**Team members**: Jacob Bailey, Luke Haymond, Jonathan Doyle

**Overview:**

For our project we are going to act as a company looking to buy media in order to promote its products in a new campaign. We will be looking to maximize audience reach while staying within budget constraints. The decision variables will be how much of the budget to allocate to different advertising formats including television, radio, social media, and SEO. Other constraints for our project may include availability of media types, minimum spending based on corporate instructions, as well as diversifying the investment across all platforms. In order to obtain realistic data, we will be using publicly available averages for the estimated reach of different advertising techniques, as well as estimated costs of those techniques.