



Geo-Targeting With Retail Locations With Trade Areas or Radius

Single Retail Location, Coverage Areas and target radii as concentric circles

An agency planning for a retail client in Port Perry, ON was being directed by the local store manager to consider publications originating out of cities beyond Port Perry.

With the planner being unfamiliar with the geography of the area, GIS maps using concentric circles to illustrate various radii were prepared for the agency to present to their client.

Figure 1



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