

Name _____

Communications

Radio and Television programmers have to schedule their programs, music, and advertising. Find the total time scheduled for each set below. Also, find how much time remains to fill a half-hour time slot. (4:30 means 4 minutes 30 seconds)

1. News: 4:30, Weather: 0:45, Song: 3:13, Song: 3:13, Song: 2:51,
Three 60-second ads, Six 30-second ads, Three 15-second ads

Total scheduled time: _____

Time remaining to fill half-hour time slot: _____

2. Song: 5:35, Song: 4:38, Song: 4:08, Song: 3:49, 20-second intro for each song,
Seven 30-second ads

Total scheduled time: _____

Time remaining to fill half-hour time slot: _____

3. News: 7:45, Weather: 3:20, Sports: 4:15, Traffic: 2:15,
Nine 30-second ads, Five 15-second ads

Total scheduled time: _____

Time remaining to fill half-hour time slot: _____

Use the given television advertising rates to solve.

15-second spot	\$20,000
30-second spot	\$38,000

4. How much revenue will the television station make by airing two 15-second ads and four 30-second ads?
5. How much revenue will the television station make by airing six 30-second ads and three 15-second ads?
6. How many 30-second spots can air for \$250,000?
7. How much more money will the television station make if it airs six 15-second ads instead of three 30-second ads?
8. A television station runs eight 15-second ads and three 30-second ads during a 30-minute show. The show costs \$150,000 to produce. How much profit does the station make?