

Rozvrhování reklamy

Media channel	TV	internet	radio newspaper	banners	TV+internet
costs [ths. CZK]					
min.	1000	1000	1000	1000	0
max.	3000	3000	3000	3000	5000
	Reached people per CZK1000				
age 30-50	320	280	140	240	120
income>40000	120	90	60	60	50
higher education	350	200	120	140	60
total	750	420	300	360	180

Total costs budget [ths. CZK]		
	0	10000
Reached (categories)		
min.	real	
2500000		0
800000		0
1500000		0
Reached (total)		
		0