



► Medford (OR) Mail Tribune

SCS/Track has truly streamlined our operations. It has also made finding ads much faster and easier. We know at any given moment where an ad is in the production process.

Susie Wenaus
Creative Services Mgr
Mail Tribune

The *Medford (OR) Mail Tribune* is the fifth Ottaway Newspapers, Inc. publishing site that has installed SCS/Track™ for ad production and digital ad asset management. With a daily circulation of 26,816 and a Sunday circulation of 31,730, the newspaper completed the installation in November, 2003. SCS/Track was also installed at the *Mail Tribune's* sister newspaper in Ashland (OR), which publishes *The Daily Tidings* (circulation: 5,133).

"We have a sister newspaper 13 miles south in Ashland. Their RIPs are different, and they are Mac-based vs. our PC platform. In the past, we had to manually move EPS ads and/or PDF ads over our network. Now SCS/Track makes the conversion automated and seamless," explained Susie Wenaus, Creative Services Manager at the *Mail Tribune*. "SCS/Track has truly streamlined our operations. It has also made finding ads much faster and easier. We know at any given moment where an ad is in the production process."

Because the Medford and Ashland sites use different RIPs and newsroom systems, SCS/Track's platform-independence and broad interfacing abilities make it particularly effective. While SCS/Track interfaces with their Ottaway AS400 front-end system at both locations, it also interfaces with their distinct newsroom systems, including Ashland's Baseview editorial system running on Macintosh. For page and edition tracking, SCS/Track interfaces with their ALS layout system. Using edition design information from the ALS system, SCS/Track's rADar module presents up-to-date edition status, including completed ad images and color-coded status of ads in progress. For ad building, the newspapers use QuarkXPress®; SCS/Track automatically creates, sizes and names new Quark ad files when an ad job is selected.

"Users appreciate being able to fax proofs directly from their PCs at the click of a button. The fax proofs automatically display all important ad details. While we were able to e-mail proofs before, it was more labor-intensive. Now e-mailing proofs is just a button click," added Ms. Wenaus. Developed and distributed by SCS, SCS/Track streamlines ad production and enables publishers to manage digital ad assets effortlessly. SCS/Track automates ad file creation and storage, workflow, preflighting, including font verification and EPS validation, and archiving. SCS/Track supports ad proofing via the Internet, fax and e-mail. All information about an ad is available from any workstation.

The purchase and installation of SCS/Track included new terabyte-capacity servers, built for SCS by Cobalt Computers. With SCS/Track on the servers running Red Hat Linux®, the Mail Tribune has 26 workstations running Windows 2000® at its main Medford site and 3 Macintosh OS 9.2® workstations at its remote Ashland location.

Company: **Medford (OR)**
Mail Tribune

Circulation: 31,730 daily

The **Mail Tribune** uses SCS/Track™ for ad production and digital ad asset management.

Software Consulting Services, LLC
630 Selvaggio Drive, Suite 420
Nazareth, PA 18064
Sales: 1-800-568-8006
Fax: 610-746-7900
E-mail: sales@newspapersystems.com
www.newspapersystems.com

SCS BUILDS TRUSTED NEWSPAPER SYSTEMS.