



## ► New Hampshire Union Leader (Manchester, NH)

**"In this economy,  
we don't have the  
manpower anymore  
to waste time looking  
for an ad."**

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**"I've been here 17  
years and this was  
the most smooth  
installation we've  
ever had."**

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**Robin Wilson  
Ad Services Manager**

**The New Hampshire Union Leader** is the daily newspaper in Manchester, the largest city in New Hampshire. It is a statewide publication with both daily and Sunday editions. The paper went live with SCS/Track in April of 2009.

With SCS/Track, SCS provides a turn-key solution for managing ad production workflow and digital ad assets. SCS configures all applications, system software and hardware. The system software includes operating system, database management software and failover technology. Open source technology is used wherever cost-effective. SCS/Track is in use at more than 30 sites.

At the Union Leader, SCS/Track runs on two multi-terabyte Dell servers with Red Hat Linux® as a single-server-plus-backup configuration. Workstations are either PC's with Windows XP or Mac's with OSX. The connection software is NX for Windows and X11 for the Mac's.

The system supports 12 ad builders, several managers and 6 sales reps. Ads are built using Adobe products InDesign CS2, Illustrator CS2, Photoshop CS2 and Flash CS2, all of which are launched directly from the SCS/Track system. Ad text entry is done with Microsoft Word.

Robin Wilson, Ad Services Manager, explains why the Union Leader looked for an ad tracking system. "We have three different departments that handle the building and processing of our ads. These three departments all had their own way of handling ads and all were very different. We needed a system that they could all use and all have easy access to the ads regardless of where the ad originated."

She continues, "Archiving of ads was another big issue for us. We spent way too much time looking for old ads and in some cases we were never able to find them and we needed to start from scratch. In this economy, we don't have the manpower anymore to waste time looking for an ad. We also wanted our sales reps to have access to their ads once they were processed. Being able to email a proof or an old ad to a customer in seconds has made our sales staff so much more efficient than ever before."

SCS/Track receives ad orders from Vision Data via an xml interface. Finished ads are held in MediaSpan's JazBox database.

Company: **The New Hampshire Union Leader**

Publications: Daily and Sunday

Circulation: 61,000 daily and 72,000 Sunday

**The New Hampshire Union Leader** uses SCS/Track for ad production and digital ad asset management, Layout-8000 Version 11 for display ad dummyping, and SCS/NPI for newsprint inventory and management.



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