



► Sound Publishing

SOUND
PUBLISHING INC.

We've got you covered
in the Northwest.

Sound Publishing, Inc., Washington state's largest newspaper publisher, has gone live with SCS/ClassPag™ for classified pagination. SCS/ClassPag is being used to paginate more than 66 publications that serve communities in western Washington and northwestern Oregon. These publications are paginated at three different offices using one centralized server set.

SCS/ClassPag became the system of choice after Sound Publishing acquired the Little Nickel Shopper publications of Lynnwood, WA, which has been using SCS/ClassPag since 1996. SCS/ClassPag's proven speed and effectiveness at Little Nickel, in addition to the fact that an interface to Sound's front-end system, K-2, was already in place, made the choice an easy one.

Sound Publishing's Washington Newspaper Network, comprised of newspapers, classified publications, and partner newspapers, serves western Washington and northwestern Oregon communities and reportedly reaches 1.1 million homes. Sound Publishing's broad household distribution blankets the entire Greater Puget Sound region, extending northward from Seattle to Canada, south to Salem, Oregon, and westward to the Pacific Ocean.

Company: **Sound Publishing**

Circulation: Sound Publishing's Washington Newspaper Network reaches 1.1 million homes.

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