

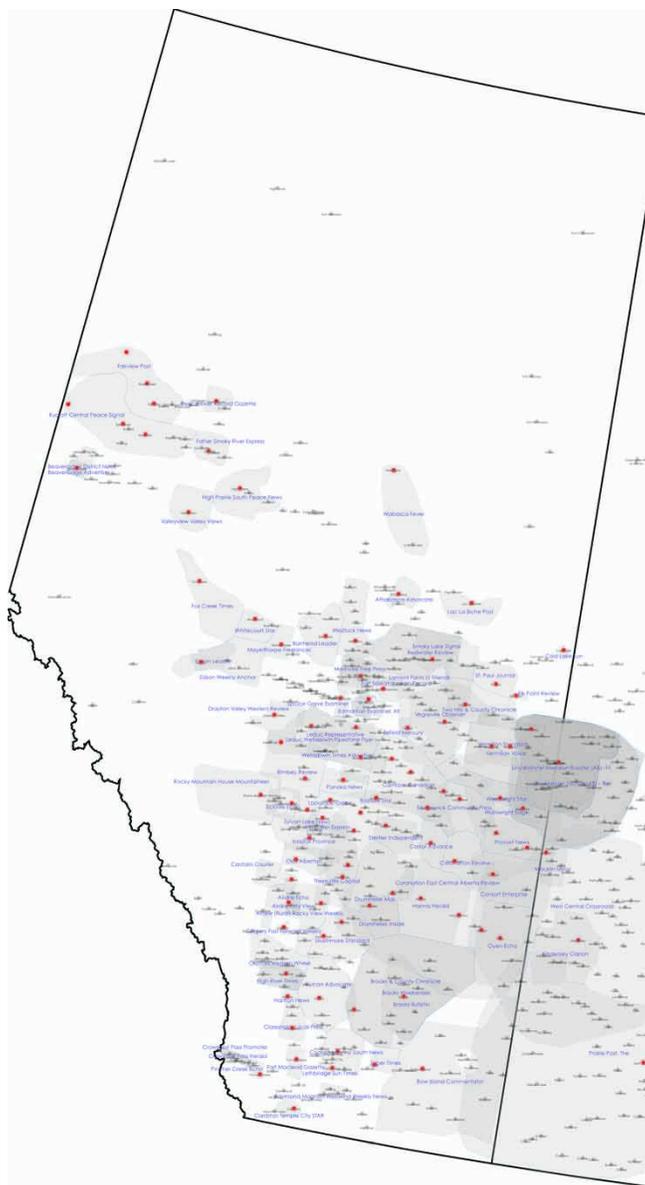


## Geo-Targeting Retail Locations Defined With Postal Codes Layered Provincially Against Coverage Areas

adwest

The agency for a large Alberta-based agriculture retailer with a petro division wanted to support their community newspaper recommendation with a collection of visuals. AdWest built a provincial map of Alberta that incorporated all petro locations against aggregate coverage of planned community newspapers. The map was branded with the name of both the agency and the client and hangs in the agency board room.

Figure 1



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