



► The Cincinnati (OH) Enquirer

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Glenn Johnston
Advertising Planning and
Production Manager
The Enquirer
Cincinnati, OH

The Cincinnati (OH) Enquirer, a Gannett Co. newspaper, has installed the SCS/ClassPag™ classified pagination system from Software Consulting Services, LLC (SCS).

SCS/ClassPag paginates complete classified editions in seconds. *The Enquirer* went live with SCS/ClassPag and a new order entry system simultaneously. SCS/ClassPag eased the transition with its uniformity and consistency.

The Enquirer especially appreciates how SCS/ClassPag facilitates test products, such as break-out Real Estate sections on weekends, without affecting production. The system's flexibility enables Enquirer staff to modify editions quickly and easily.

The newspaper runs SCS/ClassPag on Linux servers with PC workstations.

"The Layout-8000 and SCS/ClassPag systems are among the most stable and well supported operating systems we work with every day within the Advertising Operations Division at the Enquirer," said Glenn Johnston, *The Enquirer's* Advertising Planning and Production Manager.

A longtime user of SCS's Layout-8000™ for display ad dummyming, *The Enquirer* joins the 60-plus publishing sites that use SCS/ClassPag worldwide.

The circulation for *The Enquirer* is approximately 200,000 daily and over 300,000 Sunday. SCS's Layout-8000 and SCS/ClassPag are also used to paginate the 27 weekly Community Press and Recorder papers *The Enquirer* publishes in Cincinnati and Northern Kentucky.

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