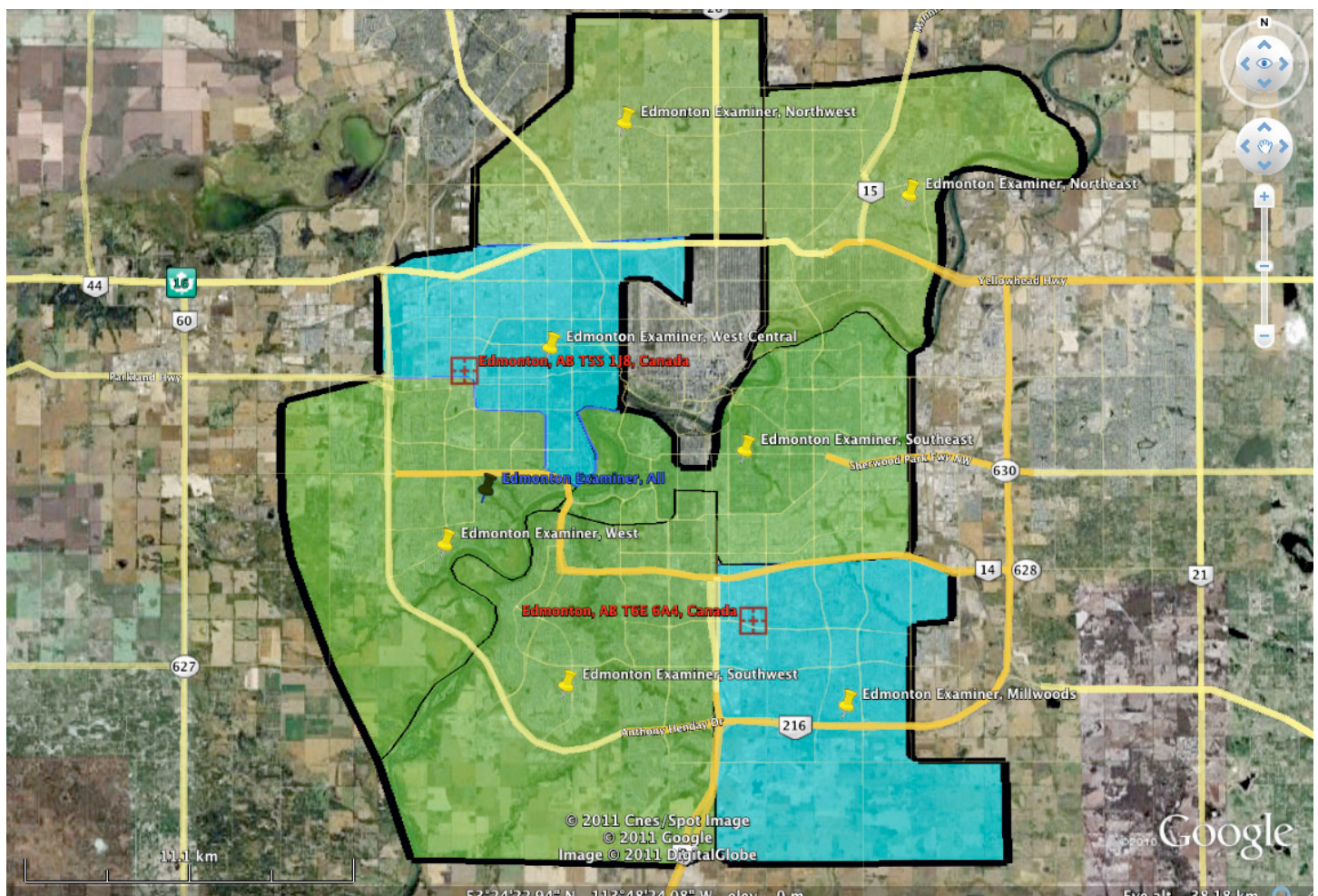


Geo-Targeting Retail Locations Defined With Postal Codes Using Google Earth to determine if the “lay of land” should be considered in media selection

Plotting retail locations against coverage areas using Google Earth and/or Google Street View provides a unique perspective on newspaper options. The tools within the Google Earth application allow planners to literally, get a sense of the ‘lay of the land’ and analyze variables such as major thoroughfares, neighbourhood composition and community boundaries. Google Earth also helps provide perspective on how the right media selection can be impacted by local geographic barriers such as rivers, lakes, forest and distance. In this case, the agency planning a popular import auto manufacturer needed to see it’s two Edmonton locations geo-targeted against the 7 zoned editions of the Edmonton Examiner.

Figure 1



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