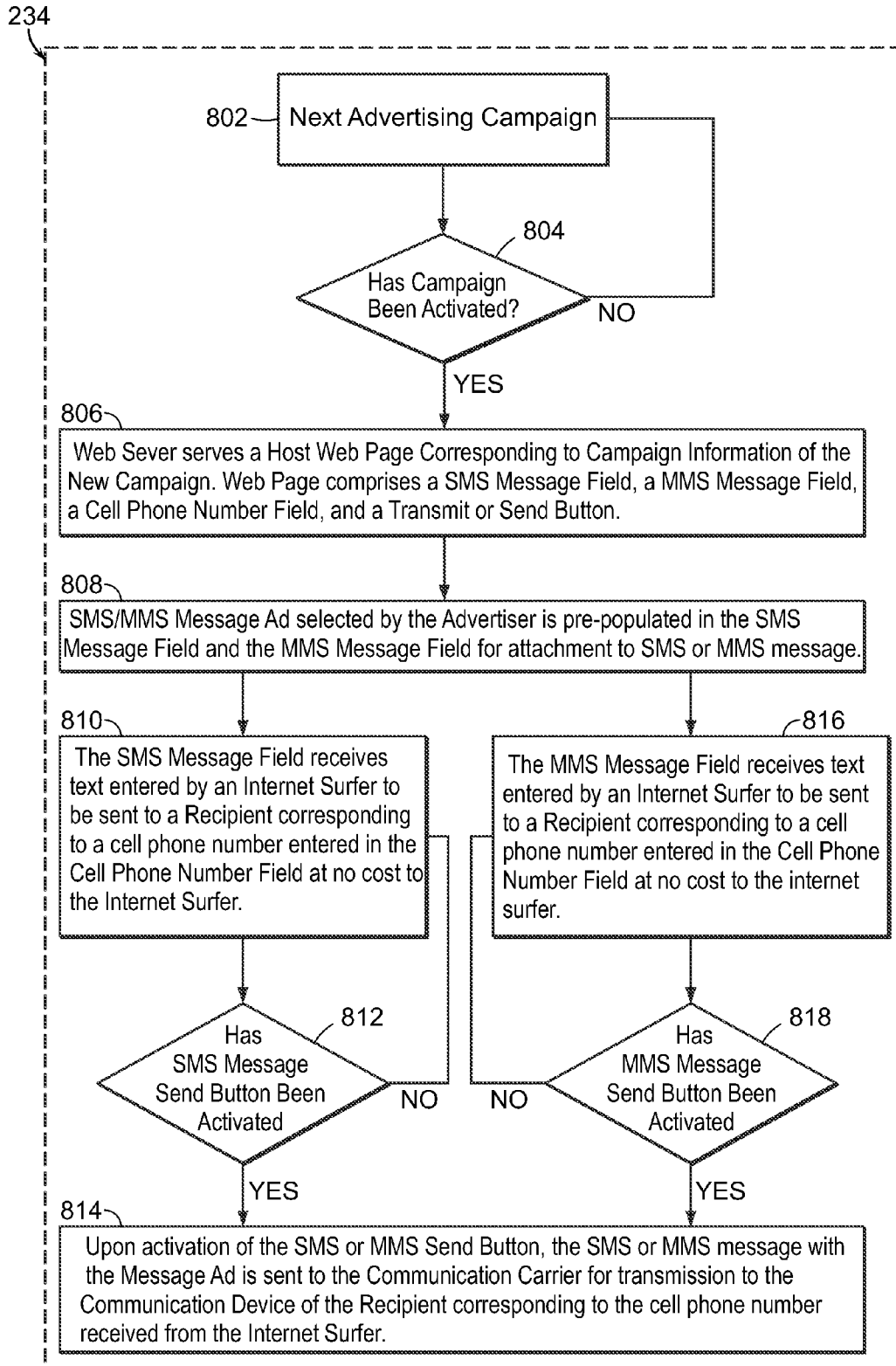


FIG. 8

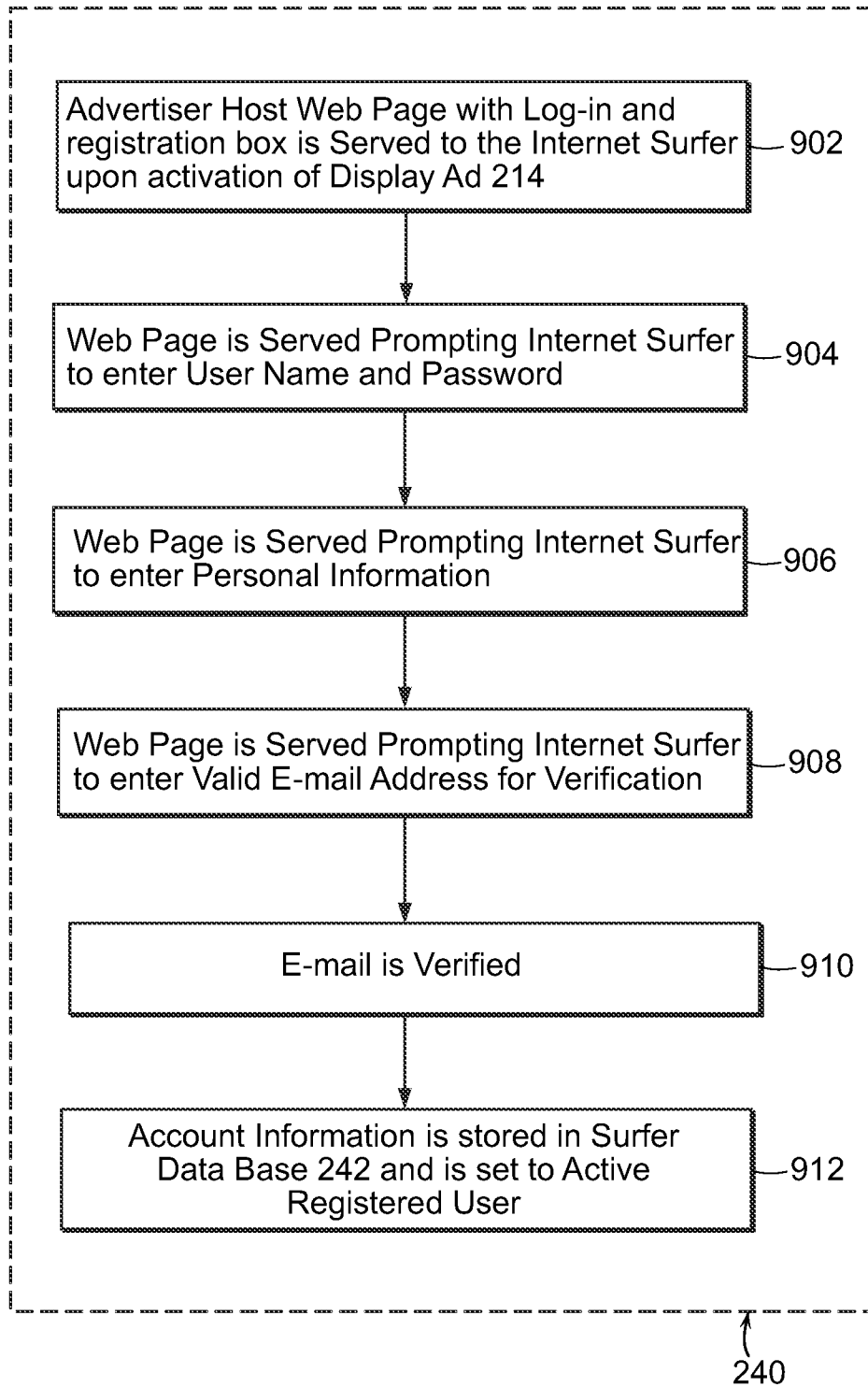


FIG. 9

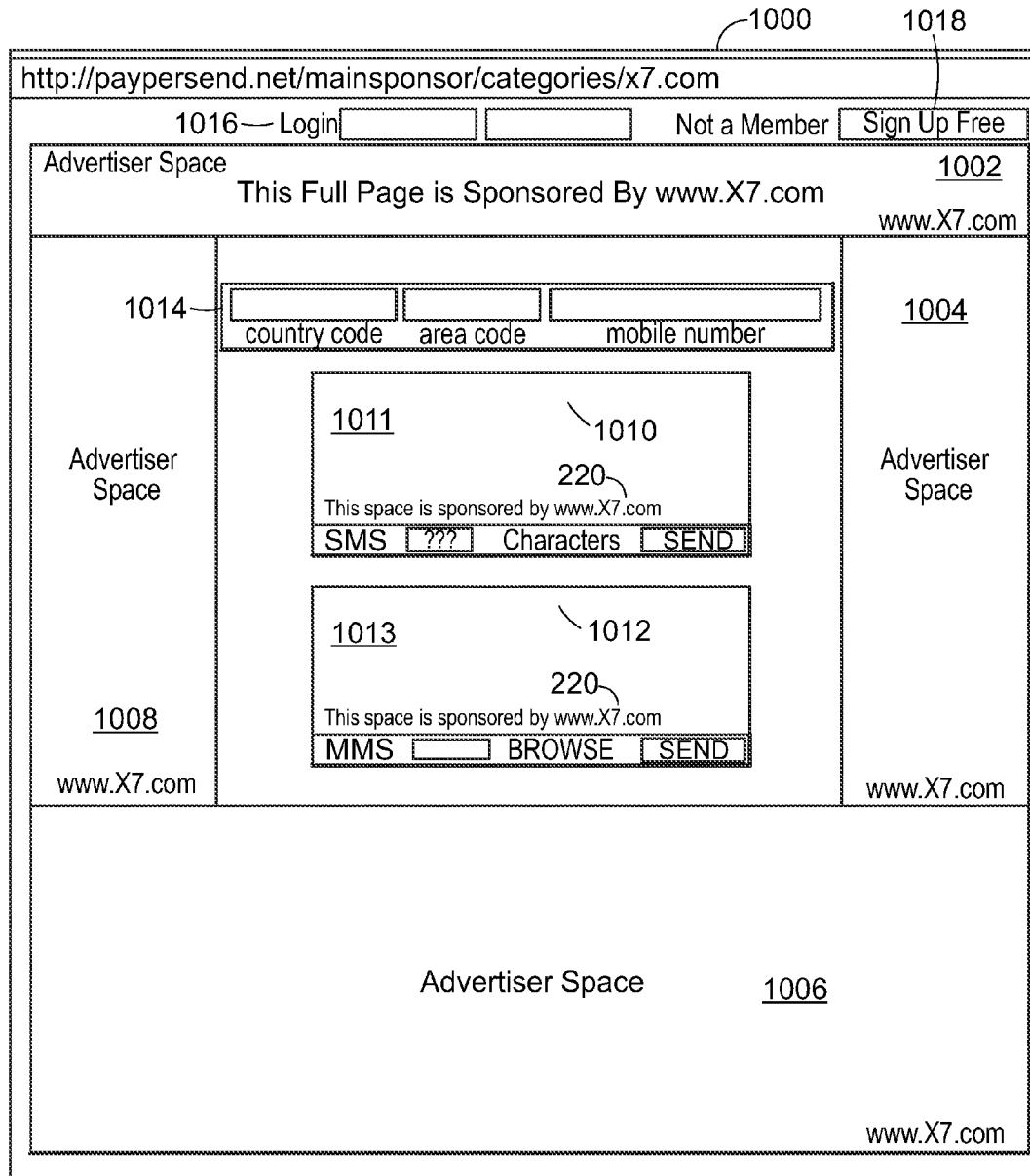


FIG. 10

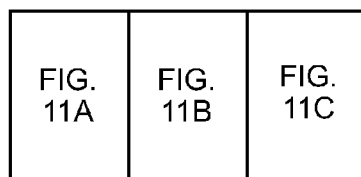


FIG. 11

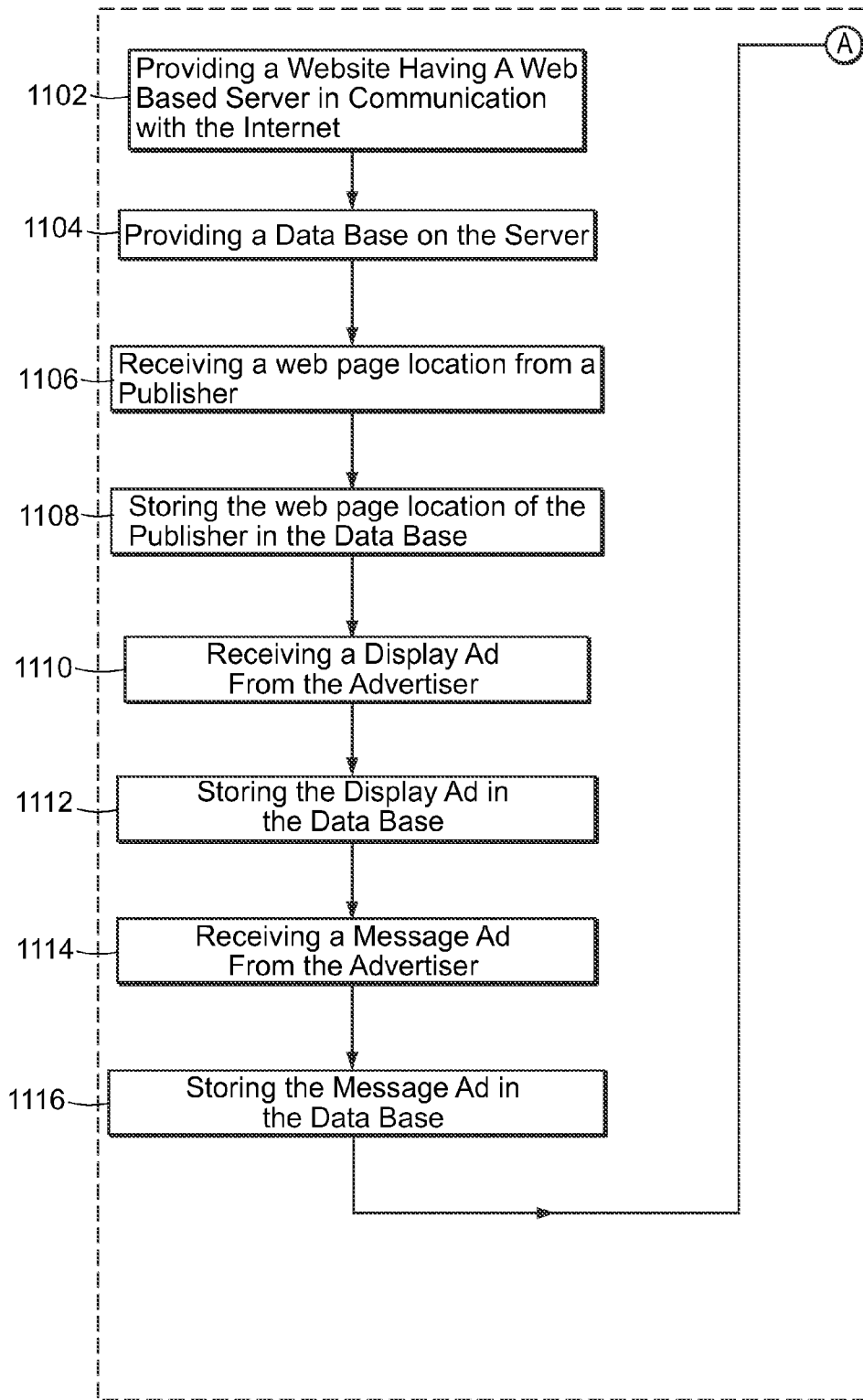


FIG. 11A

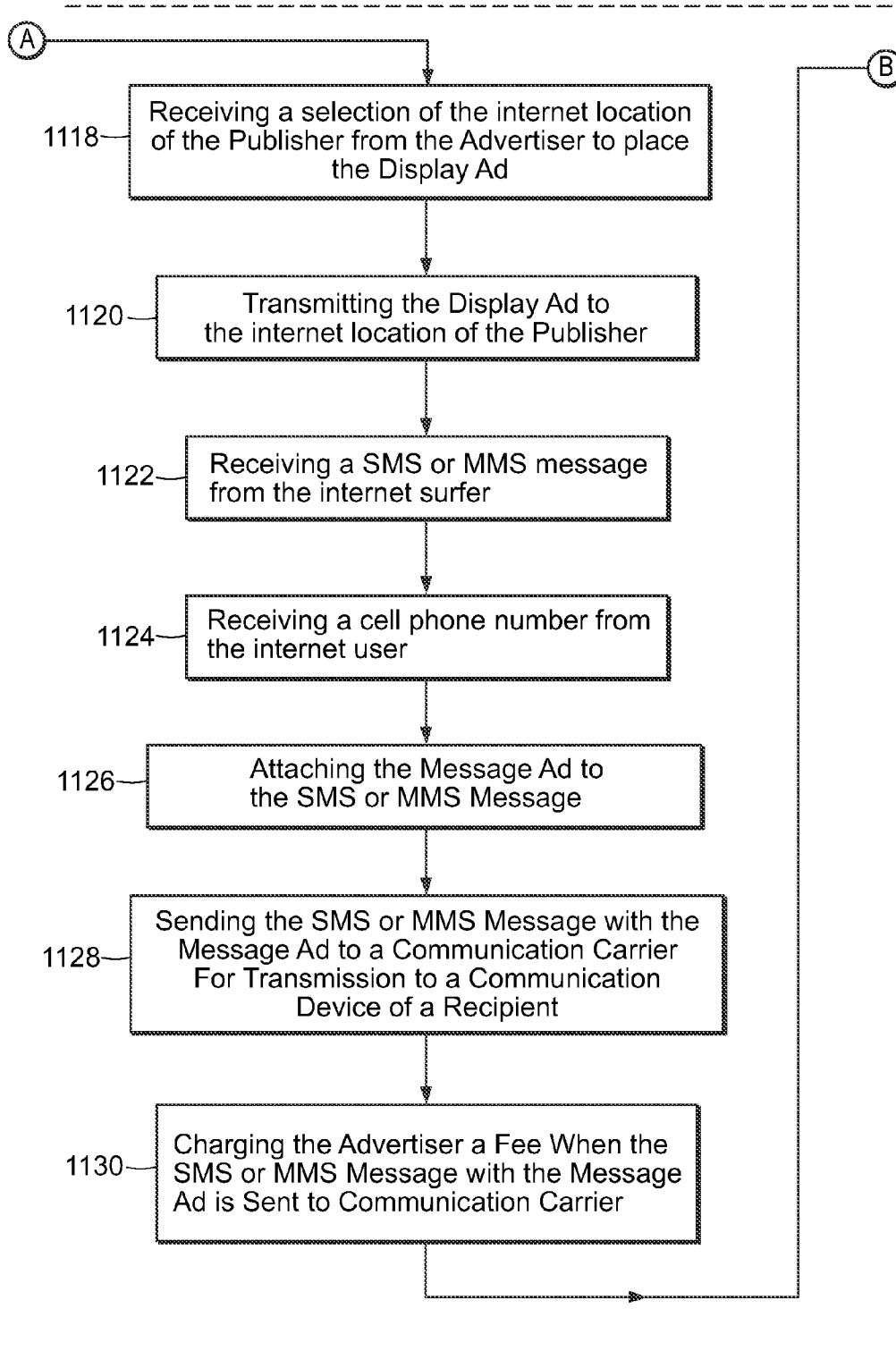


FIG. 11B

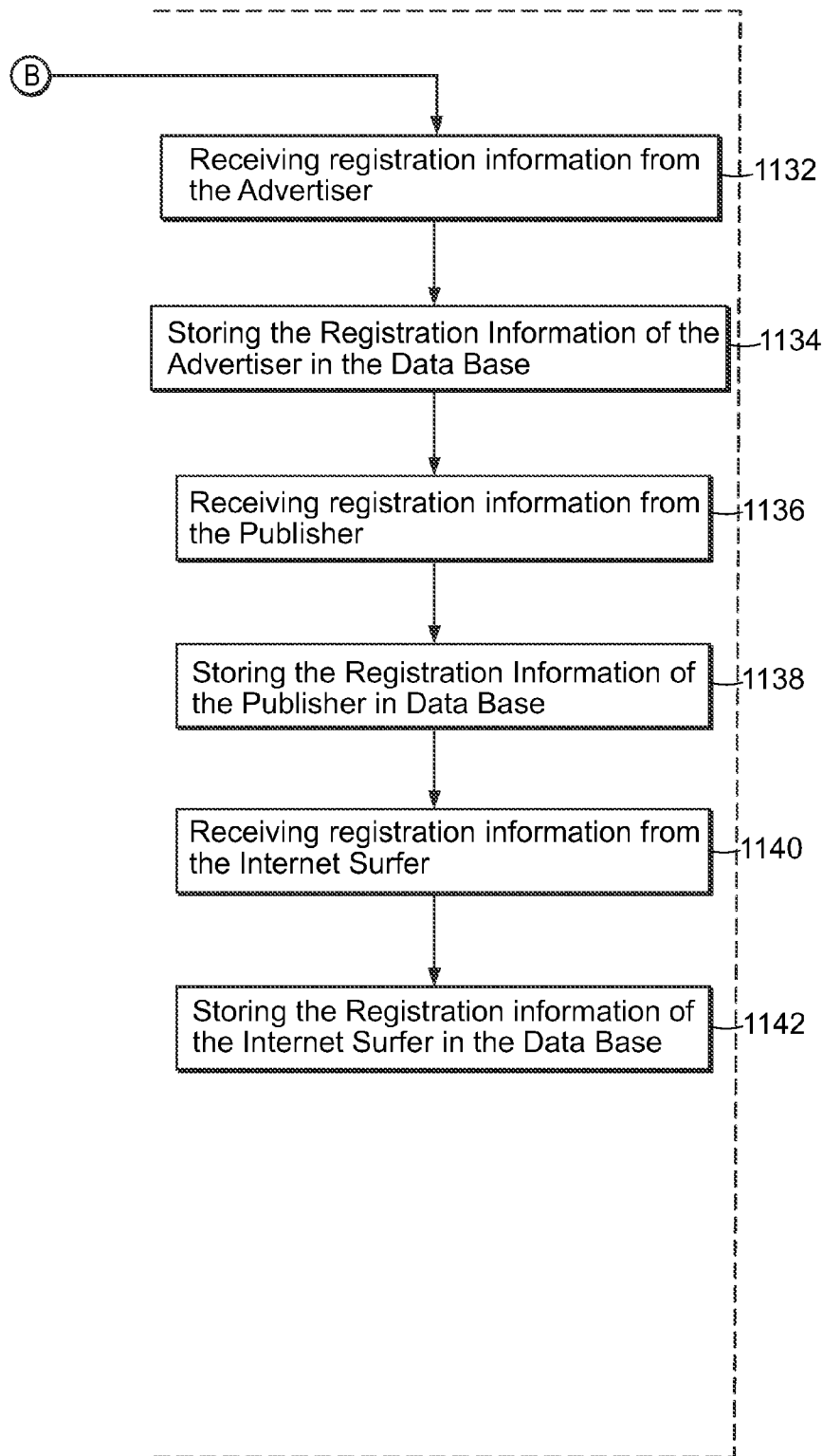


FIG. 11C

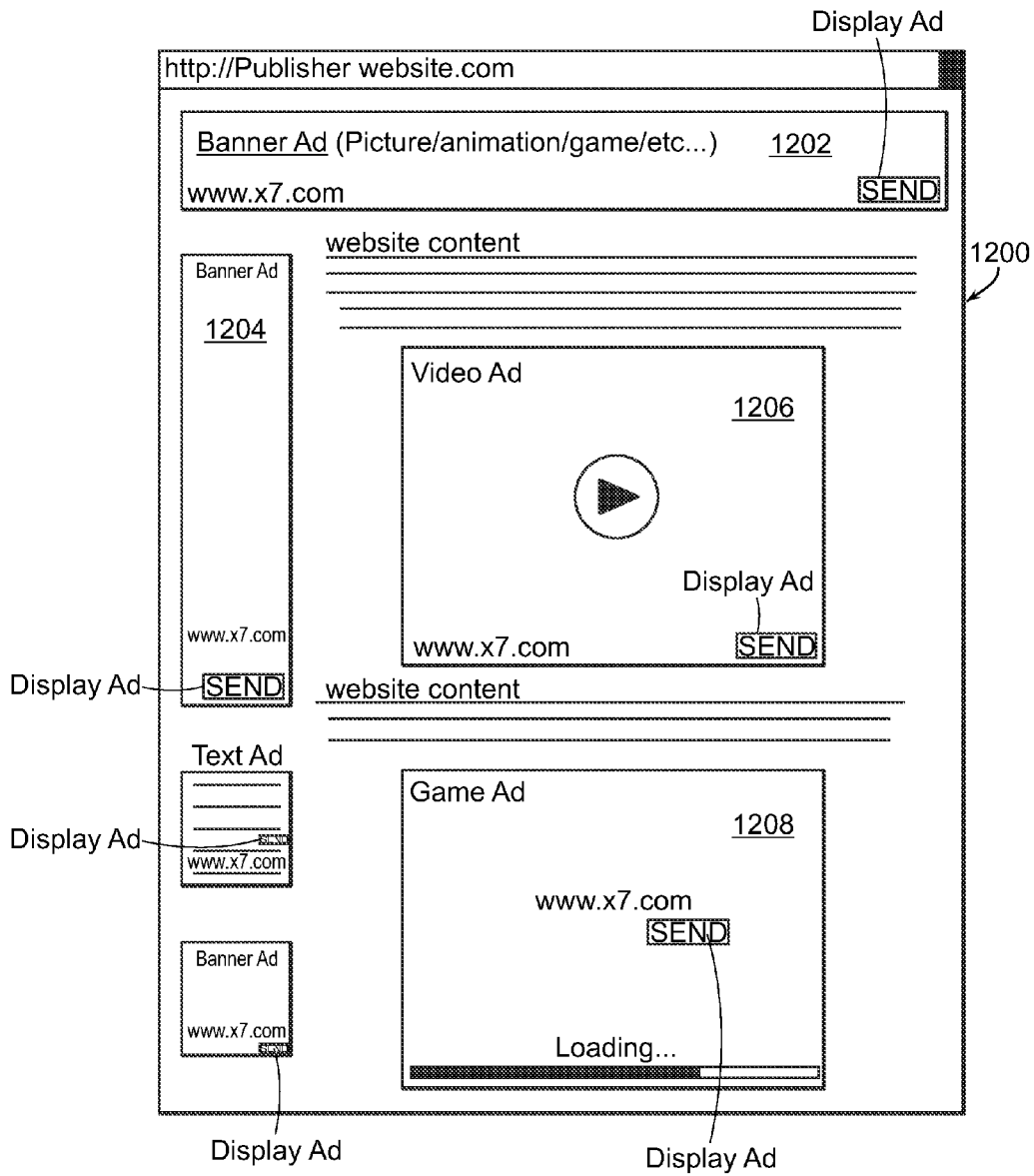


FIG. 12

SYSTEM AND METHOD FOR ADVERTISING ON THE INTERNET

CROSS-REFERENCE TO RELATED APPLICATIONS

This application claims priority to U.S. Provisional Application Ser. No. 61/454,640 filed on Mar. 21, 2011, which is hereby incorporated in its entirety into this specification.

BACKGROUND OF THE INVENTION

Pay-per-click (PPC) advertising is the most common form of direct advertising on the internet. FIG. 1 illustrates a web search page **100** of a conventional search engine such as Google®, Yahoo® or Bing® where an internet surfer (not shown) can surf or search the internet by first entering target key words in a keyword box **112** and then conducting the search by clicking search link **114** resulting in a search result list **116**. To the right of the search result list **116** is a plurality of conventional PPC Ads **102, 104, 106, 108** and **110**. An internet surfer who clicks, for example, PPC Ad **102** is directed to a web-site located at the address of www.x1.com. The advertiser is charged a fee each time its PPC Ad is clicked by an internet surfer. The fee depends upon many factors, including how many advertisers want the same keyword and the location of the PPC Ad on web search page. Publishers of web-sites having high traffic also benefit from PPC advertising by allowing PPC Ads to be displayed on their web pages. A publisher web-site may be defined as any web-site or network of web-sites published on the internet by a person or company that has regularly updated content and a high degree of traffic. Each time the PPC Ad is clicked by an internet surfer, the publisher is paid a percentage of the fee charged to the advertiser. Every day, internet surfers click many advertisements as they surf the internet which costs advertisers sponsoring PPC Ads a significant amount of money. Often, the amount of traffic generated does not result in enough sales to cover the costs of advertising. In such cases, the advertiser is left without a cost effective way to advertise on the internet.

SUMMARY OF THE INVENTION

One object of the present invention is to provide a cost effective way for on-line businesses to advertise on the internet.

Another object of the present invention is provide an on-line advertising system that increases the likelihood that an advertisement is viewed by a recipient who is highly interested in the advertisement resulting in more conversions or sales per lead.

The present invention is directed to a system or web site for advertising on the internet. The web site comprises a web based server in communication with the internet. The web-site further comprises an advertiser module stored on the server to receive an advertising campaign entered by an advertiser. The advertising module comprises a Display Ad generator module having a set of code configured so the advertiser can create and store a DISPLAY AD in the data base. The advertising module further comprises a Message Ad generator module having a set of code configured so the advertiser can create and store a MESSAGE AD in the data base. The advertiser module further comprises a location module having a set of code configured so the advertiser can select a publisher's website to place the DISPLAY AD. The advertiser module further comprises an activation module having a set of code adapted to allow the advertiser to start and

stop the advertising campaign. The advertiser module further comprises a message module having a first set of code configured to serve an advertiser host web page to the internet surfer upon activation of the DISPLAY AD by the internet surfer. The advertiser host page comprises a first portion having a message box and a second portion displaying the web page of the advertiser corresponding to the URL address entered by the advertiser. The message box comprises first and second message fields and a cell phone number field. The first and second message fields are adapted to receive a SMS message or a MMS entered by the internet surfer, respectively. The cell phone number field is adapted to receive a cell phone number entered by the internet surfer corresponding to the communication device of the recipient. The message module comprises a second set of code adapted to pre-populate the message field with the MESSAGE AD created by the advertiser. The message module further comprises a third set of code adapted to send or transmit the SMS or MMS message and the MESSAGE AD to the communication carrier for transmission to the communication device of the recipient. The advertiser module further comprises a billing module having a first set of code adapted to charge the advertiser a fee when the SMS or MMS message and MESSAGE AD is sent to the communication carrier.

BRIEF DESCRIPTION OF THE DRAWINGS

The following description of the invention will be more fully understood with reference to the accompanying drawings in which:

FIG. 1 illustrates a conventional search engine web page having a plurality of PPC Ads positioned to the right of a search result list;

FIG. 2 is a high level block diagram of a system according to the present invention.

FIG. 3 is a search engine web page showing a DISPLAY AD according to the present invention to the right of a conventional search result list;

FIG. 4 is an advertiser host web page according to the present invention having a first portion showing a message box and second portion showing the web page of the advertiser;

FIG. 5 shows a message box of the advertiser host web page after log-on by an internet surfer;

FIG. 6 is a high level flow chart showing the operation of the advertiser module according to the present invention;

FIG. 7 is a high level flow chart showing the operation of the publisher module according to the present invention;

FIG. 8 is a high level flow chart showing the operation of the message module according to the present invention;

FIG. 9 is a high level flow chart showing the operation of the internet surfer module according to the present invention;

FIG. 10 is an illustration of a main sponsor web page according to the present invention;

FIG. 11 is a high level flow chart showing a method of advertising on the internet according to the present invention; and

FIG. 12 is an illustration of a publisher's web page having DISPLAY ADS according to the present invention placed within banners ads, a text ad, a video ad, and a game ad.

DESCRIPTION OF THE INVENTION

Referring to FIG. 2, a web site **200** according to a first embodiment of the present invention is shown in communication with an internet and/or world wide web **102**. In one embodiment, web-site **200** comprises a web based server **202**

in communication with internet 102. Web based server 202 comprises a data base 204 generally adapted to store information entered by an advertiser 104 having a communication device 106, a publisher 108 having a communication device 110, and an internet surfer 112 having a communication device 114. Web-site 200 further comprises a graphical user interface (GUI) 205 stored on web based server 202 to allow communication with a web browser (not shown) of communication devices 106, 110, and 114 used by advertiser 104, publisher 108, and internet surfer 112, respectively. Web based server 202 may be any type of conventional web based server such as the POWERSERVE DUO T2000 web based server available from PSSC Labs, 20432 North Sea Circle Lake Forest, Calif. 92630, www.pssclabs.com. Communication devices 106, 110 and 114 may be any type of hard wired and/or wireless communication device such as a desk top computer and/or a portable hand held communication such as an iPhone® by Apple® having a browser and access to the internet that allows communication with GUI 205.

With reference to FIGS. 2-4, web-site 200 further comprises an advertiser module 206 stored on server 202 adapted to receive and operate an advertising campaign (to be described) entered by advertiser 104 using communication device 106. Advertiser module 206 comprises a registration module 208 having a first set of code configured to receive an URL address for a web page of advertiser 104 and to store the URL address in an advertiser data base 210 of data base 204. Advertising module 206 further comprises a Display Ad generator module 212 having a first set of code configured so advertiser 104 can create and store DISPLAY AD 214 and DISPLAY AD 215 in a Display Ad data base 216 of data base 204. Advertising module 206 further comprises a Message Ad generator module 218 having a first set of code configured so advertiser 104 can create and store a MESSAGE AD 220 (FIG. 4—to be described) in a Message Ad data base 222 of data base 204. Advertiser module 206 further comprises a Display Ad location module 224 having a first set of code configured so advertiser 104 can select one of the publisher's web-sites or networks (URL address) on internet 102 to place DISPLAY AD 214 and DISPLAY AD 215.

FIG. 3 illustrates a conventional search engine search result web page 300 having DISPLAY ADS 214 and 215 placed to the right of a conventional search result list 302 generated by internet surfer 112 by entering key words (not shown) in a key word box 304 and hitting or activating a search link 306. Conventional PPC Ads 308, 310, and 312 may also appear along with DISPLAY ADS 214 and 215. As will be described more fully herein, DISPLAY ADS 214 and 215 may be created as part of several advertising campaigns by the same or different advertiser.

Referring back to FIG. 2, Advertiser module 206 further comprises a target user module 226 having a first set of code configured to allow advertiser 104 to select the demographics of internet surfer 112 that advertiser 104 wants to view DISPLAY AD 214. Advertiser module 206 further comprises a target key word module 228 having a first set of code configured to allow advertiser 104 to select one or more keywords. Advertiser module 206 further comprises an activation module 230 having a first set of code adapted to allow advertiser 104 to start and stop the advertising campaign. Advertiser module 206 further comprises a billing module 232 having a first set of code adapted to charge advertiser 104 a fee when a SMS message 502 (FIG. 5—to be described) and MESSAGE AD 220 (FIG. 5—to be described) are sent by surfer 112 to a communication carrier 120 for transmission to a communication device 118 of a recipient 116. In the embodiment shown, communication device 118 is a cell phone or any hand

held portable communication device having wireless telephone capability or VOIP capability. Billing module 232 comprises a second set of code adapted to charge advertiser 104 a fee when SMS message 502 (FIG. 5—to be described) and MESSAGE AD 220 (FIG. 5—to be described) are sent to communication carrier 120.

With reference to FIGS. 2 and 4, web based server 202 further comprises a message module 234 having a first set of code configured to serve an advertiser host web page 400 (FIG. 4) to internet surfer 112 upon activation of DISPLAY AD 214 by internet surfer 112. Advertiser host web page 400 comprises a first portion 402 displaying first and second message boxes 404 and 406. Advertiser host web page 400 comprises a second portion 408 displaying a web page 410 of advertiser 104 corresponding to the URL address entered by advertiser 104 which in the drawing is shown as www.x7.com. First message box 404 is a well known SMS message box comprising a message field 412 and a cell phone number field 414. Second message box 406 is a well known MMS message box comprising a message field 416 and cell phone number field 414. Advertiser host web page 400 further comprises a login box 418 adapted to receive registration and/or log-in information (not shown) from internet surfer 112 using communication device 114.

Referring to FIG. 5, after internet surfer 112 successfully enters a user name 520 and a password 522 into login box 418, message field 412 of first message box 404 is adapted to receive a message 502 entered by internet surfer 112 via entry box 503. Cell phone number field 414 of first message box 404 is adapted to receive a cell phone number 504 entered by internet surfer 112 corresponding to a communication device 118 of a recipient 116. First box 406 further comprises a SEND link operable by surfer 112 to send SMS message 502 and MESSAGE AD 200 to communication carrier 120 corresponding to the cell phone number entered by surfer 112. Message field 416 of second message box 406 is adapted to receive a message 506 entered by internet surfer 112 via a file look-up box 507 and a BROWSE button 508. Cell phone number field 414 of second message box 406 is adapted to receive a cell phone number 504 entered by internet surfer 112 corresponding to communication device 118 of recipient 116. First and second message boxes 404 and 406 may be any type of message service technology currently and/or futurely developed. Message module 234 further comprises a second set of code adapted to pre-populate message field 412 of first message box 404 and message field 416 of second message box 406 with MESSAGE AD 220 created by advertiser 104. Message module 230 further comprises a third set of code adapted (to be described) to send or transmit message 502 or 506 along with MESSAGE AD 220 to communication carrier 120 for sending to communication device 118 of recipient 116. Message module 230 further comprises a fourth set of code (to be described) adapted to store the cell phone number of corresponding to communication device 118 of recipient 116 in a recipient data base 244 of data base 204.

With continued reference to FIG. 2, server 202 further comprises a publisher module 236 having a first set of code (to be described) adapted to serve a publisher web page (not shown) to publisher 108. Publisher module 236 comprises a second set of code (to be described) configured to receive registration and/or log-in information (not shown) from publisher 108 and to store the registration and/or log-in information in a publisher data base 238 of data base 204. Publisher module 236 comprises a third set of code configured to generate a display code (not shown) for publisher 108 so that DISPLAY AD 214 created by advertiser 104 (or DISPLAY

AD **215** created by the same or different advertiser) can be placed or displayed on publisher's web page **300** (FIG. 3).

With reference to FIG. 2, Server **202** further comprises an internet surfer module **240** having a first set of code adapted to adapted to serve an internet surfer web page (not shown) to surfer **112**. Internet surfer module **240** comprises a second set of code configured to receive registration and/or log-in information (not shown) from surfer **112** and to store the registration and/or log-in information in an internet surfer data base **242** of data base **204**.

Referring to FIG. 6, a high level flow chart shows the operation of advertiser module **206**. As shown by step **602**, a web page is served prompting the advertiser to enter log-in information, including a user name, password, valid e-mail address, and a URL for the advertiser's web page. As shown by step **604**, advertiser module **206** accepts the user name, password, valid e-mail address, and URL of the advertiser and stores the information in advertiser data base **210**. As shown by step **606**, a web page is served prompting advertiser **104** to select a location on the internet to place the DISPLAY AD—for example, a search engine website or network, a publisher website or network, or a main sponsor page (to be described). The selected location is stored in advertiser data base **210** as part of an advertising campaign. As shown by step **608**, a web page is served prompting advertiser **104** to select targeting features of internet surfer(s) **112** by, for example, geographic, demographic, and psycho-graphic metrics. As shown by step **610**, a web page is served prompting advertiser **104** to select target key words. As shown by step **612**, a web page is served prompting advertiser **104** to enter one or more text based DISPLAY ADS. As shown by step **614**, the DISPLAY AD is stored in Display Ad data base **216** as part of the advertising campaign. As shown by step **616**, a web page is served prompting advertiser **104** to select one of the DISPLAY ADS from Display Ad data base **216** (FIG. 2). As shown by step **618**, a web page is served prompting advertiser **104** to select one of the DISPLAY ADS from Display Ad data base **216**. As shown by step **618**, a web page is served prompting advertiser **104** to upload an image, animation, video, audio, game or the like to appear in DISPLAY AD and to store the DISPLAY AD in Display Ad data base **216** as part of the advertising campaign. As shown by step **620**, a web page is served prompting advertiser **104** to enter one or more MESSAGE ADS. As shown by step **622**, the MESSAGE ADS are stored in Message Ad data base **222**. As shown by step **624**, a web page is served prompting advertiser **104** to select a MESSAGE AD from Message Ad data base **222**. As shown by step **626**, a web page is served prompting advertiser **104** to select a budget per day, week, and year. Although the step is not shown, the budget information is stored in advertiser data base **210** as part of advertising campaign. As shown by step **628**, a web page is served prompting advertiser **104** to enter payment method and billing information. Although the step is not shown, the payment method and billing information of the advertiser is stored in advertiser data base **210**. As shown by step **630**, a web page is served allowing the advertiser to activate (start) or stop the advertising campaign upon which a signal is sent to message module **234**.

Referring to FIG. 7, a high level flow chart shows the operation of publisher module **236**. As shown by step **702**, a home web page is served to publisher with a log-in box and/or sign-up box. As shown by step **704**, a web page is served prompting publisher to enter his/her use name, password, URL, and a valid e-mail address. As shown by block **710**, the e-mail address entered by the publisher is verified by sending an e-mail to the publisher with a verification link. As shown by step **712**, publisher's account information is stored in

publisher data base **238**. As shown by step **714**, a web page is served to publish prompting the publisher to elect an advertisement format to be displayed on publisher's website—for example, text ad, video ad, and an animation ad. As shown by step **716**, an advertisement code is generated for the publisher to allow the DISPLAY AD created by the advertiser to be displayed on the publisher's web site. As shown by step **718**, the publisher copies and pastes the advertisement code into the utility source code of publisher's website. As shown by step **720**, DISPLAY ADS created by advertisers at publisher's website are filtered so as to be relevant to content of publisher's website. As shown by step **722**, a web page is served to the publisher with daily reports on how many SMS and MMS messages were sent by internet surfers directed from a DISPLAY AD located on the publisher's website. As shown by step **724**, the publisher is paid each time a SMS or MMS message with a MESSAGE AD is sent by an internet surfer directed by a DISPLAY AD located on publisher's website. Payments owed the publisher are stored in publisher data base **238**.

Referring to FIG. 8, a high level flow chart shows the operation of message module **234**. As shown by step **802**, message module **234** checks for the next advertising campaign of all advertising campaigns created by all advertisers. Control is passed to a decisional block **804**. As shown by decisional block **804**, message module **234** checks if the advertising campaign has been activated. If the advertising campaign has not been activated, control is returned to step **802**. If the advertising campaign has been activated then control passes to step **806**. As shown by step **806**, message module **234** serves an advertising host web page sponsored by the advertiser of the advertising campaign. The advertiser host web page comprises a SMS message field, a MMS message field, a cell phone number field, and a SEND button or link. The SMS message field receives text entered by a surfer to be sent to a recipient corresponding to a cell phone number entered in the cell phone number field at no cost to the internet surfer. The MMS message field receives text, images, animation, video, audio, games, and the like entered by the surfer to be sent to a recipient at no cost to the surfer. As shown by step **808**, message module **234** pre-populates the MESSAGE AD in the SMS and MMS message fields or otherwise attaches the MESSAGE AD to the SMS or MMS message entered by the surfer. The MESSAGE AD cannot be changed and/or otherwise removed and/or altered by the surfer. Control is passed to block **810** or **816** depending upon whether the surfer is entering a SMS or MMS message. As shown by step **810**, the SMS message field receives text entered by a surfer to be sent to a recipient corresponding to the cell phone number entered in the Cell Phone Number field by the surfer at no cost to the surfer. Control is then passed to a decisional block **812**. As shown by decisional block **812**, the message module determines whether or not a SEND link from any SMS message box has been activated. If no SEND link has been activated the control is returned to block **810**. If the SEND link has been activated, then control is passed to block **814**. As shown by block **814**, upon activation of a SEND link, the SMS message entered by the surfer with the attached MESSAGE AD is sent to the communication carrier for transmission to the communication device of the recipient corresponding to the cell phone number entered by the surfer. In the case off the surfer using the MMS message service, and as shown by block **816**, the MMS message field receives uploaded images, animation, video, audio, games and the like entered by a surfer to be sent to a recipient corresponding to the cell phone number entered in the Cell Phone Number field by the surfer at no cost to the surfer. Control is then passed to a decisional block **818**.

As shown by decisional block **818**, message module **234** determines whether or not a SEND link from any MMS message box has been activated. If no SEND link has been activated the control is returned to block **816**. If the SEND link has been activated, then control is passed to block **814**. As shown by block **814**, upon activation of a SEND link, the MMS message entered by the surfer with the attached MESSAGE AD is sent to the communication carrier for transmission to the communication device of the recipient corresponding to the cell phone number entered by the surfer.

Message module **234** may also comprise a set of code configured to send a notification to the recipient after the surfer activates or clicks the SEND link of the SMS or MMS message box but before the SMS or MMS message with the attached MESSAGE AD is actually sent to the communication carrier. Upon message module **234** receiving an acceptance of the notification then the SMS or MMS message with the attached MESSAGE AD is sent to the communication carrier for transmission to the communication device of the recipient corresponding to the cell phone number entered by the surfer. Further, upon acceptance of a notification, the recipient's cell phone number is stored in a recipient data base **244** so that future transmissions to the same recipient may be made without sending a notification.

Referring to FIG. 9, where a high level flow chart shows the operation of internet surfer module **240**. As shown by block **902**, advertiser host web page **400** is served to internet surfer **112** upon activation of DISPLAY AD **214** or DISPLAY AD **215** (FIG. 3). As shown by block **904**, a web page is served prompting surfer **112** to enter a user name and password. As shown by block **906**, a web page is served prompting surfer **112** to enter personal information such as name and address. As shown by step **908**, a web page is served prompting surfer **112** to enter valid e-mail address. As shown by step **910**, the e-mail address of internet surfer **112** is verified. As shown by step **912**, upon verification, the account information of surfer **112** is stored in internet surfer data base **242** and surfer **112** is set to a registered surfer. On subsequent clicks of a different DISPLAY AD, the surfer may simply log-in by entering his/her username and password.

Referring to FIG. 10, where a second embodiment of an advertiser host web page **1000** is shown as served to surfer **112** upon activation of DISPLAY AD **214** or DISPLAY AD **215**. Advertiser host web page **1000** comprises advertiser spaces **1002**, **1004**, **1006** and **1008** surrounding a SMS message box **1010** and a MMS message box **1012**. SMS Message box **1010** has a message field **1011** pre-populated with a MESSAGE AD **220**. Similarly, MMS Message box **1012** has a message field **1013** pre-populated with a MESSAGE AD **220**. Advertiser host web page **1000** further comprises a cell phone number box **104**, and a login box **106**, and a sign-up box **1018**.

Referring to FIG. 11, where a high level flow chart shows a method of advertising according to the present invention. As shown by block **1102**, the method comprises the step of providing a web-site having a web-based server connected to the internet. As shown by block **1104**, the method comprises the further step of providing a data base on the server. As shown by block **1106**, the method comprises the further step of receiving a web page location from the publisher. As shown by block **1108**, the method comprises the further step of storing the web page location of in the data base. As shown by block **1110**, the method comprises the further step of receiving a DISPLAY AD from the advertiser. As shown by block **1112**, the method comprises the further step of storing the DISPLAY AD in the data base. As shown by block **1114**, the method comprises the further step of receiving a MESSAGE

AD from the advertiser. As shown by block **1116**, the method comprises the further step of storing the MESSAGE AD in the data base. As shown by block **1118**, the method comprises the further step of receiving information from the advertiser indicative of an internet location to display the DISPLAY AD on the internet. As shown by block **1120**, the method comprises the further step of transmitting the DISPLAY AD to the internet location. As shown by block **1122**, the method comprises the further step of receiving a SMS message from the internet surfer. As shown by block **1124**, the method comprises the further step of receiving a cell phone number from the internet surfer corresponding to a recipient to receive the SMS message. As shown by block **1126**, the method comprises the further step of attaching the MESSAGE AD to the SMS message. As shown by block **1128**, the method comprises the further step of sending the SMS message with the MESSAGE AD to the recipient. As shown by block **1130**, the method comprises the further step of further comprising the step of charging the advertiser a fee upon sending the message. As shown by block **1132**, the method comprises the further step of receiving registration from an advertiser at the web-site. As shown by block **1134**, the method comprises the further step of storing the registration information of the advertiser in the second data base. As shown by block **1136**, the method comprises the further step of receiving registration information from the publisher. As shown by block **1138**, the method comprises the further step of storing the registration information of the publisher user in the data base. As shown by block **1140**, the method comprises the further step of receiving registration information from the internet surfer. As shown by block **1142**, the method comprises the further step of storing the registration information of the internet surfer user in the data base.

Referring to FIG. 12, which shows a web page **1200** of a publisher's web-site having multiple SEND DISPLAY ADS appearing as banner ads **1202** and **1204**, a video ad **1206**, and a game ad **1208**. Activation or clicking of any SEND DISPLAY AD will direct the surfer to the advertiser's host web page (FIG. 4 or 10)

The foregoing description is intended primarily for purposes of illustration. This invention may be embodied in other forms or carried out in other ways without departing from the spirit or scope of the invention.

What is claimed:

1. A system for advertising on the internet by one or more advertisers to one or more surfers browsing a web-site or network of a publisher; a communication carrier for sending a message to a communication device of a recipient, the web-site comprising;

a web-based server in communication with the internet; said web-based server comprises:

an advertiser module stored on said web based server and adapted to receive an advertising campaign from the advertiser; said advertiser module comprises a registration module having a first set of registration code configured to receive an URL for a web page of the advertiser; a first generator module having a first set of first generator code configured so the advertiser can create and store a DISPLAY AD on said web-based server; said advertiser module further comprises a second generator module having a first set of second generator code configured so the advertiser can create and store a MESSAGE AD on said web-based server; said advertiser module further comprises a location module having a first set of location code configured so the advertiser can select a location on the internet to place said DISPLAY AD; said advertiser module further comprises an activa-

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tion module having a first set of activation code to activate said advertising campaign of the advertiser; and a message module stored on said web-based server comprising a first set of message code configured to serve an advertiser host web page to the internet surfer upon activation of said DISPLAY AD; said advertiser host page comprises a first portion having a message box and a second portion displaying said web page of the advertiser; said message box comprises a first message field and cell phone number field; said first message field is adapted to receive a message entered by the surfer; said cell phone number field is configured to receive a cell phone number entered by the internet surfer corresponding to the communication device of the recipient; a second set of message code adapted to attach said MESSAGE AD to said message; and a third set of message code adapted to send said message with said MESSAGE AD to the communication carrier at no cost to the internet surfer.

2. The system of claim 1 further comprising a billing module comprising a first set of billing code adapted to charge the advertiser a fee when said message is sent to the communication carrier.

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3. The system of claim 2, wherein said advertiser module further comprises a registration module having a first set of registration code configured to serve a web page so the advertiser can enter registration information and a second set of registration code to adapted to store said registration information on said web-based server as a registered advertiser.

4. The system of claim 3, further comprising a data base stored on said web based sever; said data base comprises a first data base for storing said DISPLAY AD; a second data base for storing said MESSAGE AD; a third data base adapted to store a list of registered advertisers; and a fourth data base adapted to store a list of registered internet surfers.

5. The system of claim 4, wherein said first message field comprises a SMS message field.

6. The system of claim 5, wherein said message box further comprises a second message field.

7. The system of claim 6, wherein said second message field comprises a MMS message field.

8. The system of claim 7, wherein said message received by said first message box is a SMS message.

9. The system of claim 7, wherein said message received by said second message box is a MMS message.

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