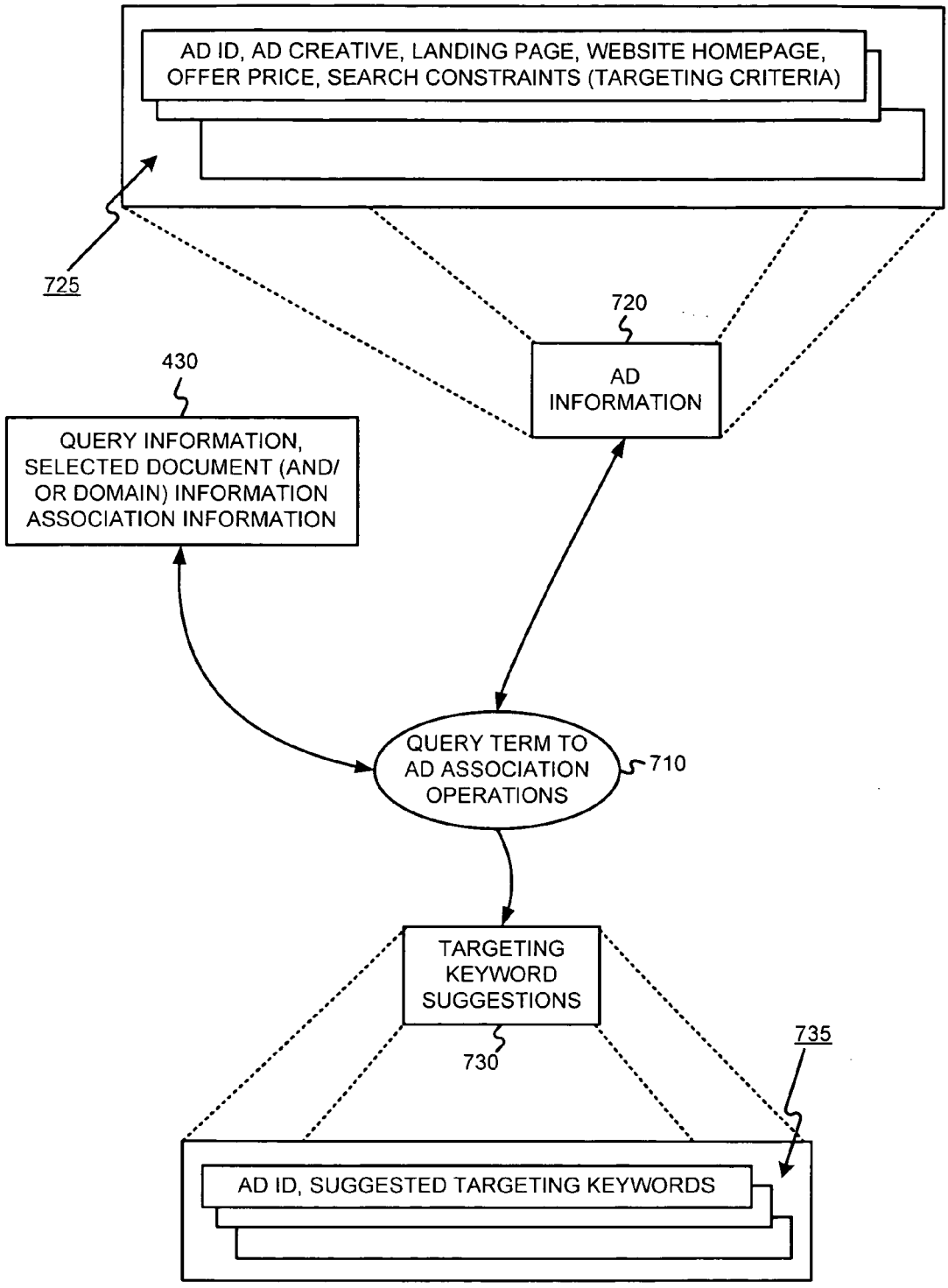
AD ID, AD CREATIVE, LANDING PAGE, WEBSITE HOMEPAGE, OFFER PRICE, SEARCH CONSTRAINTS (TARGETING CRITERIA)
725
720
AD INFORMATION
430
QUERY INFORMATION, SELECTED DOCUMENT (AND/ OR DOMAIN) INFORMATION ASSOCIATION INFORMATION
QUERY TERM TO AD ASSOCIATION OPERATIONS
710
TARGETING KEYWORD SUGGESTIONS
730
735
AD ID, SUGGESTED TARGETING KEYWORDS

FIGURE 7