

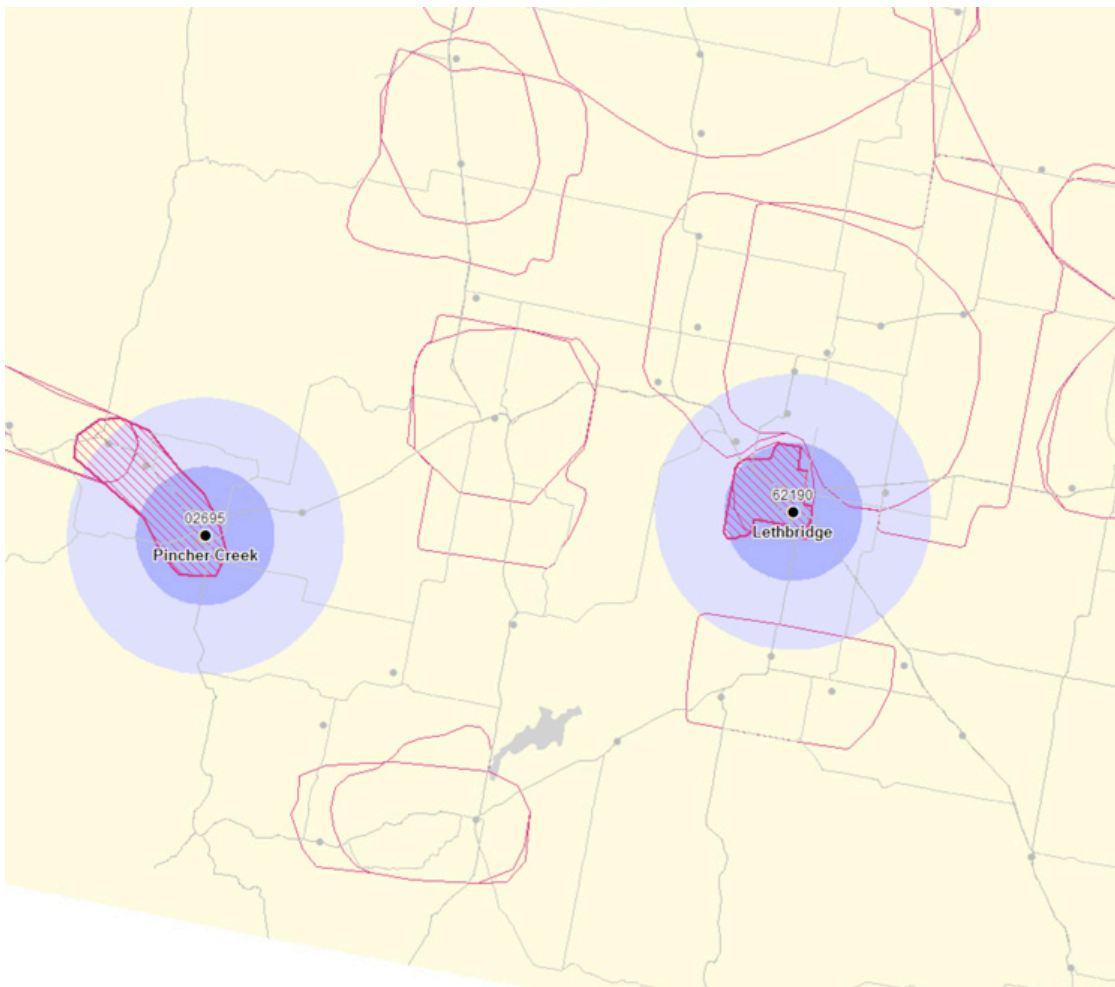


Geo-Targeting With Retail Locations With Trade Areas or Radius

Mapping 10km and 20km radii coverage area around multiple retail locations and circulation areas.

The Agency needed to evaluate newspapers based on coverage within targeted distances of specific retail locations. Using GIS, AdWest created a series of maps to illustrate the coverage options for 10km and 20km radii around key retail locations including those in Lethbridge and Pincher Creek, AB. The fact that multiple coverage areas originating from other communities intersect the target radius would not have been obvious had planning been done with only a Rate Card. A spreadsheet of underlying data for circulation, population and demographic profiles for areas of intersection accompanied the map.

Figure 1



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