

Smart Mapping

Smart Targeting

Smart Marketing

Publication Route Level Digitized Mapping *GIS Technology*

THE APPLICATION OF "DIGITIZED MAPPING" CAN AND WILL INCREASE EFFICIENCIES AND REDUCE WASTE. WE CAN SHOW YOU HOW TO UTILIZE YOUR DELIVERY FORCE MORE EFFECTIVELY.

WHO SHOULD USE DIGITIZED MAPPING?

If you are delivering a printed publication, and still don't have a digitized representation of your routes

GIS-based mapping

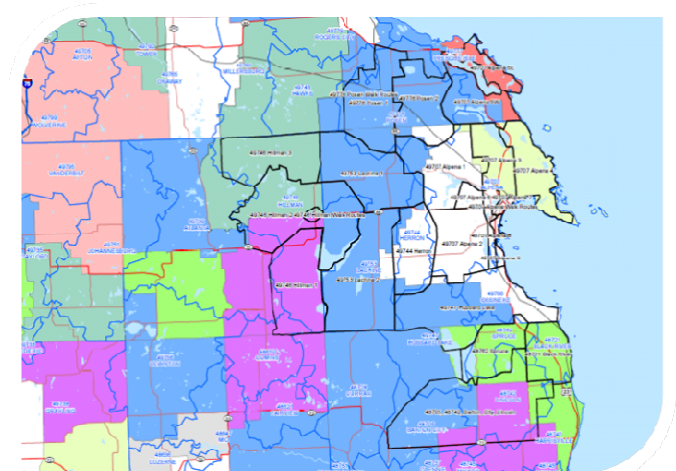
Re-align your carrier routes

Circulation integration

USPS carrier routes, ZIP, Census Tracts,
Block Group detail

Reach high index customers for your local
advertisers

ESRI consumer spend data



Digitized Mapping supports your circulation and sales departments

PMM would like to assist our publication partners. Let us digitize your routes for you. We can help you see where your publication is being delivered and define the most effective use of your delivery force, as well as find out how many households in your circulation area are likely customers for a product or service.

