

>>> 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

# Sheet1

## Media Selection for Sno-Bunny Ski Resorts, Inc.

Ad Slots Available	Quantity of Ads? (ADJUSTABLES)	Remaining Media (CONSTRAINTS)
	25	0
	5	0
	30	0
	60	0
	1	0
(ADDITIONAL CONSTRAINTS-->)		\$50,000
		\$24,000
		\$15,000
		-8
		-2
		-100000
(OBJECTIVE)		0
(ALTERNATE OBJECTIVE)		0

# Sheet1

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