



► The Allentown (PA) Morning Call

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Jeff Ortwein
IT Supervisor
The Morning Call
Allentown, PA

The Allentown (PA) Morning Call is the third largest paper in Pennsylvania. *The Morning Call* serves the Lehigh Valley cities of Allentown, Bethlehem and Easton, as well as a nine-county area in Pennsylvania and western New Jersey. The newspaper has a circulation of 130,000 daily and 170,000 Sunday. *The Morning Call* currently uses SCS's Layout-8000™ automated display ad dummyming system, the SCS/LinX QuarkXTensions® news pagination software and SCS's AdMAX advertising management system. After witnessing the successful installation of SCS/ClassPag™ at the *Chicago (IL) Tribune*, *The Morning Call*, also a Tribune Company publication, purchased it as well.

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At *The Morning Call*, SCS/ClassPag interfaces with an SII classified system. *The Morning Call* uses Multi-Ad Creator® and QuarkXPress® to create classified display ads, and SCS/ClassPag imports the EPS files of these ads from *The Morning Call's* Cascade ad server. SCS/ClassPag exports any partial classified pages to the paper's Hermes editorial system.

"With our newly redesigned paper, SCS/ClassPag allows us to make future layout and design changes more easily. It will also allow us to adjust and meet production deadlines that go along with the redesign," said Mr. Ortwein. On January 14, 2002, *The Morning Call* began circulation of the newly redesigned newspaper, including a new separate section for classifieds. *The Morning Call* produces broadsheet classified sections Sunday through Friday and tabloid classifieds for its classified sections. SCS/ClassPag makes the creation of *The Morning Call's* classified sections faster, more accurate, efficient and consistent. SCS/ClassPag is also used to paginate *The Morning Call's* special sections, including a real estate weekly in quarter-fold format.

Publication: ***The Morning Call***

Circulation: 130,000 daily;
170,000 Sunday

Group: Tribune Company

The Morning Call uses SCS/ClassPag™ for classified pagination, Layout-8000™ for display ad dummyming, SCS/LinX™ for news pagination and AdMAX™ for advertising management.

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SCS/ClassPag paginates more than 20,000 classified ads on 100 pages in less than a second. Engineered to be platform independent, SCS/ClassPag runs on SCO Unix at *The Morning*

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Call with PC workstations. SCS/ClassPag also runs on Sun Solaris, Linux and Windows NT/2000 with workstations on PCs, Macintoshes, thin clients, etc. SCS/ClassPag supports *The Morning Call* color classifieds and zoned real estate ads. *The Morning Call's* banners, folios and indices are also easily created and edited with SCS/ClassPag, as are jump boxes, which *The Morning Call* will now be able to add to their classified page designs. SCS/ClassPag facilitates making square-offs. *The Morning Call's* long legal ads are also handled more efficiently; SCS/ClassPag has the ability to fold long ads into segments based on SII line breaks.