



► Capital Gazette Communications Inc.

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Scott Barter
Director of IT
Capital Gazette
Communications
Annapolis, MD

Company:
Capital Gazette
Communications Inc.
(Annapolis, MD)

Total Circulation:
approx. 300,000 total

Capital Gazette Communications uses SCS/Track™ for ad production and digital ad asset management and Layout-8000™ for display ad dummyming.

Capital Gazette Communications Inc., in Annapolis, MD, has successfully replaced its legacy ad tracking system with the SCS/Track ad production management system from Software Consulting Services, LLC (SCS).

SCS/Track organizes ad workflow from beginning to end. It standardizes the generation and naming of Capital Gazette's ad documents. When ad builders select an ad job in SCS/Track, the Capital Gazette's system automatically launches MultiAd Creator, creates a document according to the ordered size, and names the file appropriately. With SCS/Track's logical filing system, ad documents are never lost. With SCS/Track's automated routing, ad tracking and audit trails, managers can find any ad at any time and determine who has worked on the ad. Capital Gazette staff praises SCS/Track's automated archiving and easy pick-ups.

"The level of automation is very good," said Scott Barter, Capital Gazette's Director of IT, "SCS engineers are very responsive to our requests for modifications and customizing the system to our specific needs. Also, the SCS/Track installation was by far the smoothest software/hardware installation we have experienced by a vendor. The installation timeline was met without delays - a first in my 11 years of experience in this industry."

SCS/Track interfaces with the Capital Gazette's outgoing AdMarc front-end system and new Mactive front-end, as well as with the Capital Gazette's ATS and Mactive (PGL) pagination systems.

The Capital Gazette's SCS/Track purchase included two Dell 2900 servers and a total of 12 new Macintosh workstations running OS X (10.4), 10 for Annapolis's production area and one each for remote ad building at satellite Bowie and Gazette offices. For ad building, Capital Gazette staff uses MultiAd Creator 7 running on the Macintosh workstations. Capital Gazette also runs SCS/Track on Windows workstations for ad services, prepress electronic ads, and administrators.

"Capital-Gazette's primary criteria for Ad Tracking software was a vendor with an excellent record for customer and technical support. After meeting with SCS staff and other SCS customers, it was evident that the SCS support was among the best. The high level of support during and after installation confirms this," Mr. Barter said.

Capital Gazette has used SCS's Layout-8000 for display ad dummyming since 1993. SCS/Track's rADar™ edition management



Software Consulting Services, LLC

tool uses Layout-8000 data to display the production status of each edition.

In addition to *The Capital* (circulation: 43,455), Capital Gazette Communications publishes the *Maryland Gazette*, *The Bowie Blade-News*, *The Crofton News-Crier* and *The West County Gazette*. Founded in 1727 as the weekly *Maryland Gazette*, the paper has a long and distinguished history. It was the first newspaper in the American Colonies to have a woman as both editor and publisher. Capital Gazette Newspapers is now owned by Landmark Communications, Inc.