Show & Sell can advertise its products on local radio and television (TV). The advertising budget is limited to $10000 a month. Each minute of radio advertising costs $15 and each minute of TV commercials $300. Show & Sell likes to advertise on radio at least twice as much as on TV. In the meantime, it is not practical to use more than 400 minutes of radio advertising a month. From past experience, advertising on TV is estimated to be 25 times as effective as on radio.

**Question 1.** Construct a table that provides the basic information of the problem.

**Question 2.** Define the Linear Programming (LP) Models in which the definition of the variables and the construction of the objective function and constraints of the model.

**Question 3.** Use the Simplex Method to determine the optimum allocation to the budget to radio and TV advertising.

**Question 4.** Show the graphical LP solution of this model.

**Question 5.** Find the LP solution with Excel Solver.