



► Seacoast Newspapers, Inc.

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Alana Sullivan
Systems Manager
Seacoast Newspapers

Seacoast Newspapers, Inc., has successfully completed the installation of the SCS/Track™ ad production and digital ad asset management system. Seacoast Newspapers, Inc., a member of Ottaway Newspapers, Inc., serves the eastern seaboard of New Hampshire and Maine. "One reason we chose SCS/Track was that it was installed in other Ottaway sites that were happy with the product," said Alana Sullivan, Systems Manager at Seacoast Newspapers. With a total circulation of 65,723, Seacoast Newspapers publishes *The Portsmouth Herald* daily newspaper and six weeklies, the *Hampton Union*, the *Exeter News-Letter*, the *Rockingham News*, the *York Coast County Star*, the *York Weekly* and the *Dover Community News*.

Developed and distributed by SCS, SCS/Track streamlines ad production and enables publishers to manage digital ad assets effortlessly. Seacoast's system configuration supports multi-site and multi-publication sales, ad production and publishing.

Ms. Sullivan praised SCS/Track for its "ability to move the ads to wherever we need them in the pagination process." She explained that Seacoast frequently sells multi-publication advertising packages among its daily, weekly and special publications. Seacoast's Ottaway AS400 advertising order entry system requires a separate order for each publication. This results in multiple ad numbers for the same ad image. SCS/Track enables Seacoast to treat those multiple orders as one ad for production, and then the system automatically generates EPS files for each publication's ad order and sends each file to the proper location for printing. "This freed up time to do more work on the ads rather than spend time making sure ads are where they're supposed to be," Ms. Sullivan explained.

Beyond offering increased revenue opportunities and minimizing costly ad production errors, SCS/Track supports multi-site ad building between Seacoast's main site in Portsmouth, NH, and its remote site in Kennebunk, ME. To facilitate publishing at multiple sites, SCS implemented distributed peer-to-peer architecture. When an ad builder at one site goes to work on an ad, that site's SCS/Track server automatically checks the other site's server to confirm that the most recent version of the ad is accessed.

To run SCS/Track, Seacoast Newspapers purchased from SCS a pair of new terabyte-capacity servers, built by Cobalt Computers. Based on SCS's new system configurations, these servers are remarkable for their low cost and high capacity. With SCS/Track on the servers running Red Hat Linux®, Seacoast's Portsmouth

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Group: Ottaway Newspapers

The Portsmouth Herald daily newspaper and six weeklies, the *Hampton Union*, the *Exeter News-Letter*, the *Rockingham News*, the *York Coast County Star*, the *York Weekly* and the *Dover Community News*, all use SCS/Track™ for ad production and digital ad asset management.



site has 10 SCS/Track workstations running Windows 2000® while its Kennebunk site has a remote departmental server and 6 workstations.

Seacoast Newspapers uses Ottaway's AS400 front-end system. The SCS/Track system is integrated with the AS400 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. SCS/Track's rADar™ edition management module uses layout data from the ALS system to display the current status of pages and editions, including images of completed ads.

Seacoast Newspapers uses QuarkXPress® for ad creation. SCS/Track automatically launches a selected ad job in QuarkXPress, creating the ad document in the ordered size and naming it appropriately. SCS/Track also automates workflow, preflighting, including font verification and EPS validation, and archiving. "In terms of maintenance," said Ms. Sullivan, "it's very self-sufficient."

SCS/Track is currently used in ad production at more than 15 publishing sites, including several other Ottaway sites.