>>> This example is too large to be solved by the demo version of Best Answer <<<

Advertising Media

Television (30 sec. ad)
Magazine (monthly)
Newspaper (half page)
Radio (30 sec. ad)
Direct Mail

Media Selection for Sno-Bunny Ski Resorts, Inc.

Ad Slots Available	Quantity of Ads? (ADJUSTABLES)	Remaining Media (CONSTRAINTS)
25	0	25
5	0	5
30	0	30
60	0	60
1	0	1

(ADDITIONAL CONSTRAINTS-->)		$50,000
		$24,000
		$15,000
		-8
		-2
		-100000

(OBJECTIVE)		0
(ALTERNATE OBJECTIVE)		0

Cost per Advertisement		Potential Audience	Expected Exposure Points
	2000	3000	1.5
	3000	5000	0.5
	1000	3500	0.65
	300	500	0.2
	6000	16000	4.5

< or = $50,000 total budget
< or = $24,000 television cap
< or = $15,000 newspaper cap
> or = 8 television advertisements
> or = 2 magazine advertisements
> or = 100,000 potential audience reached

Maximize Total Audience Exposure Points
Maximize Total Audience Reached