



► Clarín (Buenos Aires, ARG)

With a daily circulation of 560,000 and a Sunday circulation of 1,000,000, Buenos Aires (ARG) *Clarín* now uses **SCS/ClassPag™** for daily production of its classified sections. At *Clarín* four paginators produce anywhere from 35 to 80 pages of classifieds per day.

Clarín installed new presses, greatly expanding its ability to publish color pages, in 2001. *Clarín* has a full-color automotive classified section with a color photo included in each liner ad. With such complex classified pagination needs, *Clarín* turned to Software Consulting Services, LLC for a fast, high functionality solution.

The SCS/ClassPag classified pagination system paginates over 20,000 classified ads on 168 tab pages in less than a second. SCS/ClassPag combines complex placement algorithms and site-defined parameters to produce tightly paginated classified sections with minimal paginator intervention. Using SCS/ClassPag, *Clarín* can now produce classified sections in color.

Clarín's ads are composed by SCS/ClassPag. Both classification headers and liner ads can appear with color text or in reverse (black or white text on a color background). SCS/ClassPag also enables *Clarín* to build interactive indexes, banners and folios that are automatically updated for the current pagination run.

SCS/ClassPag also expedites the production of *Clarín's* image-laden automotive classified section. *Clarín's* Auto guide regularly has 40+ pages of ads, and each ad contains an automotive picture. Importing a 500+kb image file and composing each ad used to take 1.5 seconds or over 20 minutes for 2000 ads. The newest release of SCS/ClassPag's composition engine has an OPI-like scheme to tag each image file for inclusion. A short comment with the image file name (usually about 40 bytes) replaces megabyte photo files. Now the entire automotive section is composed in seconds. This new section is very successful and *Clarín* expects that the system's added capacity to handle such ads will facilitate the planned growth to 80 pages per week.

Company: **Clarín**

Circulation: 1,000,000

Clarín uses **SCS/ClassPag** for classified pagination.

Clarín staff wanted to make greater use of SCS's composition features to automate the building of dynamic page furniture like indices, banners, jump boxes, etc. Since the SCS composition engine builds all of *Clarín's* ads, the recent training helped with designing many new ad styles as well.

Clarín uses SCS composition very creatively. One example is their dynamic index and map for housing classifieds. On the first page of the housing classifieds, *Clarín* displays a zoned map of the region, lists each house and apartment ad grouped by location and refers to



the page on which the ad appears. SCS/ClassPag completely automates the building of this index and map.

Other recent enhancements to SCS/ClassPag improve its usability. An icon toolbar speeds invocation of various functions. SCS/ClassPag's color-coding differentiates classifications onscreen. This helps avoid placing ads out of classification. SCS/ClassPag can now combine ad export files from multiple sites in support of cross-selling and correspondingly separate combined export files by publication, edition and date. Zoned classified pages and sections are fully supported.

At *Clarín* SCS/ClassPag runs on dual Linux® servers and PC workstations. *Clarín* was the first metro newspaper to use SCS/ClassPag on the increasingly popular Linux operating system. Engineered to be platform-independent like all SCS systems, SCS/ClassPag also runs on SCO® Unix®, Sun Solaris® and Windows NT®/2000® with workstations on PC, Macintosh®, etc. More than 20 publishing sites worldwide use SCS/ClassPag.