

| Advertiser \ Keyword | 1 | ... | i | ... | j | ... |
|----------------------|--------------|----------|--------------|----------|--------------|----------|
| 1 | β_{11} | ... | X | ... | X | ... |
| \vdots | \vdots | \ddots | \vdots | | \vdots | |
| u | X | ... | β_{ui} | ... | β_{uj} | ... |
| \vdots | \vdots | | \vdots | \ddots | \vdots | |
| v | X | ... | β_{vi} | ... | β_{vj} | ... |
| \vdots | \vdots | | \vdots | | \vdots | \ddots |