



## A Special Offer for Champaign County Businesses

The Ploughman Analytics team gleans insights from data by helping businesses find information and put it to use to make better decisions. Nationwide, our clients have benefitted from our deep understanding of mapping, business intelligence, optimization, and knowledge management.

Proudly based in Champaign County at the University of Illinois Research Park, we would like to extend a **special invitation to area businesses** to become familiar with our services.

**For only \$749**, Ploughman is offering a **custom-made map** of the Champaign area that will help your business gain insight into locations – your own, those of your competitors, and your potential customers. **These insights can help target marketing efforts and influence the selection of new locations.**

### Your custom map can contain:

- East Central Illinois and the surrounding counties, or a portion of this region
- Up to **100 marked locations** representing your customers, competitors, suppliers, businesses, or others
- The **most recent census data** - age, gender, race, tenure (rental status), and family size
- State, county, city and town boundaries
- Street, highway, and railroad networks
- Hospitals, schools, municipal buildings, and other landmarks

At no additional charge, businesses can also request:

- A **heat map** showing the averages or densities of a quantity of interest across the region. For instance, for every point in the region the map reveals the number of residents within a 5-minute drive.

This offer also includes **underlying data in spreadsheet form** with:

- Additional business details about the 100 mapped locations (if available)
- Employment data for the region for selected occupations

This map will be delivered both as a **PDF file** and as a **large-format paper map**.

Ploughman Analytics will also provide a one-on-one consultation resulting in recommendations for other sources of information and data techniques pertinent to the needs of your business.