Fig. 1

CALCULATION ELEMENT NAME	CONTROL COEFFICIENT NAME			VALUE OF CONTROL COEFFICIENT FOR EACH ADVERTISEMENT						COTROL VARI-ABLE
				CM 1	CM 2	CM 3	CM 4	CM 5	CM 6	
DISPLAY PERIOD	Tx			800	700	400	300	500	100	X1
AUDIENCE GROUP SPECIFYING CATEGORY	Cpq	Cax (REGION)	Ca1(REGION A)	40	100	20	30	10	40	X2
			Ca2(REGION B)	0	0	60	10	10	10	
			. . .	. . .	. . .	. . .	. . .	. . .	. . .	
			Cam(REGION m)	20	0	0	20	10	30	
		Cbx (SEX)	Cb1(MALE)	80	50	30	70	60	80	X3
			Cb2(FEMALE)	20	50	70	30	40	20	
		Ccx (AGE)	Cc1(~19YRS)	10	50	50	30	10	40	X4
			Cc2(20~34)	20	30	35	30	10	25	
			Cc3(35~49)	40	20	15	20	20	15	
			Cc4(50~64)	20	0	0	10	20	10	
			Cc5(65YRS~)	10	0	0	10	40	10	
		Cdx (HOBBY)	Cd1(HOBBY A)	50	20	80	10	90	30	X5
			Cd2(HOBBY B)	40	30	10	20	0	60	
			Cd3(HOBBY C)	10	50	10	70	10	10	
PREDETERMINED DISPLAY ORDER	Jn			1500	1400	1300	1200	1100	1000	X6
AVERAGED DISPLAY NUMBER	Ka			40	100	50	40	70	30	X7
PREFERRED DISPLAY TIME	Hx	H1 (1:00~5:00)		0	0	0	0	30	0	X8
		H2 (5:00~9:00)		0	20	0	0	20	20	
		H3 (9:00~13:00)		0	20	50	0	0	30	
		H4 (13:00~17:00)		0	20	0	20	0	20	
		H5 (17:00~21:00)		100	20	50	60	20	30	
		H6 (21:00~1:00)		0	20	0	20	30	0	
TASTE OF AUDIENCE (ADVERTISEMENT ATTRIBUTE)	Fx			70 (F1)	70 (F1)	20 (F2)	70 (F1)	50 (F3)	20 (F2)	X9
A DEGREE OF COINCIDENCE IN THE CASE THAT AN AUDIENCE OF A RECIEVER BELONGS TO CATEGORIES Ca1, Cb1, Cc1, AND Cd3 AND THE VALUE OF EACH OF CONTROL VARIABLES X2 TO X5 IS 1 : Ct(Ct=Ca1×X2+Cb1×X3+Cc1×X4+Cd3×X5)				140	250	110	200	90	170	
A DETERMINATION ELEMENT IN THE CASE THAT AN AUDIENSE OF A RECIEVER BELONGS TO CATEGORIES Ca1, Cb1, Cc1 AND Cd3, THE PRESENT TIME BELONGS TO H6, AND THE VALUES OF ALL CONTROL VARIABLES ARE 1 : Sum(Sum=Tx×X1+Ct+Jn×X6+Ka×X7+Hx×X8+Fx×X9)				2550	2540	1880	1830	1840	1320	
PRIORITY ORDER				1	2	3	5	4	6	

Fig. 1

CALCULATION ELEMENT NAME	CONTROL COEFFICIENT NAME			VALUE OF CONTROL COEFFICIENT FOR EACH ADVERTISEMENT						COTROL VARI-ABLE
				CM 1	CM 2	CM 3	CM 4	CM 5	CM 6	
DISPLAY PERIOD	Tx			800	700	400	300	500	100	X1
AUDIENCE GROUP SPECIFYING CATEGORY	Cpq	Cax (REGION)	Ca1(REGION A)	40	100	20	30	10	40	X2
			Ca2(REGION B)	0	0	60	10	10	10	
			.	.	.	.	.	.	.	
			.	.	.	.	.	.	.	
			.	.	.	.	.	.	.	
			Cam(REGION m)	20	0	0	20	10	30	
		Cbx (SEX)	Cb1(MALE)	80	50	30	70	60	80	X3
			Cb2(FEMALE)	20	50	70	30	40	20	
		Ccx (AGE)	Cc1(~19YRS)	10	50	50	30	10	40	X4
			Cc2(20~34)	20	30	35	30	10	25	
			Cc3(35~49)	40	20	15	20	20	15	
			Cc4(50~64)	20	0	0	10	20	10	
			Cc5(65YRS~)	10	0	0	10	40	10	
		Cdx (HOBBY)	Cd1(HOBBY A)	50	20	80	10	90	30	X5
			Cd2(HOBBY B)	40	30	10	20	0	60	
			Cd3(HOBBY C)	10	50	10	70	10	10	
PREDETERMINED DISPLAY ORDER	Jn			1500	1400	1300	1200	1100	1000	X6
AVERAGED DISPLAY NUMBER	Ka			40	100	50	40	70	30	X7
PREFERRED DISPLAY TIME	Hx	H1 (1:00~5:00)		0	0	0	0	30	0	X8
		H2 (5:00~9:00)		0	20	0	0	20	20	
		H3 (9:00~13:00)		0	20	50	0	0	30	
		H4 (13:00~17:00)		0	20	0	20	0	20	
		H5 (17:00~21:00)		100	20	50	60	20	30	
		H6 (21:00~1:00)		0	20	0	20	30	0	
TASTE OF AUDIENCE (ADVERTISEMENT ATTRIBUTE)	Fx			70 (F1)	70 (F1)	20 (F2)	70 (F1)	50 (F3)	20 (F2)	X9
A DEGREE OF COINCIDENCE IN THE CASE THAT AN AUDIENCE OF A RECIEVER BELONGS TO CATEGORIES Ca1, Cb1, Cc1, AND Cd3 AND THE VALUE OF EACH OF CONTROL VARIABLES X2 TO X5 IS 1 : Ct(Ct=Ca1×X2+Cb1×X3+Cc1×X4+Cd3×X5)				140	250	110	200	90	170	
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PRIORITY ORDER				1	2	3	5	4	6	