We are mainly targeting people in greater Philadelphia area. Ad Ranking is calculated as CPC \* Quality Score, and we want our Ad Ranking to be high. Quality scores depends mainly on CTR and CTR = clicks/impressions \* 100. So our estimated Average CPC can be somewhere around 0.60 to 0.80 usd. Our target CTR is atleast around 3 percent. We want a higher CTR so that our Quality Score can be higher and we want to keep our CPC as low as possible because of our budget constraint.