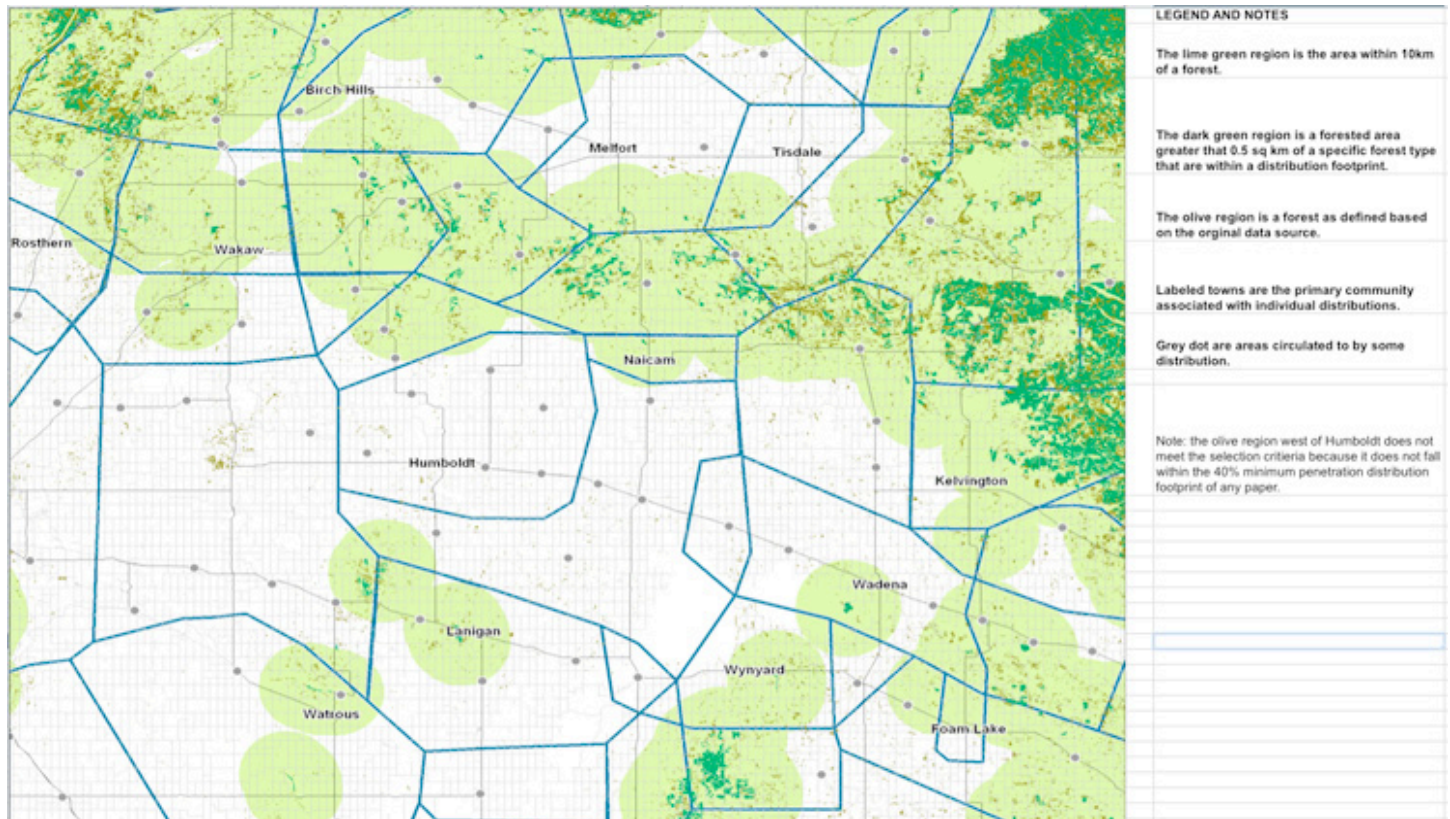


Geo-Targeting By Unveiling the Target Audience Using GIS Technology

GIS mapping raw data against a number of variables

The agency was looking to build a plan around publications circulating in areas of heavy forest concentration. They needed further insights into data that existed only in raw table form. AdWest's GIS infrastructure allowed their data to be physically plotted for deeper analysis and perspective. The map illustrates location and density of forest and newspaper coverage area. The accompanying table (not shown) delineated square km's of forest (and forest type) within a 10km radius of each newspaper coverage area.

Figure 1



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