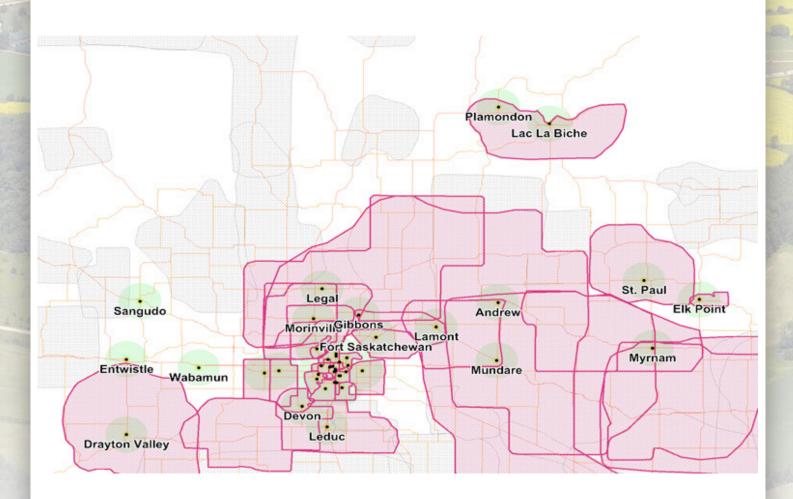


Geo-Targeting By Planning Around Key Communities Served

Understanding target communities, radius and coverage areas

The agency asked AdWest for a recommendation on publications serving key communities in the Edmonton area and a 20km radius around each of them. The project scope involved planning around a series of town hall meetings to be marketed to potential attendees. The client felt that the audience would be contained within 20km of event location.

Figure 1



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