Chart:

|  |  |  |  |
| --- | --- | --- | --- |
| **Constraint** | **Television** | **Radio** | **Newspaper** |
| Audience per advertisement | 100,000 | 18,000 | 40,000 |
| Cost per advertisement | $2,000 | $300 | $600 |
| Maximum media usage | 10 | 20 | 10 |

Note: To ensure a balanced use of advertising media, radio advertisements must not exceed 50% of the total number of advertisements authorized. In addition, television should account for at least 10% of the total number of advertisements authorized.

Complete:

|  |  |
| --- | --- |
|  | **Budget $** |
| *T* = |  |
| *R* = |  |
| *N* = |  |
|  |  |

|  |
| --- |
| What is the total audience reached? |