

Question 4

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
	TV Ads	\$3,000.00		Total Audience	\$ 959,999.99									
	TV Audience	100,000		Total Cost of Ad	\$ 20,000.00									
	TV Spots	3.2000001												
	Subtotal TV cost	\$9,600.00		TV Spots	3.200000072									
	Subtotal TV audience	320000.01		Radio Spots	15.99999976									
	Radio Ads	\$ 250.00		Web Spots	12.79999969									
	Radio Audience	20,000		Total Spots	31.99999952									
	Radio Spots	16		Constraints										
	Subtotal Radio cost	\$4,000.00		given budget	\$ 20,000.00									
	Subtotal Radio audience	320000		Max radio spots	15.99999976	50% of total								
	Web Ads	\$ 500.00		Min TV spots	3.199999952	10% of total								
	Web Audience	25,000		Max TV spots	10	...given								
	Web Spots	12.8		Max radio spots	20	...given								
	Subtotal Web cost	\$6,400.00		Max Web spots	30	...given								
	Subtotal Web Audience	319999.99												

Solver Parameters

Set Objective:

To: ☒ Max ☐ Min ☐ Value Of:

By Changing Variable Cells:

Subject to the Constraints:

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-
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☒ Make Unconstrained Variables Non-Negative

Select a Solving Method:

Solving Method
Select the GRG Nonlinear engine for Solver Problems that are smooth nonlinear. Select the LP Simplex engine for linear Solver Problems, and select the Evolutionary engine for Solver problems that are

Buttons: Add, Change, Delete, Reset All, Load/Save, Help, Solve, Close