



► The Danbury (CT) News-Times

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Nicole Smith-London
Creative Services Mgr
The News-Times

Software Consulting Services, LLC (SCS) installed SCS/Track™ at *The Danbury (CT) News-Times* (circulation: 32,501), which joins other Ottaway publications that rely on SCS/Track for ad production management and ad archiving. During the SCS/Track installation, *The News-Times* moved from manual paste-up of advertising to complete electronic pagination. Despite the magnitude of the changes involved, there were no interruptions or delays in production.

"SCS/Track helped facilitate electronic pagination," said Nicole Smith-London, Creative Services Manager at *The News-Times*. "SCS staff helped us to figure out how to get all the systems to work together."

As an Ottaway publication, *The News-Times* uses Ottaway's AS/400 front-end system. The SCS/Track system is integrated with the AS/400 as well as with the newspaper's DewarView system for news pagination, ALS (from Managing Editor) for dummied and the Enterprise System (from Atex) for classified pagination.

To run SCS/Track, *The News-Times* also purchased from SCS new terabyte-capacity servers, built by Cobalt Computers. Running SCS/Track on Red Hat Linux®, these servers are remarkable for their low cost and huge capacity. *The News-Times* is the first production user of these SCS-engineered servers. There are approximately 10 Windows 2000® workstations with QuarkXPress® for ad creation.

With SCS/Track, SCS installed the AdApprove™ module for web-based ad proofing and approval at *The News-Times*. The newspaper plans to start testing AdApprove this quarter, using its locally run web server. "We have two advertisers lined up to use the AdApprove web-based proofing module. I think AdApprove can be a very useful tool in the very near future for us as well as other sites that are using the SCS tracking system. Once we establish contact with our customers and set up a training schedule with them, we should be running smoothly," said Ms. Smith-London.

Developed and distributed by SCS, SCS/Track streamlines ad production and enables publishers to manage digital ad assets

Company: **The Danbury (CT) News-Times**

Circulation: 32,501 daily

The News-Times uses SCS/Track™ for ad production and digital ad asset management.



effortlessly. SCS/Track completely organizes ad files behind-the-scenes, enabling ad builders to focus on creating ads, not finding files. SCS/Track automatically assigns ad jobs appropriately to ad builders, teams or stations. SCS/Track automatically launches a selected ad job into desktop ad building applications, like QuarkXPress, Multi-Ad Creator[®], InDesign[®], etc., creating the ad document in the ordered size and naming it appropriately. SCS/Track includes preflight checks to help ensure that the ad ordered is the ad produced. When an ad ends its production run, SCS/Track archives the ad in stages, making it easy to locate for pick-ups and easy to maintain for long-term storage.