



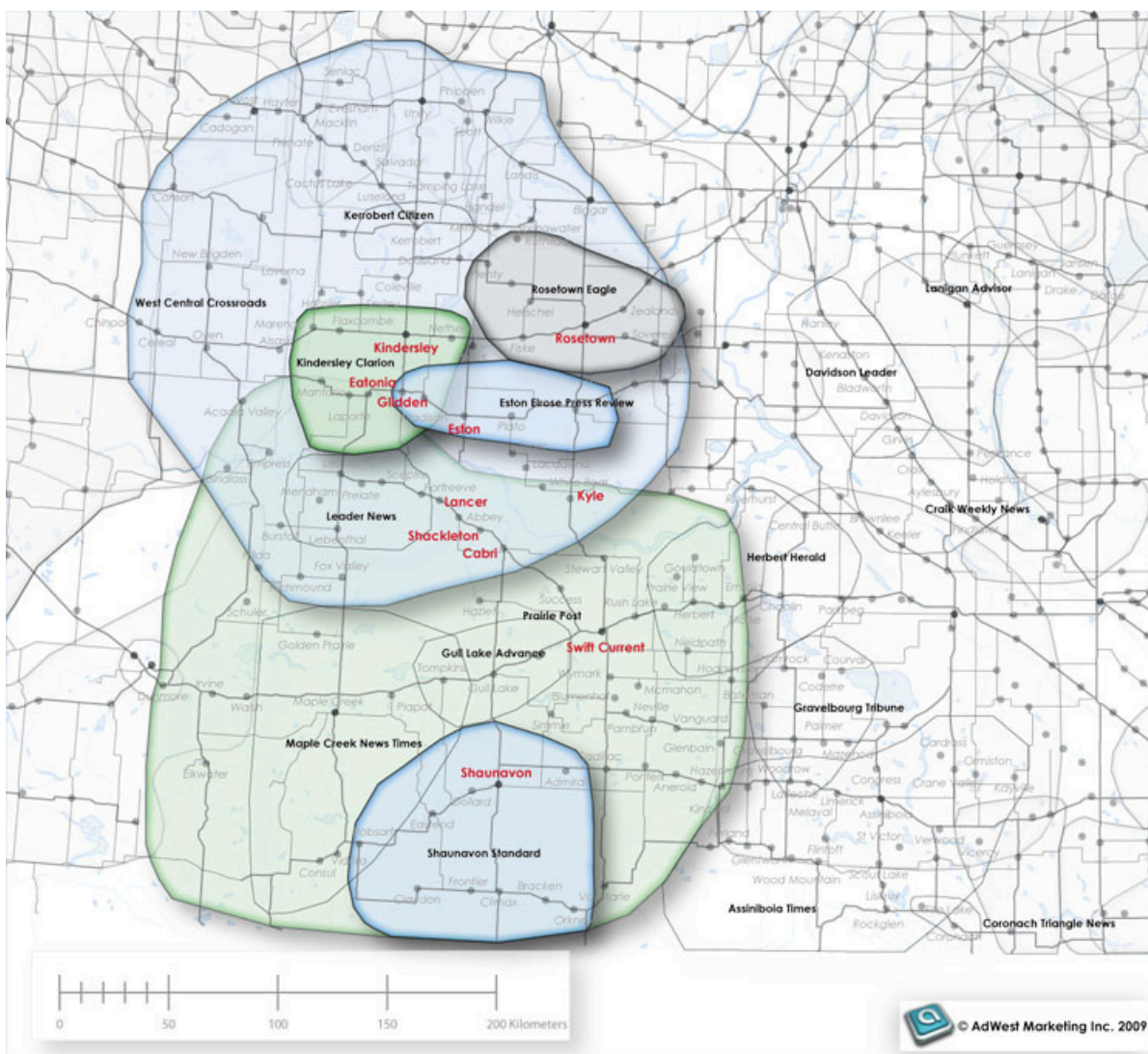
adwest

# Geo-Targeting By Planning Around Key Communities Served

Multiple target communities and newspaper options mapped

The agency assumed that a number of their target communities were served by single titles. But with no hard evidence to support the assumption they asked that multiple target communities and newspaper options be clearly illustrated. Relevant variables were mapped using GIS. The communities in this map follow the route of pipeline development and therefore targeted for public awareness campaigns.

Figure 1



**For more information, or for help with your own project, please contact AdWest at [info@adwest.ca](mailto:info@adwest.ca)**