



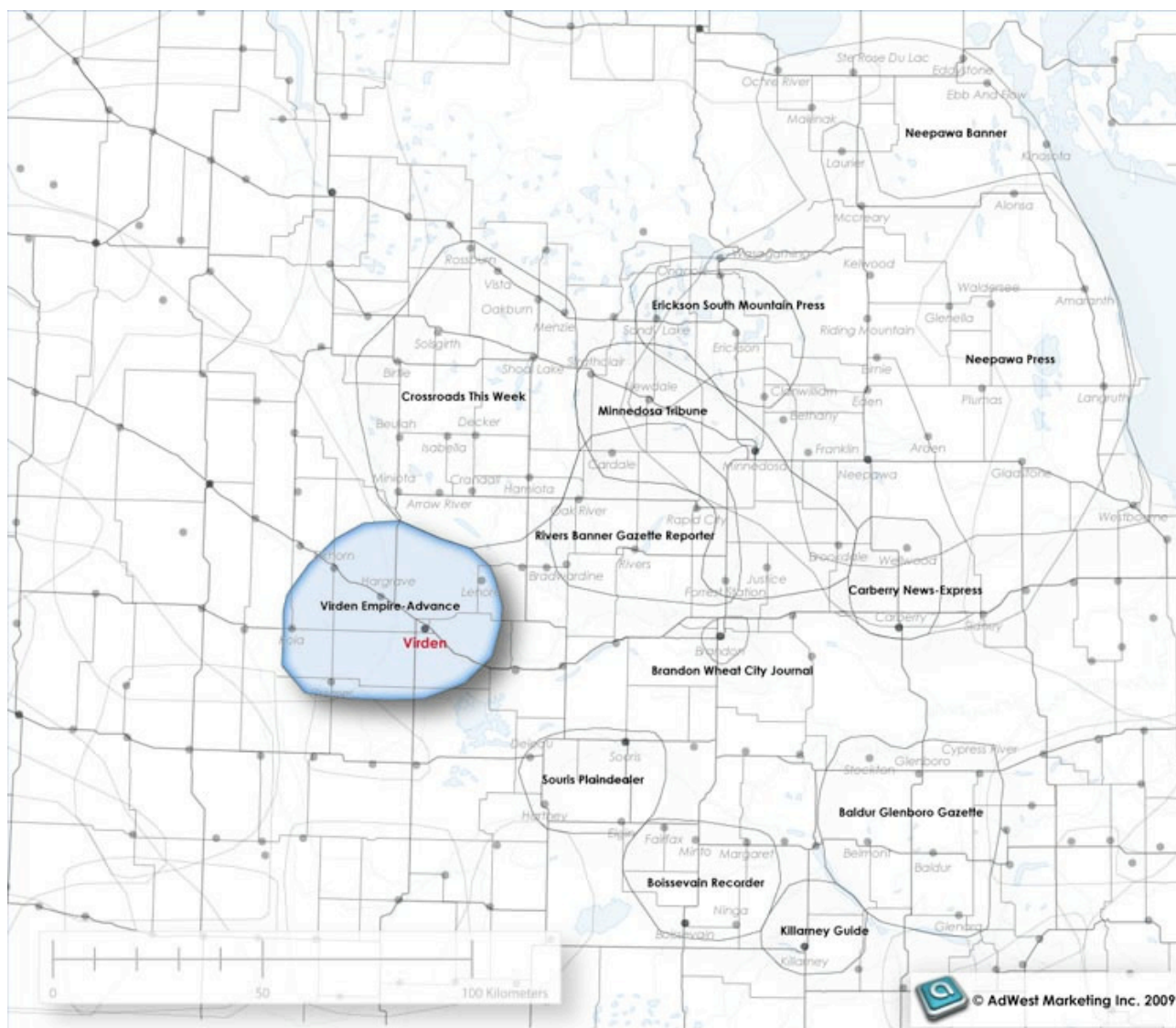
adwest

Geo-Targeting By Planning Around Key Communities Served

Understanding where target communities fall within a specific coverage area

The agency asked for a recommendation of publication(s) circulating directly to a number of specific communities. Using GIS AdWest created a series of maps to highlight the degree of coverage offered by various publications. In this case the target community fell within the coverage area of a single publication. The map however provided insights into some other newspaper options for consideration by way of outlined, labeled coverage areas and a distance scale.

Figure 1



For more information, or for help with your own project, please contact AdWest at info@adwest.ca