

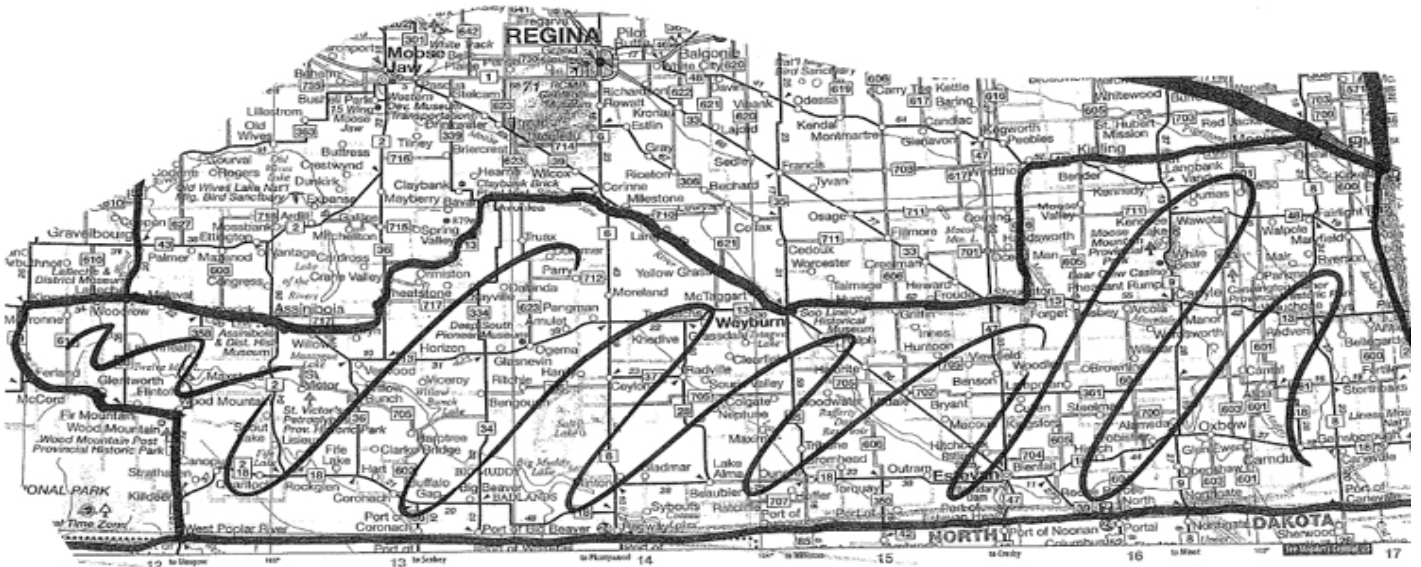


adwest

# Geo-Targeting using Client-Supplied Custom Geographies Layering Newspaper Coverage Against a Specific Target Area

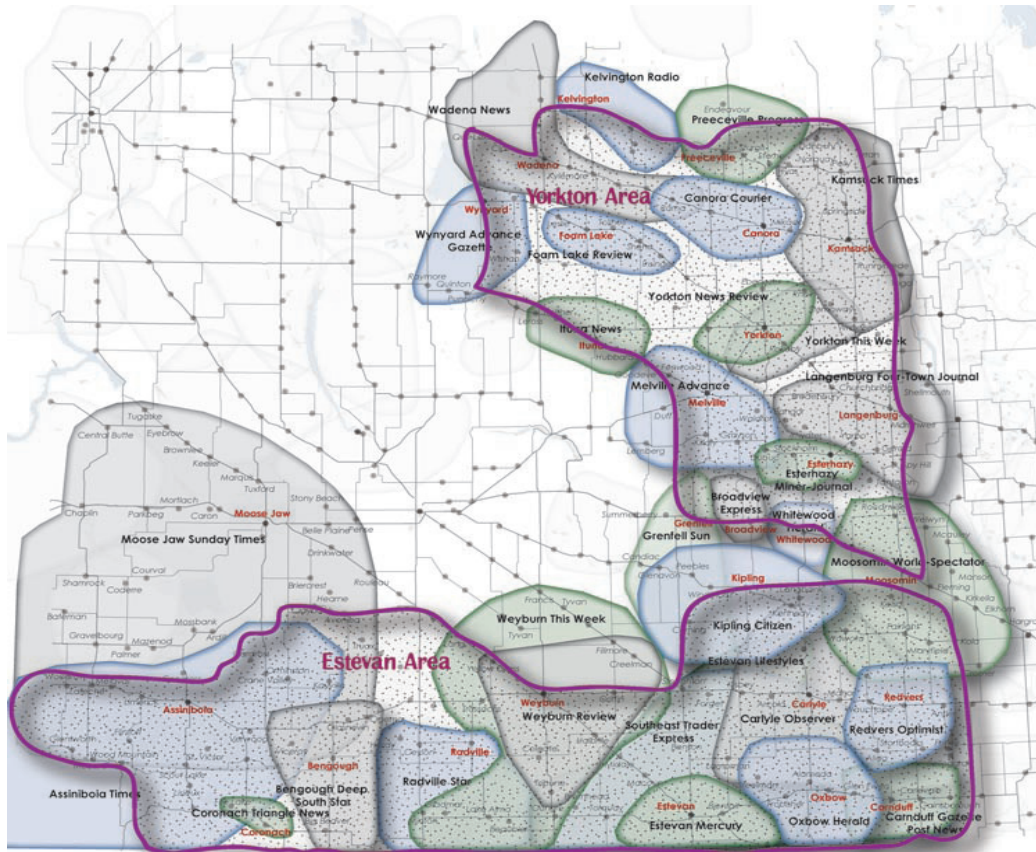
Figure 1

The client supplied the image in Figure 1 to define the target geography for an upcoming project. The use of a sharpie and a typical highway to “refine” the geography suggests that the agency was dealing with a target audience that was unique to this particular client and/or project.



**Figure 2**

The target area was digitized and imported into AdWest's internal GIS application where the digital image was linked to publication footprints intersecting the target area. The agency was supplied with a series of maps illustrating how the clients target areas interacted with relevant newspaper coverage areas resulting in a clearer understanding of the media opportunities.



**fast fact** 

For further clarity, GIS technology could have been used to extract key demographic, socio-economic and Census data for the areas where the target intersected with newspaper coverage.

***For more information, or for help with your own project, please contact AdWest at [info@adwest.ca](mailto:info@adwest.ca)***