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(54) **METHOD AND SYSTEM FOR DISTRIBUTING ADVERTISEMENTS OVER NETWORK**

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(57) **ABSTRACT**

A communication terminal sends an access request to a WWW server connected to a network to a relay server in the network. The relay server sends this access request to the WWW server and receives display data from the WWW server and sends an advertisement ID specifying an advertisement satisfying a predefined condition to the communication terminal together with the display data. The communication terminal displays a screen by this display data and sends an advertisement data request including an advertisement ID received from the relay server through the relay server to an advertisement distribution server. When receiving an advertisement data request, the advertisement distribution server sends the advertisement ID contained in the advertisement data request to the communication terminal through the relay server. When receiving the advertisement data, the communication terminal displays an advertisement corresponding to the advertisement data along with the screen corresponding to the display data.

FIG. 1

FIG. 2

12

114   COMMUNICATION UNIT

112   DISPLAY UNIT

111   CONTROL UNIT

116   MEMORY

115   AUDIO INPUT/OUTPUT UNIT

113   OPERATING UNIT

11

FIG. 3

FIG. 4

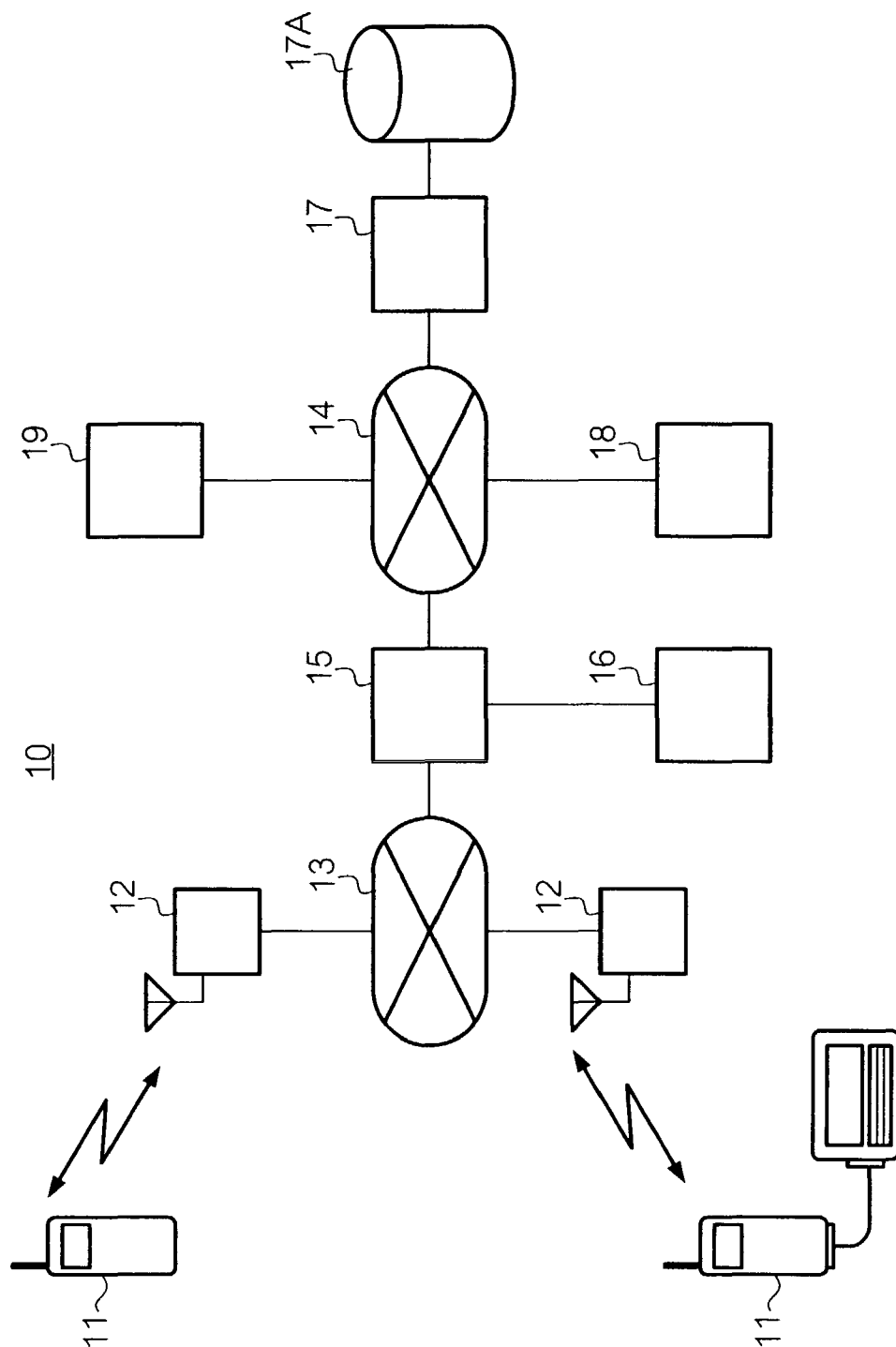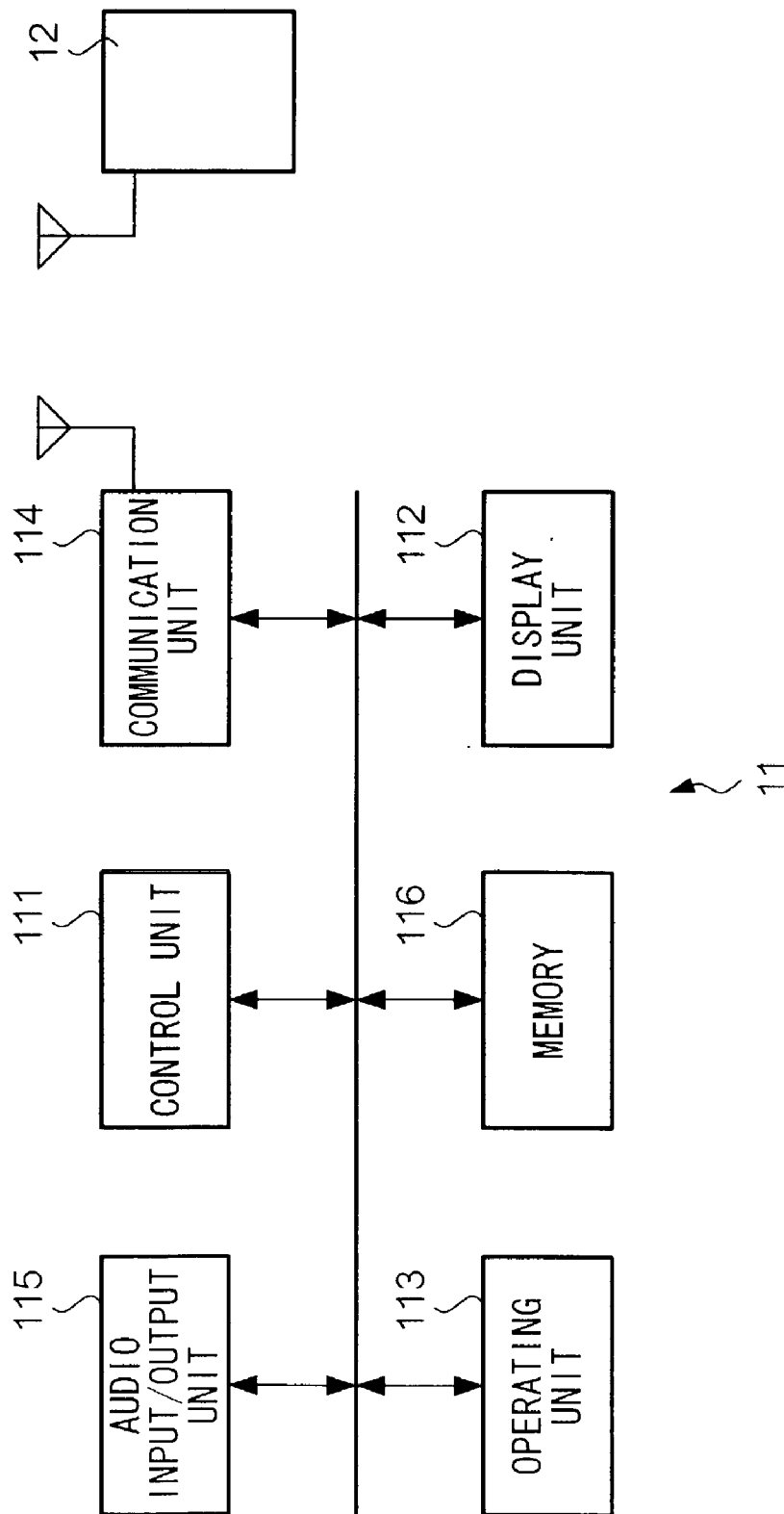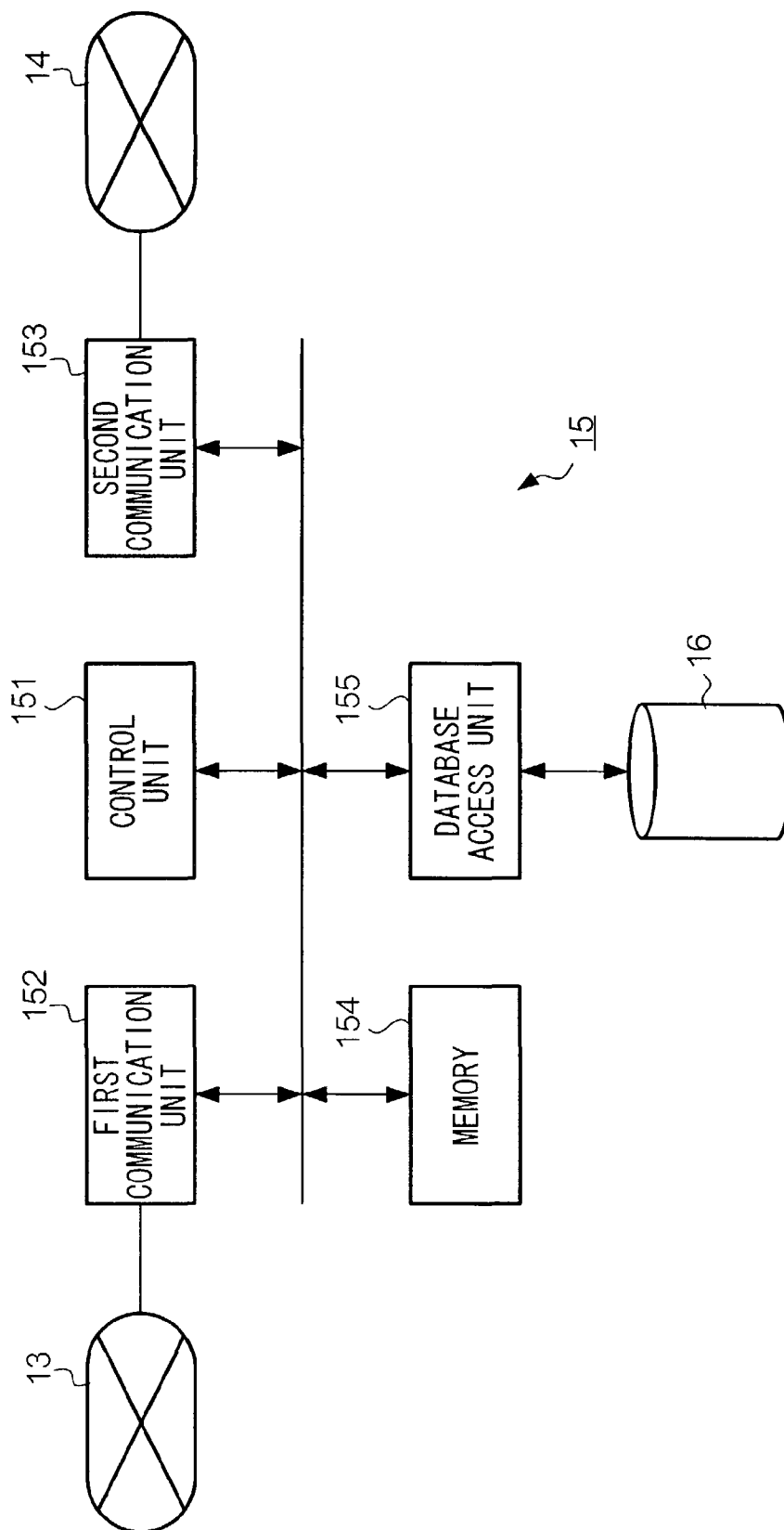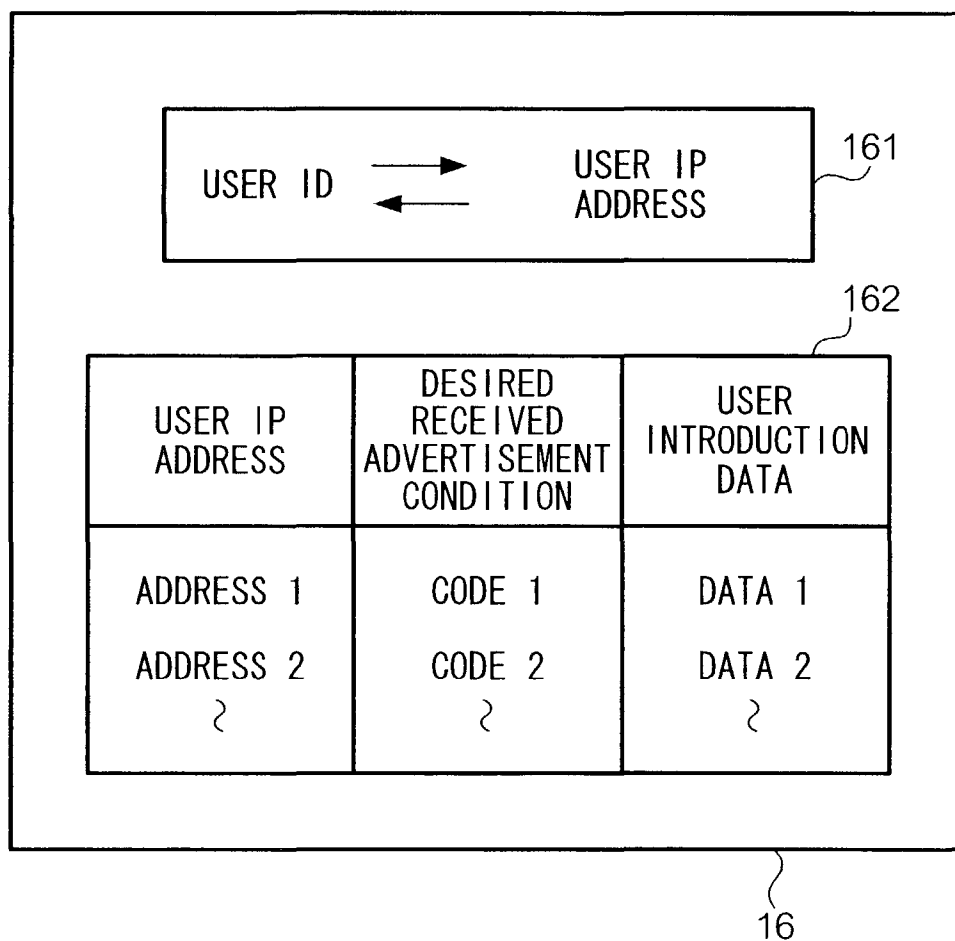| USER IP ADDRESS	DESIRED RECEIVED ADVERTISEMENT CONDITION	USER INTRODUCTION DATA
ADDRESS 1	CODE 1	DATA 1
ADDRESS 2	CODE 2	DATA 2

161

162

16

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