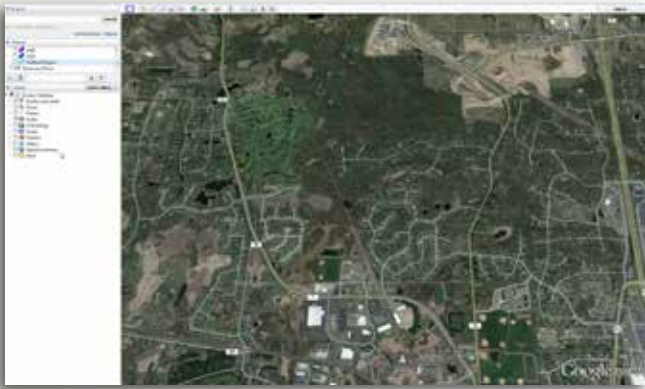


# Create A KML File In 9 Easy Steps!

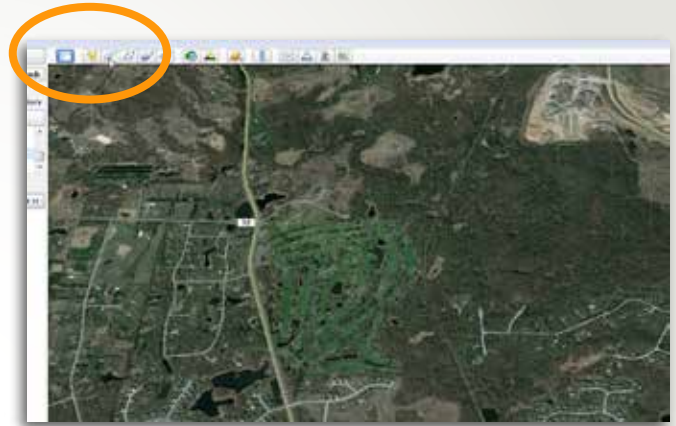
*A Step-By-Step Guide To Drawing Polygons On Google Earth & Creating A KML\* File.*

Understand your market and your opportunity better! With your KML file we can create a list of addresses, provide demographic information and mail to houses in a highly focused area that you choose! Plus, it's easy for you to select an area to create a KML file. Just follow these 8 Easy Steps!

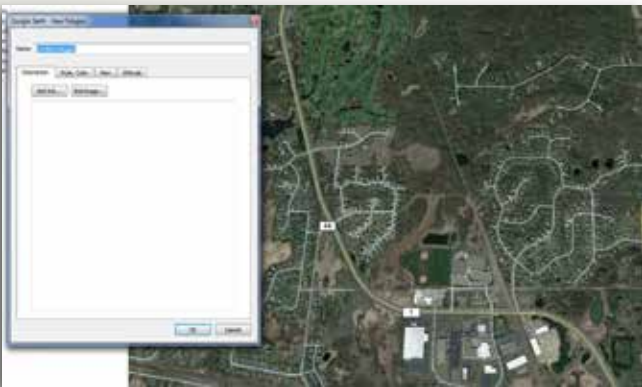
- 1** Open Google Earth and zoom into the area that you want to capture for your kml file.



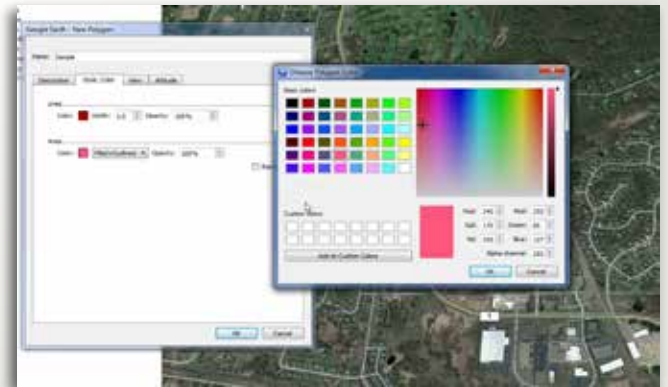
- 2** Click on the Add Polygon icon at the top of the map.



- 3** A box will pop up that will allow you to define the polygon's specifications.



- 4** At this point you can name the file and select the line and area colors you want to use.



\*Keyhole Markup Language (KML) is a code type used for expressing geographic annotation and was developed for use with Google Earth. KML files can be created using Google Earth to plot specific areas called polygons that can be exported and used to generate highly accurate marketing datasets.

# Create A KML File In 9 Easy Steps!

## Step-By-Step Guide Continued

- 5** Select your colors and, leaving the pop up open, find a point on the map you want start from.

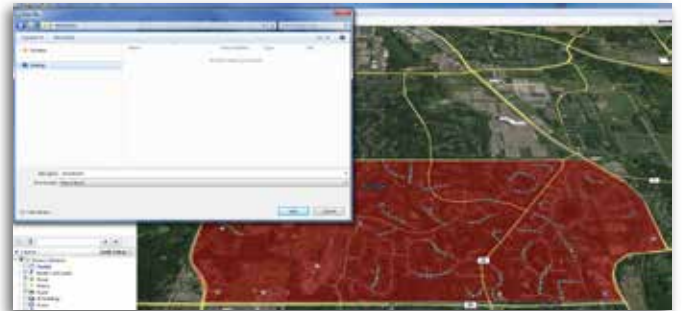
Click and hold down the left mouse button. Drag the mouse over the area you want to capture, ending at the same point that you started.



- 7** Right click on the polygon name in the menu. Click "Save Place As".



- 8** A box will pop up and let you save the polygon as a .KMZ file (the zipped version of a KML file). This is the file that you send to us.



- 9** NOW send this file to [CustomerService@LorexInc.com](mailto:CustomerService@LorexInc.com). We will target marketing to homes or businesses inside the map that you have drawn. We do this **AT THE ADDRESS LEVEL**—not by placing carrier route maps over your polygon.

**SEND US A FILE TODAY!**

## It's That Easy To Create Your Own KML File!