



# Geo-Targeting using Client-Supplied Custom Geographies

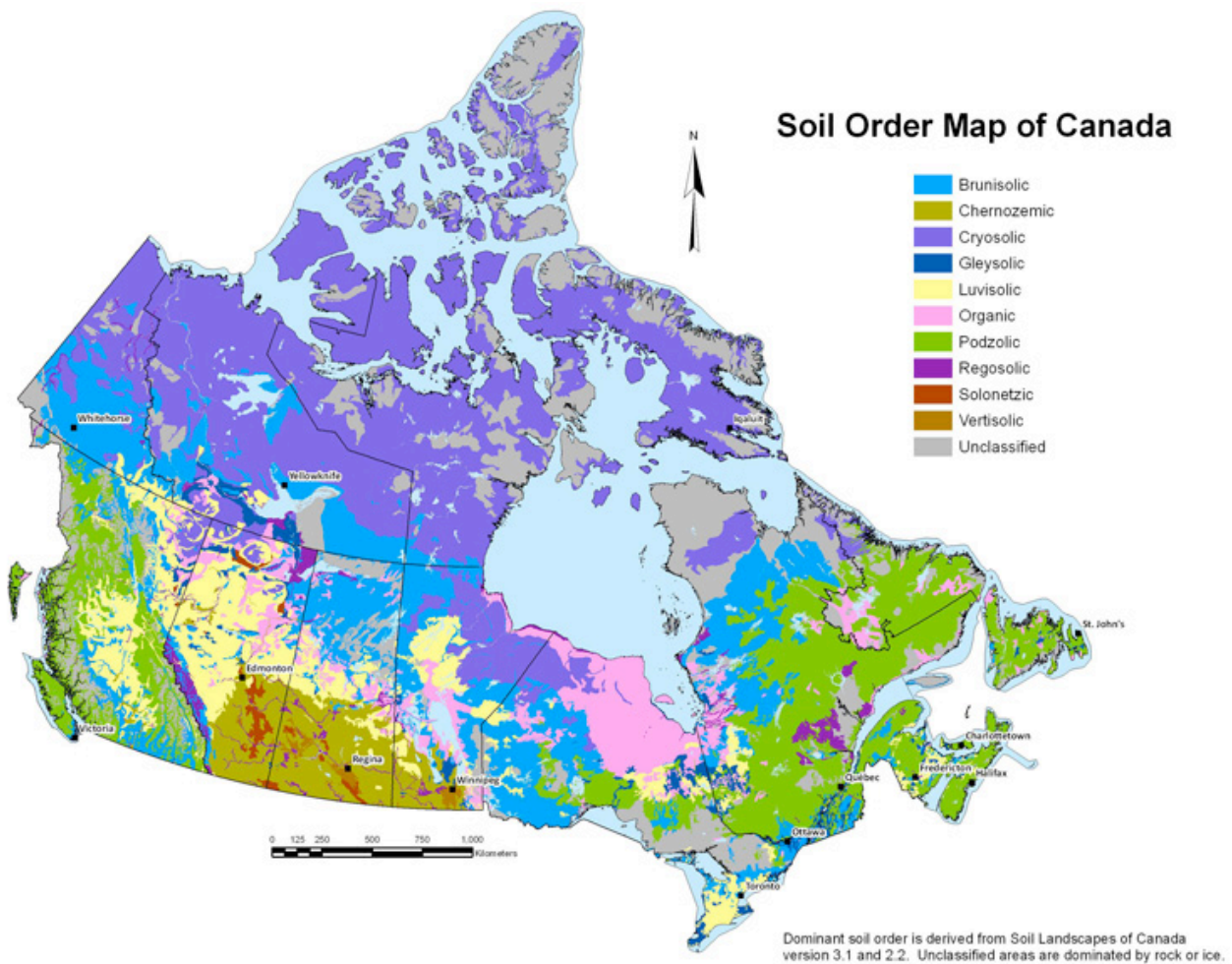
## Layering publication coverage to soil zones

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Client supplied soil composition zone map for the prairies with the black soil zone being the area of focus. The circulation areas of the relevant publications were integrated into the soil map. AdWest's GIS infrastructure was used break down coverage by: % of coverage area in target geography, farm count in target geography and crop production within target geography. Client was presented with a map and data table detailing the various community newspaper options.

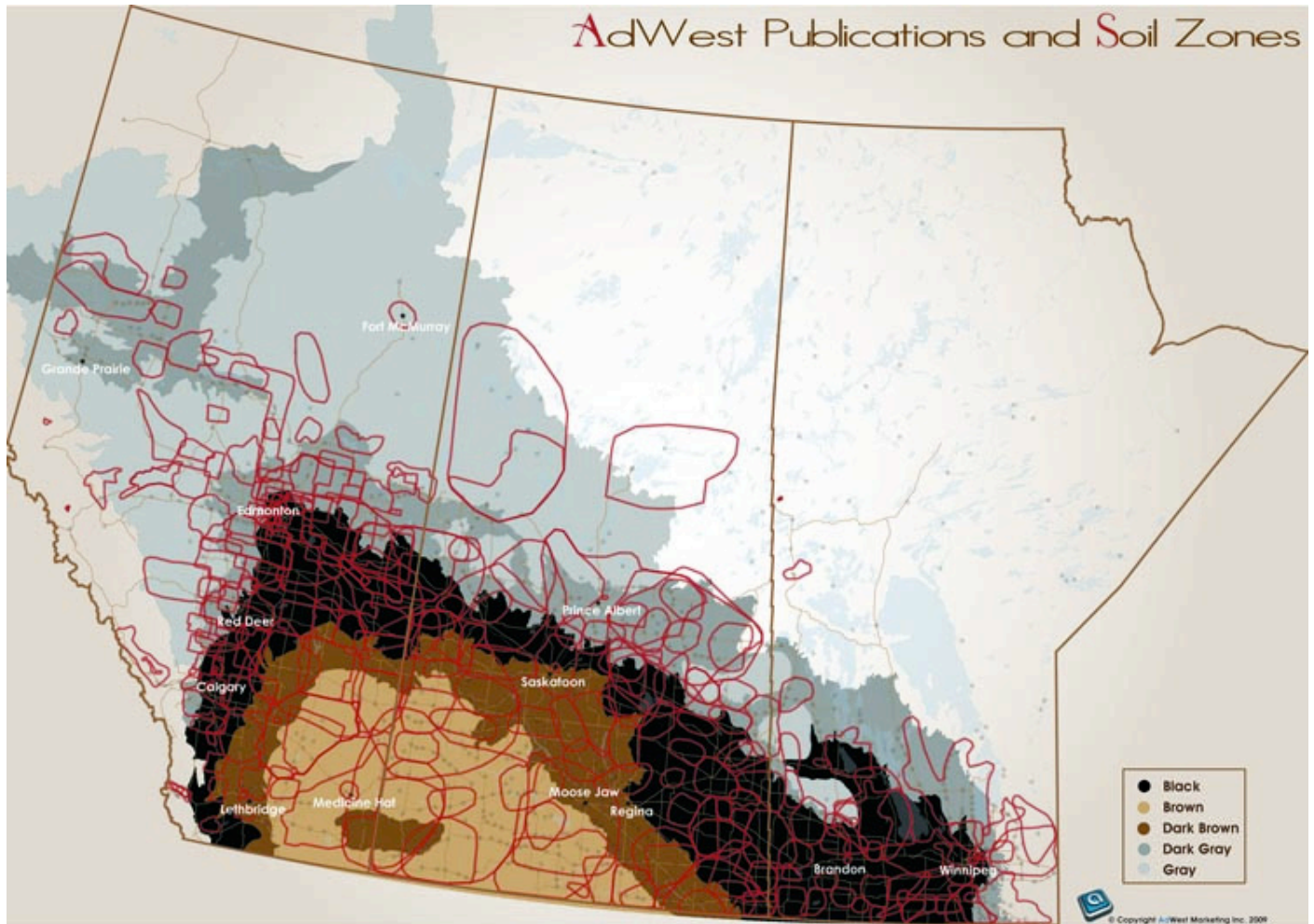
### Figure 1

*Client supplied Soil Order Map. Agency directed to target publications circulating within specific soil zones on the prairies.*



## Figure 2

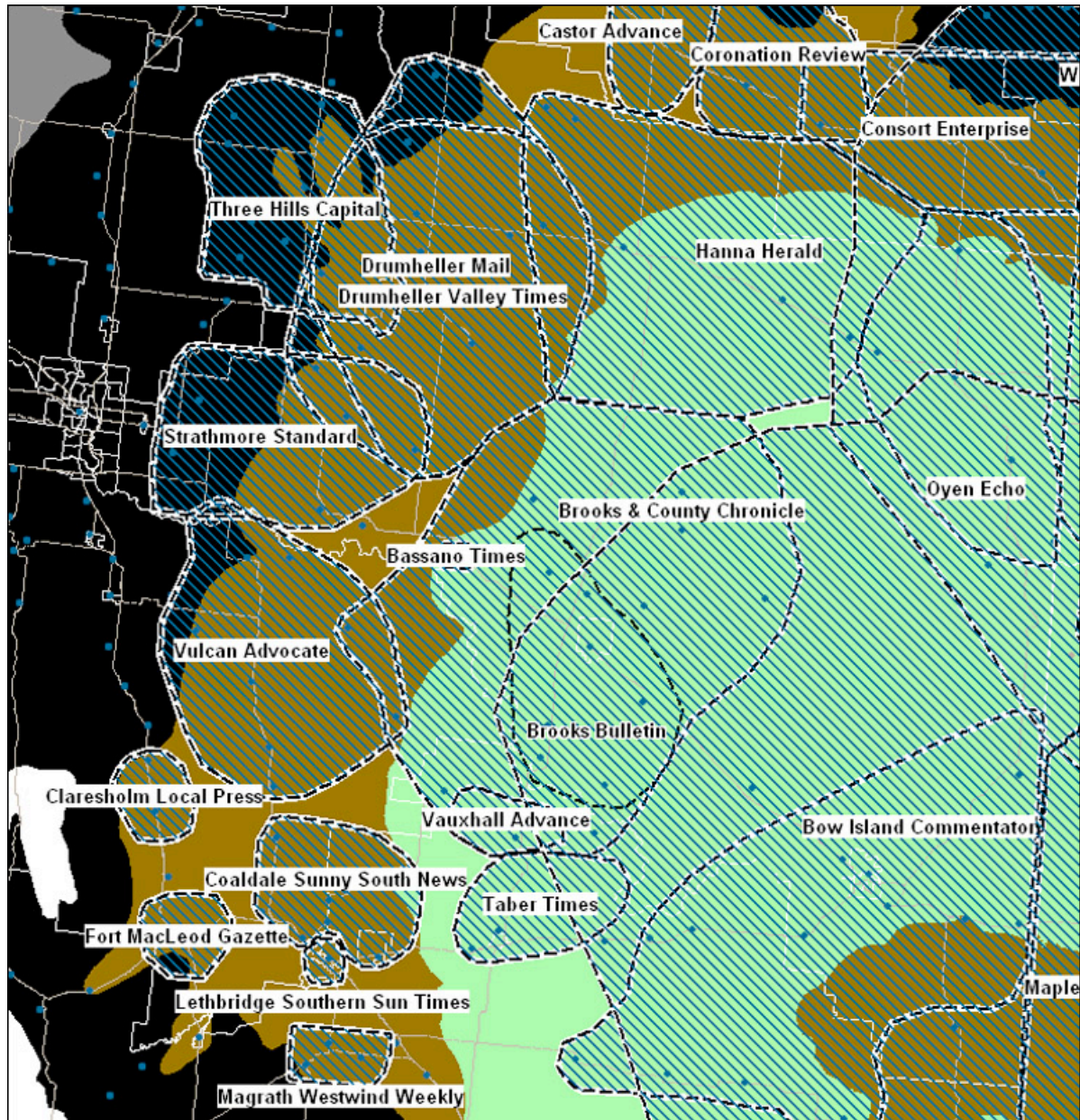
Circulation areas of all publications layered against key soil zones for client presentation. Each publication supported by underlying data including: % of coverage area in target geography, farm count in target geography and crop production within target geography.





### Figure 3

Magnified view of map used for planning purposes. View highlights interaction of coverage areas with both the target soil zones and other publications.



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