



Forward Sortation Area (FSA) Boundary File



A Forward Sortation Area boundary, or FSA, is defined as the first three characters of a postal code, which represent a geographic area. Direct marketers and service industries increasingly use FSA boundaries to target customers, prospects and retail site locations.

By integrating customer FSA and transaction data, with DMTI Spatial FSA boundaries, optimal locations for retail presence can be established and analyzed, service coverage details displayed, sales territories repositioned, or targeted marketing campaigns established.

Nationwide Features include:

- FSA boundaries across Canada
- 1,605 boundaries
- Province abbreviation code
- Aligned to nest with CanMap® Multiple and Unique Enhanced Postal Codes and CanMap Six Digit Postal Codes

Benefits:

- Define sales territories
- Establish targeting for direct marketing campaigns
- Gather accurate research for location analysis
- Analyze sales leads and customer lists

Special Bonus: The Canada Directory is included with every order of Forward Sortation Areas Codes. The directory consists of area code boundaries, time zone boundaries, provincial boundaries, regional municipality boundaries, DMTI topographic boundaries, DMTI national coarse water and 1996 census subdivisions ("CSD") boundaries and data.

Coverage:

- Nationwide

Release Date:

- May 15, 2003

Currency:

- Semi-annual or annual maintenance subscriptions available

Scale:

- 1:50,000

Projection:

- Unprojected latitude, longitude

Datum:

- NAD83

Format:

- ESRI and MapInfo
- Custom formats available upon request