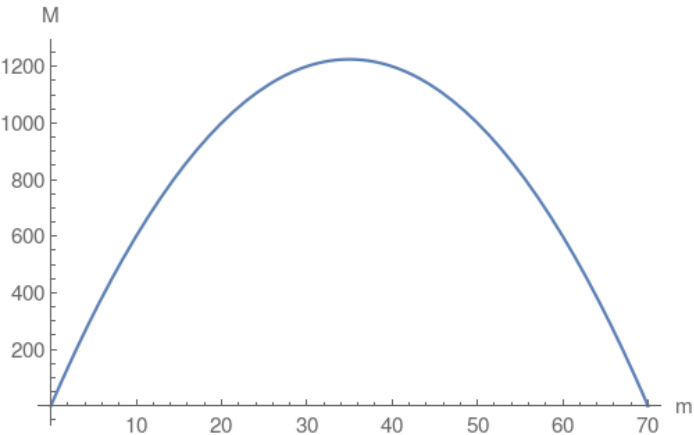
3.

3. Perimeter of rectangle $= 2(m+a) = 140$ where a is the length of the other edge of rectangle. Area of the rectangle is $= m \times a$.
Use perimeter equation
and solve for $a = \frac{140-2m}{2}$

Then reformulate the area $M = m \times a = 70\,m - m^2$ which turns out to be a quadratic Parabola:



Compute the vertex $\frac{140}{4}$ and then plug the vertex into the area which will compute the maximum area.