**Abstract**

Internet has grown tremendously in both its applications and number of users due to its unique characteristics of flexibility, interactivity, and personalization. It has been a very useful tool for communication, entertainment, education, and electronic trade According to the present invention, an internet target marketing system, method and computer program for distributing online advertising to viewers based upon viewer’s interests is provided. Online advertisement, also called internet advertising uses the internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Specific embodiments according to the present invention can use an n-ways matching of user’s concepts of interests, advertiser’s concepts and a currently viewed document to target advertising to the view of current document. Some embodiments can generate a contextually sensitive advertisement for each page viewed in a browser, thereby associating an advertisement with every page in a document.. This study reveals that the efficacy of online advertising and usefulness and the reasons for using online advertisement. For this, the study takes percentage and Likert’s scaling techniques.