ALLOCATION OF A MEDIA BUDGET

TO

OPTIMIZE EXPOSURE

A Thesis
By

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Abstract

The objective of this research study is to find out how to allocate the media budget to gain optimum exposure. This analysis, is based mainly on the viewing habits of people and rate cards of each Television station in Sri Lanka. The analytical technique employed in this study is an integer program, which is special case of backpack loading problem.

A Computer system was developed to obtain the best media schedule using Visual Basic 6. This system is very user-friendly and needs a machine with high processing speed.

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