

Publishers and Ad Directors:

Do you know how your retail ads are prioritized?

The screenshot shows a newspaper layout software interface. The main window displays a grid of ad spots with various dimensions and descriptions. A detailed view of a specific ad is shown on the right, including account information, description, and a table comparing requested vs. actual values for page, section, group, color, and zones.

Attribute	Request	Actual
Page	A-6	A-6
Section	None	None
Group	SPORTS	WORLD
Color	Green	Blue
Zones	0	0

Number	Advertiser	Description	SalesRep	Pages	Request	C	Z	Area	Width	Height
44238	FAST FOTO	Process whil y	A-6	0	WORL	0		000005	0002	02.00
44220	Hazareth Speedw	Hats for kids u	AB	A-6	WORL	0		000012	0003	04.00
55470	Together	Together	DEIT	A-6	WORL	0		000006	0002	03.00
58366	MountainView In	MountainView In	EM	A-6	WORL	0		000002	0001	02.00
58623	Chicken Ranch	Chicken Ranch	JME	A-6	WORL	0		000010	0002	06.00
54870	Gold Rush	Gold Rush	JLG	A-6	WORL	0		000002	0001	02.00

Ad Layout Supervisor Maggie (not her real name) wasn't sure she liked the prospect of using her newspaper's newly installed **Layout-8000**. "I can't use it without a lunch report," she said.

When asked for clarification, she explained she needed a way to track those advertisers who'd been kind enough to take her to lunch.

Upon learning this, the ad director redefined how position preference resolution would be done.

SCS builds trusted newspaper systems.

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