



adwest

Geo-Targeting By Planning Around Key Communities Served

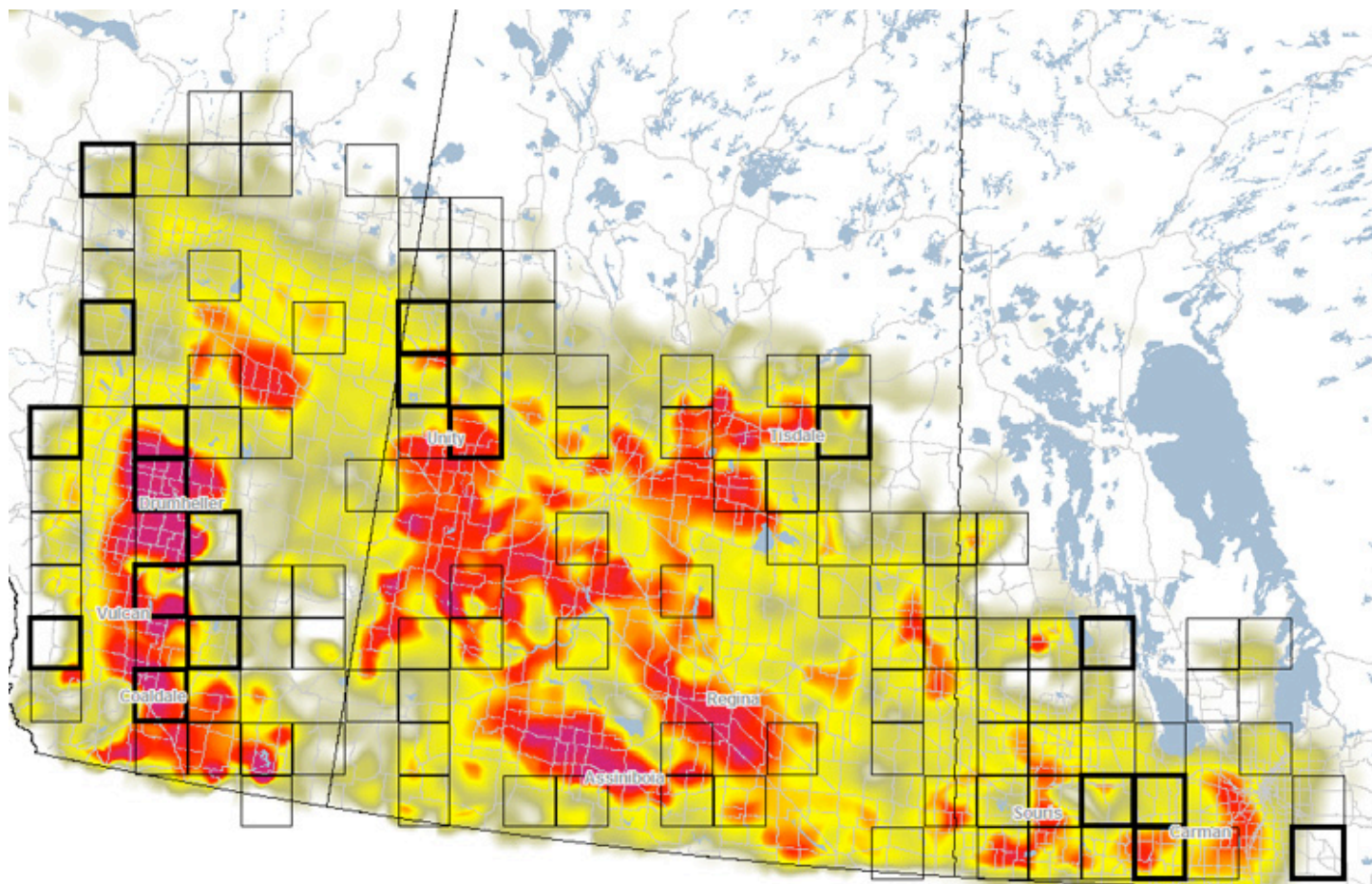
Target communities, StatsCan data mapped in thermal density fashion and a distance grid overlay

A hybrid project involving multiple variables and datasets that ultimately connected back to 'community.'

AdWest GIS system was used to layer StatsCan census of agriculture crop production data, mapped in thermal imaging style and incorporating a distance grid (50km by 50km square).

Client-supplied key communities were added for perspective.

Figure 1



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