



## ► Orlando (FL) Sentinel

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The *Orlando (FL) Sentinel* installed SCS/ClassPag™ for classified pagination in 2005 and has found the system very flexible, allowing them to move forward with many new classified initiatives.

"Since the installation of SCS/ClassPag at the *Orlando Sentinel*, we have successfully completed a full classified redesign, a major classification code change, and replaced our classified front-end system. SCS met all of our requirements in a timely manner," explained Kathleen Fischer, Advertising Systems Implementation Manager at the *Orlando Sentinel*.

Founded in 1876, the *Orlando Sentinel* has been a Tribune Company newspaper since 1965. Today, the *Orlando Sentinel* ranks 37th in circulation among U.S. daily newspapers. In 2006, the *Sentinel's* average annual circulation was 224,567 daily and 336,146 on Sunday.

When the *Orlando (FL) Sentinel* replaced its legacy SII classified pagination system with SCS/ClassPag from Software Consulting Services, LLC (SCS), the paper initially retained its SII front-end and passed classified ad data to SCS/ClassPag. When the paper installed CCI ad order entry in 2006, SCS/ClassPag eased the transition with the ability to interface with concurrent front-end systems, translate classification codes, and merge multiple import directories.

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The *Orlando Sentinel* also uses SCS's Layout-8000™ for display ad dummyming and InLay™ for news pagination in conjunction with Layout-8000 and InDesign.

Company:  
**Orlando (FL) Sentinel**

Circulation:  
224,567

The Orlando Sentinel uses SCS/ClassPag™ for classified pagination, Layout-8000™ for display ad dummyming, and InLay™ for news pagination with InDesign.®