$f(x) = \left(1 - \frac{\text{cost of the advertisements}}{1 - \frac{1}{2}}\right)$		(impact of the advertisements)	۱. (cost of the advertisements)
$\int (x) = \int (1 - \frac{1}{\text{reach of the advertisements}})$	- 1	number advertisements · 10)	budget)