



03 PROXIMITY TARGETING

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Adshel has the most comprehensive environmental targeting capabilities in the New Zealand out of home industry, able to target relevant consumer environments with 15 key proximity categories.

- Book shops
- Car dealers
- Department stores
- Education
- Fast food
- Finance
- Health and fitness
- Hospitals
- Insurance
- Pharmacies
- Service stations
- Sporting and recreational clubs
- Supermarkets
- Travel agents
- Video stores

