



Geo-Targeting By Working with Customer Supplied Data

Postal codes aggregated to total counts by coverage area

adwest

Customer postal code data is collected at the time of purchase by a well-known national retailer. 26,000 postal codes are supplied to AdWest to helping the agency identify a link between customer location and relevant community newspapers.

Using GIS technology, all postal codes aggregated and totalled by physical newspaper coverage area.

Within 24 hours, the agency had the ability to assess all 260+ member publications based on the number of purchases that were occurring from the postal codes within each coverage area.

Figure 1

			Sheets	Charts	SmartArt Graphics	
	A	B	C	E	G	H
	Paper	ID	Zone	Customers Within Audited Coverage Area		
2	Airdrie City View	48263	AB - 60min Calgary	265		
3	Airdrie Echo	48001	AB - 60min Calgary	251		
4	Athabasca Advocate	48002	AB - North East	46		
5	Banff Crag & Canyon	48003	AB - South West	89		
6	Barrhead Leader	48004	AB - 60min Edmonton	57		
7	Bashaw Star	48005	AB - 60min Red Deer	11		
8	Bassano Times	48006	AB - South East	9		
9	Beaumont News	48007	AB - 60min Edmonton	67		
10	Beaverlodge Advertiser	48008	AB - North West	30		
11	Bonnyville Nouvelle	48009	AB - North East	68		
12	Bow Island Commentator	48010	AB - 60min Lethbridge	414		
13	Brooks & County Chronicle	48011	AB - South East	130		
14	Brooks Bulletin	48012	AB - South East	103		
15	Brooks Weekender	159642	AB - South East	122		
16	Calgary Fast Forward Weekly	48266	AB - 60min Calgary	10055		
17	Camrose Canadian	48013	AB - 60min Edmonton	141		
18	Canmore Kananaskis	161931	AB - South West	278		
19	Canmore Leader	48014	AB - South West	247		
20	Canmore/Banff Rocky Mountain Outlook	48267	AB - South West	288		
21	Cardston Temple City Star	48016	AB - 60min Lethbridge	23		
22	Carstairs Courier	48017	AB - 60min Calgary	95		
23	Castor Advance	48018	AB - South East	11		
24	Clareholm Local Press	48019	AB - 60min Lethbridge	18		
25	Coaldale Sunny South News	48020	AB - 60min Lethbridge	77		
26	Cochrane Times	48021	AB - 60min Calgary	114		
27	Cold Lake Sun	48040	AB - North East	84		
28	Consort Enterprise	48022	AB - South East	8		
29	Coronation Review	48023	AB - South East	16		
30	Crossfield Irricana Rocky View Weekly	48024	AB - 60min Calgary	177		
31	Crowsnest Pass Herald	48025	AB - 60min Lethbridge	33		
32	Crowsnest Pass Promoter	48026	AB - 60min Lethbridge	34		
33	Devon Dispatch News	48028	AB - 60min Edmonton	70		
34	Didsbury Review	48029	AB - 60min Calgary	76		
35	Drayton Valley Western Review	48030	AB - North West	72		
36	Drumheller Mail	48031	AB - South East	77		
37	Drumheller Valley Times	48260	AB - South East	97		
38	Eckville Echo	48032	AB - 60min Red Deer	11		
39	Edmonton Examiner, All	172886	AB - 60min Edmonton	4782		
40	Edmonton Examiner, Millwoods	161703	AB - 60min Edmonton	753		
41	Edmonton Examiner, Northeast	161701	AB - 60min Edmonton	738		
42	Edmonton Examiner, Northwest	161700	AB - 60min Edmonton	574		
43	Edmonton Examiner, Southeast	161702	AB - 60min Edmonton	762		
44	Edmonton Examiner, Southwest	161704	AB - 60min Edmonton	839		
45	Edmonton Examiner, West	161705	AB - 60min Edmonton	688		

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