

SCS/ClassPag Frequently Asked Questions

OVERVIEW

Q. Who should consider using SCS/ClassPag?

A. SCS/ClassPag is being used by daily newspapers, shoppers, weeklies and magazines. SCS/ClassPag paginates at the rate of 200,000 ads on 1,400 tab pages per second. Any publication that needs to paginate a classified section should consider SCS/ClassPag. SCS/ClassPag is being used to produce publications with a variety of formats, including magazine size, tabloid and broadsheet publications.

SCS/ClassPag has a built-in multi-language composition engine. It is being used to produce English, Spanish and French publications. For French publications, SCS/ClassPag currently presents screens in English with a composition engine that supports French text. SCS/ClassPag is in use with a variety of front-ends including everything from SCS's own AdMAX/Classified system and third-party classified order entry systems to newspaper-developed order entry systems, for which SCS/ClassPag often serves as the ad composition engine.

SCS/ClassPag is used in both single and multiple publication environments. Daily newspapers with as few as four pages of classified advertising use SCS/ClassPag. At the largest publications, nearly 100 tabloid pages are produced a day. Weeklies with as few as 20 pages per edition use SCS/ClassPag, as do weeklies with nearly a dozen publications, each averaging over 60 pages of classified ads per week. Some of the largest publications have editions that contain over 200 pages.

Q. Where does SCS/ClassPag fit in the newspaper production environment?

A. SCS/ClassPag takes as input both insertion orders and ads. Having insertion order data allows position requests, sizes, etc., to be specified. It maintains edition designs, fillers, styles and all other page furniture, such as banners, folios, etc. The typical paginator using SCS/ClassPag doesn't draw boxes or place items on a page; SCS/ClassPag is designed to build all page elements automatically. The system maintains a library of standing page elements for automated or manual placement.

SCS/ClassPag emits full pages as output, full plate images consisting of multiple pages (e.g., multiple tabloid classified pages), and components of pages. The output consists of PostScript pages for multiple pages and is in Encapsulated PostScript (EPS) for page components. The EPS images are typically the beginning and/or ending pages of the classified section, which are also going to have editorial material placed on them. While it is normally better to let your PostScript imagesetter do your color separations,

SCS/ClassPag can do a workman-like job of software separation as well. More than a decade ago, SCS installed one of the first classified pagination systems. It was a product of Pongrass Limited of Australia, with some new code written by SCS. SCS and Pongrass defined an interface file format for passing composed EPS ads and insertion orders into classified pagination systems. This file format is supported for both input and output by SCS. The file format for input to SCS/ClassPag is popular throughout the industry and is supported by vendors such as SII. Additionally, the "Pongrass Interface" incorporates a record format for insertion orders.



SCS/ClassPag also supports alternative input file formats. Layout-8000 CARDEX format is supported as well as those from Vision Data, GraphX, PPI and others.

Classified display ads produced with desktop publishing applications such as QuarkXPress® and Multi-Ad Creator® are imported by SCS/ClassPag using Encapsulated PostScript (EPS) as a common graphic language. PDF (Portable Document Format) ads as specified by Adobe can also be imported. They are translated into EPS for placement on pages.

Importing JPEG, TIFF and GIF files is also supported. The output of SCS/ClassPag can also be translated into PDF using Adobe Acrobat Distiller and/or bundled SCS-supplied software. SCS can set up print queues that go to PDF.

Q. When is SCS/ClassPag normally run?

A. SCS/ClassPag is engineered to produce the best possible pages quickly up to the last possible moment. Your SCS/ClassPag server can be anything from a single workstation, producing one or more editions, to a dual mirrored server environment with hot backup and multiple workstations.

In order to ensure that classified display ads are ready for publication, the SCS/ClassPag server preflights them as they become ready for pagination. SCS/ClassPag then checks these ads to verify that their size matches (or at least closely approximates) the ordered size. (SCS/ClassPag can adjust the sizes of ads by allowable tolerances to ensure that they fit the spaces for which they are ordered.) SCS/ClassPag also verifies that the fonts in the ads match those that are available on the RIPs. SCS/ClassPag preflighting of completed pages greatly reduces last minute errors and helps to make sure that press deadlines are met with the correct ads on the page.

SCS/ClassPag is a complete solution for classified advertising pagination. It includes everything that you need from composition to preflighting.

Q. What is unique about the product you supply for classified pagination?

A. SCS/ClassPag is a tour de force of computer science. Fundamental to its usability are its high performance algorithms and heuristics for ad placement. Being able to paginate and repaginate at over 500 pages a second offers SCS/ClassPag users the opportunity to try different styles and construction strategies for entire classified sections. You can refine sections rather than pages. SCS/ClassPag will help you build editions rather than perform electronic cut and paste on a page-by-page basis. Further, it paginates editions rather than just dummifying them. As you work on a section, you can actually see exactly what the page will look like (WYSIWYG) when rendered in the newspaper. The output from SCS/ClassPag is PostScript pages.

It is easy to see how SCS/ClassPag differs from its competitors. Pages that are fully set with classified display ads are tightly filled automatically. Columns are also tightly filled with an absolute minimum of fillers being inserted. Everything is done to build complete, accurate, typographically aesthetic, speedily produced editions.

SCS/ClassPag is self-contained. If you have, or wish to have, an index that shows the page on which each classified category occurs, SCS/ClassPag can create this and rebuild it on the fly, as the page dynamics change. SCS/ClassPag includes a complete, powerful composition engine for typesetting repetitively produced, dynamic page elements.



SCS/ClassPag combines unique high performance space-filling algorithms with a database engine created for publishing applications.

Paginatons like SCS/ClassPag because it is easy to use. Production directors like it because it helps find and resolve problems with page components early in the workflow process. Classified directors like it because it offers new opportunities for selling in zoned products, color ads, position requests, etc. Publishers like it because it saves labor and newsprint.

Q. What database does SCS/ClassPag use?

A. SCS uses Faircom's c-tree record manager to build its relational database manager. These databases are fast, efficient and have no run-time license fees. See www.faircom.com for more information.

Q. How much does an SCS/ClassPag system cost?

A. It depends. SCS supplies its value-added software, third-party software (such as utilities and operating systems), nonproprietary hardware (usually Dell servers and workstations), interfacing, training, developer services, engineering, integration and setup. The smallest configurations consist of a single workstation. The largest operating site (circulation 800,000 daily) has mirrored, hot backup, dual-servers configured for high availability with five pagination workstations. The primary factor used in determining the software price is circulation.

Q. Why does SCS use a site license and a price based on circulation rather than a price per seat like most other vendors?

A. The bigger the publication, the greater the benefit that SCS/ClassPag is likely to provide. Our pricing formula captures this notion. We like site licenses because they are convenient. We dislike per seat licenses for advertising systems because:

- they are inconvenient to administer
- for a publication to achieve maximum ROI (return on investment), fewer seats is better.

Those that charge by the seat have their own ROI in mind, not yours.

Q. How is SCS/ClassPag supported?

A. The Prepress department at Software Consulting Services consists of nine highly skilled people. They have many years of newspaper experience. They know Linux®, Unix®, Macintosh® and Windows® platforms. They support SCS/ClassPag and other Prepress products. Emergency support is provided 24 hours a day seven days a week. For situations that are not critical to publishing, normal support is available via telephone, dial-up and e-mail from 8:15am to 4:45pm Eastern Time.

Q. Is it possible for customers on support to view their support issues online?

A. Yes, SCS maintains a password-protected Support web site at www.scssupport.com. Customers on support contracts can see the status of outstanding contract and support items.

Q. What is needed to get support services?

A. There is a 90-day initial support period bundled with the purchase of SCS/ClassPag. It goes into effect when you start producing live editions, or are capable of doing so. After the 90-day initial support period, there is a service contract available for 1.25% of the software price per month. As part of the service contract, new releases of the software are provided at no charge. Also, as part of the service agreement, sites are expected to keep their SCS value-added software, operating systems and equipment current.



Q. Why does SCS offer support on a subscription basis?

A. SCS's goal is to provide trusted newspaper systems. We want to keep system failures to a minimum. A subscription-based service for a reliable system gives customers the least headaches and SCS the least costly support effort. Per call based support is only profitable if it is often needed. Because SCS's support is subscriber based, the revenue stream is predictable and so investments in the product can continue. Customers get new software releases for free, so support staff only needs to learn the most recent releases. Further, SCS finds our orientation minimizes the negative impact of technology churn.

Q. How is training provided?

A. Training is separately priced and available both on-site and at SCS. You can review the preliminary proposal for the recommended training times involved.

Q. Does SCS have a user group?

A. Yes, SCS holds an annual user group meeting that covers all SCS systems. SCS organizes the user group meeting, incorporating suggestions from users. The meeting is usually held in Pennsylvania near SCS corporate offices.

Q. What infrastructure is necessary for SCS/ClassPag to run?

A. SCS/ClassPag runs in a Local Area Network (LAN) environment. The recommended SCS/ClassPag servers support a variety of network protocols. For most network communications, TCP/IP is recommended. Macintoshes, Windows NT/2000, Unix, Sun Solaris and Linux systems are easily incorporated into the SCS/ClassPag architecture. The servers and RIPs should be on a 100BaseT Ethernet backbone.

Some AdMAX customers cross-sell classified advertising into multiple publications at multiple sites. SCS/ClassPag is used to consolidate the ads from multiple sites for paginating and imaging at their respective sites. WAN (Wide Area Networks) are used for this.

DATA INTERFACES**Q. How does SCS/ClassPag interface to other systems?**

A. Classified pages consist of agate or liner ads, classified display ads, other page elements (called page furniture) and, in some cases, editorial material.

There are two basic strategies for making ad data available to a classified pagination system. The first is to have the classified pagination application retrieve all of the elements from their various locations during run time. By tightly integrating the classified pagination system with the order entry system, display ad production system and graphic elements storage subsystem, one can dynamically capture relevant ad data during classified pagination runs. This strategy necessitates tight integration among the retail advertising system, classified advertising order entry system, display ad production system, editorial system and pagination system.

The second strategy is to collect all of the information about ads, the ads themselves and the page furniture on the classified pagination system. For this to work, there must be an ad extract (or classified dump) and transfer process to get the data from the order entry system to the classified pagination system in a timely fashion. Further, common shared data formats



and network transmission protocols are needed for this modular architecture to work. The classified pagination system should be able to compose page furniture on its own. In the case of several systems (e.g., SII, UNISYS/PPI, etc.), these interfaces and network protocols are either easily available or are already in place. The penalty for using direct access to the order entry database is that the overhead of remote access occurs continuously during the pagination process. Since the order entry database is built for transaction processing and not for computer aided design, the overhead of the remote access is significant. You could really slow down ad taking.

SCS/ClassPag servers come with 10/100BaseT Ethernet on which we support TCP/IP. File transfers can be made via FTP, NFS, CIFS, etc. To transfer display ads to the classified pagination server, one can use TCP/IP or (with an appropriate server configuration) Ethertalk.

Q. How long does it take on the average to get ads to the pagination product?

A. On fast networks, a file with liner ads can be transferred at the rate of over 10,000 ads per minute. After the ads files are received on the classified pagination server, an ad database is built. If the agate ads are transferred as EPS images, then SCS/ClassPag will build an ad database at the rate of about 5,000 ads per minute. Should the ads be sent as ASCII text, then SCS/ClassPag will compose them and build an ad database at the rate of about 3,000 ads per minute. These figures represent the performance of a 500Mhz Dell server. Current servers are five times as fast.

In the case of late ads, new dumps can be updated in place without moving ads or blocks that the operator has placed. This enables you to change or substitute ads without starting the whole pagination process over again.

Q. Can SCS/ClassPag support multiple ad file data feeds?

A. SCS/ClassPag includes tools that merge multiple input files into a single input stream for loading into its databases.

Q. What information do you require from the front-end?

A. A complete interfacing guide is available on our web site, www.newspapersystems.com.

Q. Are SCS/ClassPag interfacing requirements publicly available?

A. Yes, see the Interfacing Guide available on our web site www.newspapersystems.com.

Q. Can the ad file contain EPS code for display ads? What size ad file does SCS/ClassPag accept?

A. Yes, the ad file can contain the EPS code for display ads, but usually display ads are separate. Rather than display ads, the ad file usually contains liner ads and classified headings.

The ad file contains EPS for a common prolog, a common trailer, and then the contents of the liner ads. For example, with SCS's AdMAX or with SII, the ad file contains the prolog and the trailer (for SCS or SII composition) and then the text of the ads. Since the prolog can be close to 10 Kbytes but the contents of a short line ad may make up only a few hundred bytes of EPS, this interface produces very compact interface files. Systems that support it make the files in just a few minutes. Most mid-market newspapers can pass all liner ad data in just a few megabytes.



To be more specific, the interface has a "sort file." This contains descriptors for all ads and may contain descriptions for page furniture, such as classified headings. Part of the description is a pointer into the ad file or the name of a file containing a display ad. The "ad file" contains one or more ads. These can be display or liner ads in EPS. Liner ads can be abbreviated by extracting their common EPS prolog and trailer.

The sort file has pointers to all the objects in the ad file. The sort file also contains the names of the display ads or liners that are individual EPS files. The display ad files may optionally have OPI call-outs.

Q. Can placement information be passed from the front-end to the pagination product?

A. Yes, numerous placement requests for classified display ads are supported. These include even or odd page within classification, position on page, classification, etc. Island ads, a display ad floated in the center of a page with other ads flowed around it, are also supported.

SCS/ClassPag supports over 45 different display ad layout options.

Q. Can SCS/ClassPag link the display ad reservation with the finished ad (EPS file)?

A. SCS/ClassPag links display ad reservations with the finished ads. All display ads can be placed on pages by SCS/ClassPag automatically.

Q. Describe how ads made with either QuarkXPress or Multi-Ad Creator are imported.

A. EPS files from QuarkXPress and/or Multi-Ad Creator are read and properly placed upon pages automatically within SCS/ClassPag. Should ads contain OPI references, these are preserved. However, no OPI server is required or recommended for advertising.

Q. Do you output complete pages in PostScript? EPS? PDF? Other formats?

A. SCS/ClassPag outputs in PostScript, EPS and PDF.

Q. How can partial pages be sent to a Unisys editorial pagination system? Other systems?

A. A single print command transfers the file (via FTP, NFS, etc..) as EPS data for Unisys. While the usual interface to pagination systems for partial pages is a completed EPS image, special interface technology for use with systems like CCI is available that decomposes incomplete pages into the CCI-required rectangular blocks.

Q. Does the product support TCP/IP and 100BaseT Ethernet?

A. SCS/ClassPag application servers support both TCP/IP and 100BaseT Ethernet.

Q. Can Macs and Windows PCs be used as workstations?

A. Yes, and Linux PCs and Sun PCs as well. The server itself can also be used as a workstation. Diskless thin clients are also supported.

RETURN ON INVESTMENT (ROI)

Q. Does the product help save newsprint? If so, how?

A. SCS/ClassPag designs tight classified sections, saving space and thus saving newsprint. Near optimal placement routines plus the ability to optionally shrink leading, headings, agate ads and display ads facilitate this.



Q. Will the product provide opportunities for labor saving? If so, how?

A. Yes, by eliminating manual paste-up and paginating according to site-defined, publication-specific parameters for page configuration, classification requirements and other criteria, SCS/ClassPag is able to process nearly everything in a classified section without manual intervention.

Q. Does the product support paginating of cross-sold advertising? Can it merge and separate cross-sold ads for publications with multiple, separate order entry systems?

A. Yes. Agate ads sold at multiple sites can be merged within SCS/ClassPag. This was originally done for sites within the Lehman Communications and the Enterprise NewsMedia groups.

Q. Does the product support zoned publications? If so, how?

A. SCS/ClassPag does support zoned publications. For editions that are likely to be different throughout, each zone is filtered and paginated separately. For editions with designated selected zoned pages, these can be done incrementally. In such cases each set of zoned pages is paginated, imaged and replaced with the next zone.

Q. Discuss how the product might improve the quality of a paper's classified sections.

A. SCS/ClassPag improves the appearance of classified pages by positioning ads with uniform density. It ensures that ads are in classification and dummied to meet advertiser requests. Ads that do not meet the newspaper's exact column width can be automatically adjusted to fit precisely.

Q. Does the product reduce errors? If so, how? With preflighting? How are detected errors corrected?

A. SCS/ClassPag ensures that placement rules are observed. To confirm that components of pages are valid PostScript, use appropriate fonts, fit to ordered size and that pages image correctly, SCS/ClassPag allows the paginator to preflight finished pages. A built-in diagnostic RIP is used for this purpose.

USER INTERFACE**Q. How much training will a user require to learn the product?**

A. New users are ordinarily producing their editions by the fourth day of the five day training period. Metro newspapers may require more training days.

Q. Is the user interface GUI? Drag-and-drop? "WIMPS" (Windows, Icons, Menus, Pointers and Scroll Bars)?

A. SCS/ClassPag can be run within a browser on PCs and Macs. The graphical user interface is X-Windows. The presentation features are standard GUI "WIMPS" effects. Where possible, CUA (common user access) standards are followed. Drag-and-drop is supported.

Q. How are windows organized on the screen?

A. SCS/ClassPag screens are, to an extent, user configurable. Please see the screen displays to get a view of how SCS/ClassPag presents itself to users.

Q. Is the product's user interface compliant with its platform?

A. SCS/ClassPag is available for Unix/Linux, Sun Solaris, Macintosh OS X and Windows NT/2000/XP platforms. The interface has the common features of these platforms.



Q. How are objects (liner ads, display ads, etc..) organized for the pagination user?

A. One command loads all the ads in SCS/ClassPag. The color of an ad on the screen designates ad type or classification. Conflicts, classifications, etc., have user-assignable colors associated with their screen display. To identify what classification a display ad belongs in, just click on it and the rest of the classification changes color to match it.

Q. Are "quick keys" available for common functions?

A. Functions that can be invoked using the mouse can also be initiated with keyboard actions, most of which are available as "quick" or "hot keys."

Q. Are there on-screen help functions?

A. SCS/ClassPag has on-screen help functions. Also, all the manuals are online in browser-compatible HTML.

Q. Is there an up-to-date manual?

A. The SCS/ClassPag manuals are provided online with the system. They are also available on our web site, www.newspapersystems.com.

Q. Is the pagination process done entirely within the application?

A. Yes. SCS/ClassPag operates entirely "QuarkXPress free."

Q. What functions can be invoked using tool bar icons? If more functions are available, how are they invoked?

A. The icons will vary depending on what screen you are in. The icons act as short-cut keys to frequently invoked actions.

Q. Can the product place all display ads automatically? If so, can "solid set page" display ads be placed automatically? If so, how?

A. Yes, SCS/ClassPag's sophisticated dummyming routines implement page styles and position requests. Once dummied, ad images are placed automatically. Solid set pages are created automatically with space filling routines unique to SCS/ClassPag.

Q. When paginating do operators proceed sequentially page by page or can they work anywhere in the section? Describe the process.

A. To proceed from page to page is to emulate manual classified pagination activities. You start with pieces and perform an electronic version of cut-and-paste. SCS/ClassPag assembles entire editions in just a few seconds. Operators focus on questionable areas, revising them and reflowing the edition around solutions. Editions can be refined many times. Using SCS/ClassPag is very different from page-by-page paginating.

Q. Does the product support users in other languages? If so, how?

A. Yes, we have Spanish users. The composition engine hyphenates and justifies English, Spanish and French. You can choose an English or Spanish user interface.

COST FACTORS**Q. How long has the product been on the market?**

A. SCS/ClassPag has been used by newspapers for over 7 years.



Q. Who is currently using this product in production?

A. Listed below is a diverse set of SCS/ClassPag users:

Publication	Circulation
Albany (NY) Times Union	100,000
The Allentown (PA) Morning Call	130,000
The Brockton (MA) Enterprise	61,000
Buenos Aires (ARG) Clarín (Spanish)	560,000
Caracas (VZ) El Nacional (Spanish)	100,000
Charlotte (NC) Observer	352,912
Chicago (IL) Tribune	881,370
Detroit (MI) Jewish News	19,000
Escondido (CA) North County Times	125,927
Fredericksburg (VA) Free Lance-Star	47,000
Kennewick (WA) Tri-City Herald	57,500
Leesburg (VA) Times Community Newspapers	18 weeklies
Longmont (CO) Daily Times-Call	40,000
Los Angeles (CA) Investor's Business Daily	235,000
Loveland (CO) Daily Reporter-Herald	35,000
Lynnwood (WA) Little Nickel Classifieds	200,000
Montevideo (UR) El País (Spanish)	100,000
The Munster (IN) Times	86,000
New York (NY) El Diario La Prensa (Spanish)	53,000
New York (NY) Time4 Media	22 monthly magazines
The New York (NY) Village Voice	36,000
Ogden (UT) Standard-Examiner	88,123
Plymouth (MA) Memorial Press Group	50,000
Portland (OR) Nickel Ads	200,000
The Quincy (MA) Patriot Ledger	87,000
The San Francisco (CA) Chronicle	620,530
Waterloo (IA) Courier	52,000
The Winchester (VA) Star	26,000

Please contact SCS sales staff for more information about sites for reference.

Q. Is your organization in possession of the application's source code? If so, is there staff qualified to maintain it?

A. SCS developed, owns and maintains SCS/ClassPag.

Q. What third-party software is utilized in SCS/ClassPag?

A. All software in SCS/ClassPag is either written/owned by SCS or is open source.

Q. How frequent are new releases?

A. Minor releases occur four to six times per year. Major releases occur about 18 months apart.

Q. Describe the process for managing support issues. Is a web-based review of outstanding items available?

A. SCS/ClassPag emergency support is 24 hours a day, seven days a week. SCS maintains a web site for support. SCS/ClassPag users use a password to log into the site and review the status of their outstanding issues.



Q. Is a service contract required for future service? If so, what are the terms and price of this contract?

A. There is a 90-day initial support period bundled with the purchase of SCS/ClassPag. It goes into effect when you start producing live editions, or are capable of doing so. After the 90-day initial support period, there is a service contract available for 1.25% of the software price per month. As part of the service contract, new releases of the software are provided at no charge. Also, as part of the service agreement, sites are expected to keep their SCS value-added software, operating systems and equipment current.

Q. Is training included in the product purchase price?

A. Training is included in the purchase price as a separate line item and available both on-site and at SCS.

Q. Is there a charge for future upgrades? If so, what is the current pricing for upgrades?

A. Software upgrades are at no charge when a site is on maintenance/support.

PLATFORMS

Q. What is/are the recommended platform(s) for the product?

A. The recommended platforms for SCS/ClassPag are Linux or SCO Unix. Sun Solaris (Unix), Windows NT/2000/XP and Macintosh OS X versions are also available.

Q. What are the minimum hardware configurations recommended for this product?

A. SCS/ClassPag can run on any PC configured to meet the minimum requirements for running Windows NT/2000. The usual configuration is larger than this. (Smaller configurations will work for SCO Unix and Linux.) SCS/ClassPag is currently in production on Linux, SCO Unix and Sun servers. The Linux and SCO Unix systems run on Dell/Intel computers. Upgrades that run on new operating systems and equipment are part of the support service.

Q. Can I purchase the hardware separately from the software? If so, who sells the hardware?

A. Customers can purchase hardware separately. Servers are set up at SCS. SCS prefers supplying Intel-based server hardware from Dell.

Q. Is the product's platform compatible with high availability solutions? If so, describe the various options.

A. Yes. SCS/ClassPag works with SCO Unix using Sun clustering software and with advanced server clustering for Windows 2000. For all operating systems, including Linux, Mac OS X, etc., SCS's bundled data replication tools support paired redundant servers.

Q. Does the product run on the most current version of its operating system's platform(s)? If not, when will it?

A. Yes.

Q. Was the product developed as "cross platform"? If so, do the same input files work with each?

A. SCS/ClassPag (as with all SCS developed products) is developed as "cross platform." It accepts the same input files with every operating system.



Q. Do all versions of this product on different platforms have the same functionality?

A. All versions of SCS/ClassPag will have the same functionality, no matter which platform you choose.

Q. Does the product require a dongle for security? If so, what is the failure rate of the dongles? Are backup dongles available with the initial purchase of the product? What are the restrictions for use of the backup dongle?

A. No, SCS/ClassPag does not require a dongle.

Q. What are the workstations and server configuration options?

A. SCS/ClassPag is a server centric application. It manages ad images in high volumes. Large capacity disk drives, high throughput networks and fast processors are recommended.

SCS/ClassPag is a knowledge worker's tool. Users invest significant intellectual energy into each classified edition. Their task is on the critical path to going to press. Their time is very valuable. Reliability is paramount.

SCS/ClassPag software currently runs on SCO Unix, SCO Unixware, Sun Solaris, Linux, Windows NT/2000/XP and Macintosh OS X. The software supports the X-Windows protocol. Because of this, an SCS/ClassPag server can be the one-and-only, or the one-of-many, SCS/ClassPag workstation(s). In addition to the above server platforms, workstations can be configured with X-Windows software and these workstations can be Windows PCs, Macintoshes and thin clients of various types.

Q. Will you install the most current version of the operating systems on servers and workstations?

A. Yes.

OBJECTS**Q. Does the product recognize and support major headings? If so, how does it handle major heads? Are graphics allowed in major heads?**

A. SCS/ClassPag supports a hierarchy of classifications, subclassifications and sub-subclassifications to arbitrary depth. You specify the hierarchical relationships and associate classification headings with each. There are no limits on subheadings or subclassification nesting. Headings can be suppressed for empty (sub)classifications. Graphics are allowed everywhere.

Q. How does the product handle regular class headings? Can class heads be removed if required?

A. SCS/ClassPag allows each site to determine the placement of their headings and subheadings. Headings can be placed first in class, can be placed at the top of each column, or under banners and display ads. Headings can be suppressed for empty (sub)classifications.

Q. Are multiple-column headings supported for display ads? For multi-column liners?

A. Multiple-column headings are supported by SCS/ClassPag. Settings allow SCS/ClassPag to automatically select the width of a heading based on the width of the ad it is over. Manual selection is also supported, but not required. If all of the headers at the top of a page are the same, SCS/ClassPag can replace them with a matched multi-column header.



Q. Does the product support multiple versions of classification headings?

A. Yes, SCS/ClassPag supports multiple versions of classification headings. You can have alternate versions of headings for first use and for copies at the tops of columns and new pages. A set of smaller classification headings can be selected to tighten sections.

Q. Does the product recognize subclasses? If so, how many classification levels are supported?

A. Sub-classes and sub-subclasses are recognized to any depth.

Q. Can different classifications have different rules associated with them?

A. For each class and each subclass, you can set:

- * Whether the parent header should be included,
- * Whether this class or subclass should be listed in the index,
- * The sort order for line ads,
- * Display ad order,
- * What fillers to place in that class, whether general or class-specific,
- * Whether to scale the size of agate and/or display ads.

Q. How are classification subheads handled by the product? Can a subclass have both a class subhead and a regular class head?

A. A product can have a class subhead and a regular class head. Sub-subheadings, etc., are supported.

Q. Does the product handle multi-column liners? If so, how?

A. Multi-column liners are supported. Usually they are allowed in particular classifications. All the functionality associated with single column liners works with multi-column ones. Long liners can be composed into a series of EPS segments, such as done with SII and SCS's composition technology. Segmenting is parameterized to avoid breaking initial or final copy. Series of segments are flowed into adjoining columns. Long liners that are received as unsegmented EPS files can be divided into segments. This allows MS Word and other editors to be used to supply SCS/ClassPag input.

Q. How does the product handle the sorting of liner ads?

A. SCS/ClassPag performs a sophisticated sorting process to help ensure best-fit placement according to site-defined criteria. Initial sorting of ads is based on the sort field of the insertion order file. SCS/ClassPag orders line ads first by classification and, within classification, by sort key. Additional sorting can be done on product and classification levels based on site-defined settings. It is not necessary (in fact, it is not advantageous) to place ads in any particular order in the dump file.

When SCS/ClassPag approaches the end of a column, it does a best-fit search to find the set of ads that best fills the remaining space. (Note that the fitting includes ads that could be in either the current or next column.) When paginating front-to-back, the scan runs forward. When paginating back-to-front, the scan runs backward.

SCS/ClassPag has configuration parameters to control 1) whether the scan can cross classification boundaries, 2) how many ads the scan can include and 3) the minimum number of characters in the sort key that must remain in order. The number of ads in the scan can be modified on a per-classification basis. For example, in the US, classes with legal ads can have a very large scan range, while classes with obituaries often follow a strict order with a scan range of 0 (zero).



Q. Does SCS/ClassPag use sort keys?

A. The "sort file" contains classification codes and sort keys for line ads, as well as classification codes for display ads. Display ads are dummied at the top or bottom of pages instead of flowed with line ads, so sort keys for display ads are unnecessary. SCS/ClassPag currently supports classification codes of up to 8 alphanumeric characters and sort keys up to 14 characters. For newspapers that have subsorts, such as a single auto classification with sub sort for each make, we build subsorts by appending the sort key to the classification.

Q. Can graphics such as logos be placed in liner ads?

A. The SII Pongrass interface sends liner ads with graphics included. Such ads are placed like any other EPS image. Should your front-end not resolve such graphics on its own, the SCS composition engine within SCS/ClassPag can be used to compose them into place.

Q. Does the product support long liners? If so, how does it handle the wrapping ("folding") of long liner text? How does it control "widowed text"?

A. SCS/ClassPag supports long (foldable) liners by classification and size. Long liners can be imported as text, in which case they are composed into contiguous separable EPS segments or as entire EPS images, which can be automatically segmented into EPS modules and folded into multiple columns. The segmenting that SCS/ClassPag performs can be used to ensure that foldable liners have their headers and footers left intact. SCS/ClassPag allows foldable liners with borders as well.

The length of "widowed text" is controlled by each site. SCS/ClassPag has parameters for the minimum depth at the top or bottom of a column so the system won't place only the first line or two of a long liner ad at the bottom of a column or at the top.

It is recommended that the front-end system pass break points in the sort file according to the sort file specifications on the SCS web site (www.newspapersystems.com). The SCS Composition engine passes break points according to the specifications. Customers with SCS's AdMAX or with front-ends that pass marked-up text have their ads composed by SCS Composition.

SCS/ClassPag can also locate break points within EPS files. SCS/ClassPag can process long EPS line ads written by such diverse editing tools as SII, Unisys/PPI and MS Word.

Q. How does the pagination product manage house ads?

A. House ads and fillers are managed as EPS images that are saved in a directory. SCS/ClassPag places them as needed automatically according to rules you define. You can also place or replace them manually as desired.

Q. Does the product support fillers? If so, how? Are they automatically placed? Where?

A. See the answer to the previous question. Both agate and display fillers are supported. SCS/ClassPag allows filler scaling. It also automatically rotates the fillers that can go in the current session. Users can enable or disable fillers or assign them according to class or edition.

Q. What governs the placement of house ads and fillers?

A. Configuration settings govern the placement of house ads and fillers (i.e., lookahead, flow depth, etc_) for automatic placement. Cycling rules for fillers and priority rules for house ads help the process. At the user's choice, these can be placed manually.



Q. How would puzzles and comics be placed? Can objects be automatically and dynamically linked (e.g., a crossword puzzle and its solution)?

A. Yes. SCS/ClassPag is designed to be as close to 100% automated as possible. The location of placed objects is stored in its database from which references can be composed and inserted into the pagination run. Because of this, you get "see solution on page 29" (or wherever) automatically for crossword puzzles.

Q. How are banners handled?

A. Banners have positioning rules associated with them. A banner of appropriate size can be automatically selected to fit above a square-off or service directory. They can also be selected and placed manually.

Q. Can banners be automatically placed on all pages with a given classification?

A. Yes. You can have banners appear on all pages, top or bottom and also on pages with a given class.

Q. Does the product support double truck display ads? Scotch trucks (odd-sized "trucks" - e.g., 4-col. on one page and 10-col. on another)?

A. Yes, SCS/ClassPag supports regular and odd-sized double truck ads. If the ad is wider than the page width and both halves are the same size, SCS/ClassPag will handle splitting the ad automatically. Otherwise, the ad must come over as two parts. The EPS file associated with the leftmost part should contain the image for the entire ad. SCS/ClassPag can optionally paginate liner ads into true center spread page gutters (i.e., if you have 9 column classified pages, center spread can have not 18 but 19 columns if the gutter is exactly a column wide). SCS/ClassPag also will paginate narrow width pages, i.e., those with fewer columns than the standard for the section.

Q. Can display ads be removed from pagination?

A. Display ads can be removed during pagination. An exception report shows such changes.

Q. Can display ads be created during pagination?

A. Display ads can be created while pagination is being done. For full pagination, the ad image should be available as an EPS file when the page is to be sent to the RIP. This can happen after a section is paginated. EPS ads will be substituted for space reservations as ads are completed.

Q. Can class heads be automatically attached to display ads?

A. Class heads can be automatically attached to display ads if part or all of the ad is out of classification. Class heads are properly sized and placed.

Q. Does the product link display ad reservations with finished ads?

A. SCS/ClassPag uses the ad identifier or ad number to create a file name to retrieve and place EPS ad images. Using a consistent naming convention allows the automatic insertion of display ads onto pages.

Q. Can the finished display ads be viewed during pagination?

A. Finished display ads, liners, house ads, page furniture and pages can be viewed WYSIWYG during pagination. The included PostScript RIP ensures that what you see on the screen will appear on your imagesetter.



Q. Can SCS/ClassPag scale ads, if necessary for a production problem?

A. SCS/ClassPag can scale or clip ads according to configuration parameters. SCS/ClassPag allows the paginator to set limits for stretching and shrinking. SCS/ClassPag can also display conflicts on-screen.

Scaling parameters can be set for horizontal and/or vertical morphing. Usually paginators need not worry about individual ads but instead can shrink or expand all ads, leading, etc.

At the Times Community Newspapers, SCS/ClassPag has been implemented with special scripting to scale automatically those oversized display ads imported from the site's Unisys/PPI system.

Q. How are space reservations created by the pagination product?

A. You create reservations as needed in SCS/ClassPag. Space reservations to SCS/ClassPag are blank spaces where nothing flows. SCS/ClassPag allows the operator to enter reservations in a form or to place pre-sized reservation blocks.

Q. Can space reservations be resized after creation?

A. Space reservations can be resized after creation by editing reservation values.

Q. Can space reservations be moved?

A. Space reservations can be moved in SCS/ClassPag.

Q. How are folios created?

A. Usually folios contain standard and variable text. Standard components might be the publication name or logo. Variable copy might be the date, page number, etc. SCS/ClassPag includes a complete functional composition engine for building all such components using stored styles. The styles can include text, variable text, graphic elements, conditionally included elements, etc.

In SCS/ClassPag folio generation is an automated process. The parameters and composition needed for folio generation are put in place during system setup. After initial installation, you can modify folio setup by changing formats, using a flexible mark-up language and built-in composition engine with "compose from database" functionality.

Q. Does the product include a macro language and a composition engine to create custom folios, jump boxes and live indexes?

A. SCS/ClassPag does include a macro language within its composition engine to create custom folios, jump boxes and live indexes.

Q. Where can folios be placed on a page? What variables does the product recognize for folios? What date formats are supported?

A. Folios can be placed anywhere on the page according to your paper's preference. Pick side, top, middle - anywhere you want it and placement will happen automatically. There are quite a few variables that SCS/ClassPag recognizes for folios (e.g., page number, section names, dates, zones, editions, etc.). In fact, since the composition engine can access any SCS/ClassPag database, the value of every variable is available. Several hundred styles of date formats are supported in three languages.



Q. Are dynamic objects (i.e., objects like page referencing, indexes, page folios, etc.) supported by the pagination product? If so, are these handled within the application or is another application, like QuarkXPress required? How are they created and managed?

A. All dynamic objects are handled within SCS/ClassPag. QuarkXPress can be used to create an EPS image within which SCS/ClassPag can place dynamic objects.

Q. Will the product create an index? If so, describe the process.

A. Yes. Even content-dependent indexes can be made. SCS/ClassPag has full "compose from database" functionality. The variable parts of the index are values in the SCS/ClassPag databases. Composition macros reference these variables to use the values. Hence you can automatically compose and place an index, listing classifications and their starting page numbers. SCS/ClassPag allows you to build multiple versions of an index with different sizes. Generating an index involves a one-time setup. Then during pagination, the operator selects an icon to build the index. Index generation takes a few seconds.

Q. Does the product automatically size and build the directory and place an appropriate banner?

A. Yes.

MANAGING OBJECTS

Q. Where does the product require that I store my display ads?

A. SCS/ClassPag allows you to store your display ads on the SCS/ClassPag server or on a shared volume (e.g., on an OPI server).

Q. Will the pagination product work with my OPI?

A. SCS/ClassPag works with any OPI server, although none is needed or recommended. Even the largest metro papers can use SCS/ClassPag without an advertising OPI server. SCS/ClassPag has a built-in OPI includer and performs OPI substitutions using information passed from the front-end system. This solution is in use at the Buenos Aires (ARG) Clarín for image-laden sections, such as Automotive.

Q. What naming convention should I use for my finished display ads?

A. Ad number or ad number.eps should be the naming convention for finished display ads.

Q. How should color separations be created?

A. SCS recommends that RIPs handle color separation because the RIP tunes the separations to the output media. SCS/ClassPag can also handle color separations. SCS/ClassPag sends all of the plates in one job so they should all end up on the same imager. The system sends plates only if an EPS file has a document structuring comment (DSC) that specifies the color; it doesn't image blank separations.

Liner ads can contain color. If so, alternate versions with contrasting grayscale can be used to place color ads on monochrome pages, should press setup limitations require. Color display ads can also have alternate grayscale versions for use on monochrome pages. This substitution is handled automatically.

SCS/ClassPag supports both full and spot color.



Q. Is there a way that all display ads for a pagination session can be seen? If so, what is the information available on display ads?

A. Yes, there are reports. The information available includes page numbers, internal/external ads, classification, sort field, size and description.

Q. Can paginators add or remove pages while a section is partially paginated? Can they add pages after the section is completely paginated?

A. Yes, SCS/ClassPag allows the user to add or remove pages while the section is partially paginated and after the section is complete. Simply enter the new size of the section or open a dialog to shift pages. SCS/ClassPag then inserts the new pages.

Q. Can finished pages be previewed on the screen?

A. Yes.

Q. Can finished pages be proofed on a laser printer?

A. Yes.

Q. Can the finished ads be previewed during pagination?

A. Yes.

Q. Can display ads be manually linked with their reservations?

A. Yes.

Q. What happens if the finished display ad and the ad reservation are not the same size?

A. If the finished display ad and the ad reservation are not the same size, but are within a given site-specified percentage, SCS/ClassPag will resize the ad. If the size difference is larger than the allowed percentage, SCS/ClassPag will show it as an error.

Q. How does the product support logos? What happens if a logo called in a liner can't be found? What happens if a logo is not the correct size for the reservation within a liner ad?

A. Logos are usually handled by the front-end system. If SCS/ClassPag is used for liner composition, called logos are properly sized and inserted. If they are not found, the logo space will be blank. SCS/ClassPag can also crop anything that extends beyond the bounding box of the ad.

Q. Where are house ads stored with the product?

A. House ads are stored on the SCS/ClassPag server or on a shared volume. We recommend that the SCS/ClassPag server be the repository of all page components at the time of pagination. This allows faster imaging, preflighting, proofing and printing.

Q. How are house ads organized?

A. House ads are stored in one directory. You can manually select the desired house ad by size or name.

Q. Can house ads be created during pagination?

A. Yes, house ads can be created during pagination.

Q. Where are multiple-column headings stored?

A. They are stored and managed within the SCS/ClassPag database.



PARAMETERS AND ALGORITHMS

Q. How is the page size defined?

A. The page size is defined in an SCS/ClassPag product configuration screen. You can have as many product configurations as you desire.

Q. What measurement unit types are supported? (Inches, picas, points, centimeters, etc_?)

A. All common units of measure are supported including picas, points, inches, centimeters, etc. in SCS/ClassPag.

Q. Can different sets of parameters be stored for different page sizes? Different publications? Different days?

A. Different sets of parameters can be stored for different products with different page sizes.

Q. How does SCS/ClassPag allow us to make radical changes to publications or ad publications with minimal setup work?

A. Most characteristics of a given published product are dictated by settings in the product configuration. Users with the appropriate privileges can change these in a SCS/ClassPag session. When introducing a new product or changing an existing one, most people copy the product configuration and then change specific parameters, which can be done in minutes. Most SCS advertising customers, for instance, have performed web reductions in a few hours. All such changes have been trouble-free.

Q. Can I paginate different column measures within the same product?

A. Yes. You would first paginate the odd size measures and output these pages as EPS images. Then in the standard product you would import the odd sized images as display ads.

Q. What is the maximum number of pages that the product will produce in a single session?

A. There is no practical limit to the number of pages that SCS/ClassPag can paginate in a single session. We have sites that are paginating and outputting over 240 pages at a time.

Q. Can I limit a session to a certain number of pages?

A. You can limit a session to a certain number/range of pages.

Q. What other attributes are attached to a page, such as color?

A. Color, page and section names are attached to a page. For each page, you can specify a list of colors, a section name and a page number in the section.

Q. What flow directions do you support?

A. The supported flow directions are front-to-back and back-to-front.

Q. Can you paginate ads horizontally so that the order of the ads go left-to-right?

A. Yes.

Q. How many pages can be displayed on the screen at one time?

A. Up to 168 page dummies can be displayed on the screen at one time.

Q. How is the display of pages controlled?

A. SCS/ClassPag has hot keys that control the display of pages.



Q. Can rulers be placed around a page? If so, where can they be placed? What measurement unit can be applied? What other properties do rulers have?

A. Screen displays show page sizes. You can also cause a ruler image to be printed with a page proof.

Q. Can display ad pictures be shown on the screen? If so, can they be turned off?

A. SCS/ClassPag supports showing ad images WYSIWYG on the screen. It also allows them to be turned off.

Q. What types of cut rules between objects does the product support?

A. SCS/ClassPag supports the automatic drawing of both horizontal and vertical cut rules between ads and within columns.

Q. What is the minimum rule thickness that can be defined?

A. The minimum rule thickness is 0.01 points.

Q. Can the minimum space for a new classification be specified?

A. Yes, you can specify the minimum space a classification should have to start on a page.

Q. Does the product recognize sections? If so, what can be specified for sections?

A. Up to 10 alphanumeric characters can be used to identify a section. You can have as many sections as you want.

Q. Does the product organize parameters by classification? If so, is there a set of default classification parameters?

A. SCS/ClassPag has parameters for individual classifications and ranges of classifications. Lookahead rules and display ad placement rules are applied at the classification level. You can also set square-offs, fillers, allow ROP fillers, etc.

Q. If the product recognizes subclasses, what parameters can be specified for them?

A. Yes, SCS/ClassPag does recognize subclasses. It allows the same parameters as classifications.

Q. Can placement priority be specified for objects? If so, what attributes of object placement can be controlled? If not, what is the default priority for placing objects?

A. Objects are placed to satisfy requests. If multiple ads have identical requests, the biggest gets top placement priority.

Q. Can placement requests be handled by the pagination product? If so, which are supported?

A. Yes, SCS/ClassPag can handle placement requests of both liners and classified display ads. Display ads can be placed according to page and position requests.

Q. What are the rules that govern object placement?

A. Priority is given to requests, sort order and fit. Line ads and headers are flowed. Display ads are either dummied, flowed in columns or placed in square-offs by classification. Banners and square-offs can be prepositioned.



Q. Can the product automatically justify columns so that they appear visually even?

A. SCS/ClassPag automatically justifies columns so that they appear to be visually even. To achieve visual evenness, SCS/ClassPag applies uniform vertical leading to all columns in a section. It also proportionally adds more vertical leading around bigger ads.

Q. Is it possible for liner classes to become fragmented?

A. Yes. SCS/ClassPag keeps liner ads together, but can fragment them under operator control.

Q. What parameters can be specified for the placement of display ads?

A. There are a number of configurable settings that can be specified for display ad placement, dummied style, proximity to a classification or another ad, etc.

Q. Can stacking parameters be specified?

A. Stacking parameters are specified in the product configuration. Samples of stacking parameters include pyramid directions, fill percentages, etc.

Q. What kind of pyramid stacking do you support? Can gravity be turned on everywhere? Is there a slope (angle) value?

A. For automatic dummied, the pyramid stacking is to the left or to the right and growing from the bottom or from the top. There is also a configurable slope angle. You can set the stacking according to left and right pages in a given sessions.

When you drag ads, SCS/ClassPag considers the starting and ending points of the drag to determine the gravity.

SCS/ClassPag has two algorithms for placing display ads depending on whether it is more important to dummy display ads in clean pyramids or to place display ads so that they touch line ads of the same class. The choice usually depends on the newspaper's ad sales policies.

For example, newspapers that sell general automotive display ads usually want the display ads dummied in strict pyramids, while newspapers that sell automotive display ads by make usually want the display ads under the line ads, no matter what shape this creates. If there are enough line ads in the subclassification, SCS/ClassPag will dummy those display ads in a pyramid. If there is only one column of ads in that subclassification, SCS/ClassPag will place those display ads in that column. Most newspapers have similar issues with other groups of classifications, like employment and real estate.

Q. Can stacks and pyramids be requested for the same page?

A. SCS/ClassPag allows both stacks and pyramids to be placed anywhere on the page.

Q. Is there any parameter that governs the height of a stack or pyramid of ads?

A. Yes, there is a parameter that governs the maximum desired height of a stack of display ads.

Q. Are display ads placed with liners in classification order?

A. SCS/ClassPag allows display ads to be placed in classification order. This is a configuration parameter for classifications.

Q. Does the product control straddling?

A. Yes, based on site-defined tolerances. Usually wider display ads don't sit on top of and bury narrower ones.



Q. Are there parameters governing the maximum number or percentage of display ads on a page?

A. There are parameters governing the maximum percentage of display ads on a page.

Q. Can the product automatically resize display ads to match their reservations? If so, can the product configure minimum and maximum resizing percentages?

A. Yes, resizing to match image and order size is supported. Also, allowable resizing percentage parameters ensure that order errors don't result in grossly misshapen ads. Shrinking ads uniformly to save newsprint is supported.

Q. What happens when a display ad is larger than a page?

A. If a display ad is larger than a page, SCS/ClassPag allows you to resize the ad to fit within the page. Double trucks and other ads that don't fit within page boundaries are also handled.

Q. Are there special parameters for placing one-column display ads?

A. Yes. They can be placed in columns, among liner ads or dummied among display ads. There are configuration options that control this.

Q. Does the product support a lookahead value?

A. SCS/ClassPag permits lookaheads, and they are controlled on a class-by-class basis.

Q. Is the lookahead function a best fit function? If so, describe the results it achieves.

A. SCS/ClassPag's placement algorithms for liners use best fit routines with both lookahead and look-behind. The best order and combination of ads from one column and the next is chosen. The result is an exceptionally tight and typographically aesthetically pleasing edition.

Q. How are slop pages handled? Is there automatic vertical or horizontal squaring?

A. Sites can specify the default geometry of slop pages. They can be specified as level pages or filled columns. They are usually output as EPS images to news pagination systems.

Q. Does the system support gatefold pages, a halfwidth page attached to a full size page? Can the system handle registration marks and automatic folio generation for this alternative page geometry?

A. Yes and yes.

SUBPAGES AND SQUARE-OFFS

Q. Are subpages supported with this product? If so, can subpages be of multiple parts? Can subpages be nested?

A. Yes. Yes. Yes. You can specify that one or more classifications belong in a square-off. You can control its height or width. You can specify that a banner of the correct width be chosen. You can specify which page and where it goes on the page. SCS/ClassPag then just does the rest.

Q. Are square-offs supported? If so, how are they created and manipulated? Can square-offs be permanently specified?

A. Square-offs are supported with SCS/ClassPag. Square-offs are created by specifying the classification(s) to be put in the square-off and creating the page name (identifies the square-off). There are configurable settings for creating square-offs, such as don't make a square-off for less than 10 ads or 5 column inches.



Q. Is there a limit to the number of square-offs per publication? Is there a limit to the number of pages a single square-off can span?

A. No, there are no limits to the number of square-offs per publication or to the number of pages a square-off can span.

Q. Can a classification be squared-off at the beginning or end of a new page when there are only a few ads in that classification?

A. Yes, if a classification starts at the end of a page or ends on the start of a new page and you only have a few ads, you can square-off that classification on the page.

Q. Can classifications and other objects be selected for a subpage? Can they be moved?

A. Yes. Yes.

Q. Can banners be attached to a subpage?

A. Yes.

Q. Can a rule or border be drawn around a subpage?

A. Yes.

FLOWING AND MOVING ADS

Q. Will the pagination product supply an estimate of the number of pages necessary to fit all required objects?

A. Yes. It does this during the initial reading of the ad extract file.

Q. Can a single classification be selected for placement?

A. Yes.

Q. Can all classifications be selected for placement?

A. Yes, and any subset of the classifications. SCS/ClassPag allows you to split a product into smaller sections by any set of classifications. This is especially useful for larger products or products that increase in size for certain days of the week.

Q. Can I change the number sequence of the classifications? If so, how?

A. Yes. When you begin to paginate you can have a list of different load sequence number to choose from. Select the one you want and the change is made. You may have a standard list, 100, 200, 300, etc. One day you may want to start the classified section at 500.

Q. Can all display ads be placed easily before any liners are placed?

A. Yes, but this is neither necessary nor desirable.

Q. How easy is it to move a display ad?

A. Very easy. Just point, click, then drag-and-drop.

Q. Will liners reflow around moved objects?

A. Liners reflow around moved objects.



Q. Is it possible to turn off liner reflow?

A. Yes. Liners are unflowed (unless explicitly locked) when display ads are moved. You initiate reflowing by clicking the appropriate icon.

Q. When display ads are placed, are they considered locked objects or reflowable objects?

A. Display ads are considered as reflowable objects when automatically placed. They become locked objects when manually placed, unless unlocked explicitly.

Q. Can objects be locked and unlocked? If so, which objects?

A. Objects can be locked and unlocked. Display ads or entire pages may be locked and unlocked. Line ads can be changed to display ads and then locked.

Q. Is it possible to select all of a certain type of object on the page?

A. Yes. You can select individual items or columns of items.

Q. Can I move segmented ads and, if so, how easy is it?

A. Yes, you can manually move long liner ads. This is an option that you can turn on and off if needed. If the option is on, to move an ad you need to click and drag the ad to where you want it to go.

Q. Is there a snap-to function?

A. Yes, ads are automatically correctly aligned in columns.

Q. Does the product recognize placement gravity?

A. SCS/ClassPag allows display ads to be dummied from the top or bottom of the page.

Q. Can display ads be "dragged and dropped"?

A. Display ads can be "dragged and dropped."

Q. Can a single liner ad be moved manually?

A. Yes, single liner ads can be moved within their classification.

Q. What type of information about liner ads is available during pagination?

A. Liner ad attributes available during pagination include: ad number, classification code and name, sort field, size, location, image colors, special requests, etc.

Q. How are long liners placed?

A. Automatically. SCS/ClassPag can segment long liners so that they can be placed onto multiple columns. Each individual segment is a valid EPS ad/page component. The segment can be as small as a single line of type. Segments can be moved manually as if they were one ad. Long line ads that are less than a column can be optionally dummied like display ads.

With ad order entry systems like SCS's AdMAX, long liner segmentation is supported directly. SCS/ClassPag will accept long liner ads as text and compose them into segments. It will also selectively divide EPS long liner galleys into segments. For front-end systems without any long liner support, they can be directly typed into SCS/ClassPag for management, composition and pagination.

Q. How easy is it to find a particular class on a page?

A. The user simply needs to look for the designated color.



Q. How easy is it to find a particular ad on a page?

A. At the press of a button, you can see a list of all ads being paginated. You can select the ad from the list or search for an ad in the list.

Q. Can different objects be easily seen on the screen?

A. Yes. SCS/ClassPag uses different colors to identify different elements, such as banners, filers, display ads, etc. You can also view the page WYSIWYG on the screen.

Q. Can color be attached to different objects? Different classifications?

A. Yes, color can be associated with different objects, classifications, exceptions, etc.

Q. Are folio page numbers displayed on the screen?

A. Folio page numbers are displayed on the screen.

Q. When there is a gap at the bottom of a column, how can the operator find out the size of that gap?

A. There is never a hole because you get vertical justification and automatically placed fillers. Special logic handles the last column of liners flowed and space reservation gaps, according to what is set up in the product configuration. If there is a gap in the last column, you can select that space to view its size.

Q. What kind of spacing can be specified for an object?

A. You can specify the desired leading among nearly all objects. (There are over 20 values that can be set.)

Q. How does the product handle the leading between ads?

A. You set a parameter defining your ideal leading between liners, display ads headers, liners and display ads, banners and liners, etc. During pagination you can control how these values are used percentage-wise. Minimum and maximum percentages of the ideal leading values can be set to avoid too much or too little leading.

Q. Can object spacing be modified during pagination?

A. Object spacing can be modified during pagination in SCS/ClassPag. The usual pagination run for full sections involves adjusting the percent of inter-object spacing and repaginating until pages fill ideally. Each such iteration usually takes less than one second per 500 pages.

Q. Does the product support vertical justification?

A. Yes.

Q. Can pages be previewed before output?

A. Yes.

Q. Can single elements, such as line ads, display ads, banners, etc., be viewed without viewing the whole page?

A. Yes.



OUTPUTTING PAGES

Q. What methods of output does the product support?

A. SCS/ClassPag supports PostScript, EPS and PDF output.

Q. Does the product output to the site's imagesetter?

A. Pages are output to print queues. SCS/ClassPag has them if your imager does not.

Q. What RIPs does SCS/ClassPag use?

A. SCS/ClassPag uses a licensed version of GhostScript.

Q. Will the product output a finished page containing all ads, graphics, folios, etc.?

A. Absolutely yes! The finished page output will contain all graphics, liners, folios, etc.

Q. What types of crop marks are supported?

A. Standard crop marks are built into the system, but customization is also an option available to each site.

Q. What types of registration marks are supported?

A. SCS/ClassPag has numerous options available for registration marks. What you need we will provide.

Q. Can the product export slop or partial pages to editorial systems as EPS files?

A. Yes.

Q. Will the product produce a dummy?

A. SCS/ClassPag can produce printed and electronic dummies. They are produced in PostScript.

Q. Does the product output impositioned pages (e.g., for tab products)?

A. You can output impositioned pages for tabloid products. SCS/ClassPag includes multi-page impositioning.

Q. Will the product output multiple pages as a single job?

A. Yes.

Q. What parameters can be specified for impositioned or multiple-page output?

A. You can set the margin around the page, width of gutter, registration marks, etc.

Q. Is there a way to tell if all required objects have been placed?

A. There are several. The objects are color-coded and there is a report that will tell if all objects have been placed.

Q. Can pages be output if not all objects are placed?

A. Yes, and where an ad is missing, identifying information is optionally placed in it. Going to film, you specify that missing element's image as a black box, so that you can double burn plates from multiple films. Going to RC paper, the missing elements can be set as white boxes that are sized to facilitate easy ad paste-up.



Q. After a pagination run is completed, can an operator make changes to one of the pages already output and re-image it?

A. Yes, the operator simply opens the application, selects the page or makes a new page and, when ready, clicks on an icon to output the new page.

REPORTS AND STATISTICS

Q. What statistics are available during pagination?

A. Some of the statistics available during pagination are compaction rate, ad count, page count, number of conflicts, ad filler area, squeeze and stretch ranges, etc.

Q. Can the operator tell the complete size of a classification before placement?

A. Yes, estimates of the complete publication and of each classification are calculated during the initial ad database load.

Q. Is it possible to see how many total objects of each type there are to place? By classification?

A. Yes. Yes.

Q. What type of reports concerning the pagination session does the product supply?

A. SCS/ClassPag supplies several reports concerning pagination sessions, including ad lists and page information, as well as general publication statistics. SCS's general purpose end-user report writing tool, SpiceRAQ, can be used to create an unlimited number of custom, site-specific reports.

Q. Does the product report incorrectly sized images? Missing fonts?

A. Yes. Yes. This is part of the rapid initial preflighting process.

Q. Is an end-user oriented report writer available with the product?

A. Yes. It is called SpiceRAQ.

Q. Can the system send a Layout-8000 OUTEXT file to the front-end for discrepancy checking? Does SCS/ClassPag produce a file describing ad placement when pagination is complete?

A. Yes. SCS/ClassPag can produce an OUTEXT file in the Layout-8000 format displaying placement information for selected types of ads. The Layout-8000 Interfacing Guide, available on the SCS web site, describes the OUTEXT format. Most front-end systems have procedures for importing OUTEXT files.

SCS/ClassPag also has built-in reports that show ad placement summaries at various levels. Customers can also use the SCS report writer, SpiceRAQ, to generate customized reports from the SCS/ClassPag databases.

MISCELLANEOUS

Q. Will the product allow a session to be saved? If so, is this a manual or an automatic function?

A. You can save SCS/ClassPag sessions for later recall/modification both manually and automatically. The system will automatically ask the user to save and then provides a list of save areas.



Q. Does SCS/ClassPag auto-save while pagination is in progress?

A. You can configure SCS/ClassPag's checkpoint save option. SCS/ClassPag saves the pagination session to the primary or backup server after a given number of ad positioning commands.

Q. How many saved sessions can the system store?

A. Saved sessions are only limited by the available disk space.

Q. What happens if during one session I need to stop and work on another?

A. SCS/ClassPag allows you to serially or concurrently work on multiple sessions. To stop working on one and start up another, you just save the first; open the second, work and save it; and then restart the first. You can also run multiple sessions, each with its own work area, simultaneously by just starting as many as you need.

Q. How many sessions can be open at once on each workstation?

A. The number of sessions that can be open at once on each workstation is only limited by the memory on the customer's system. Each user should have about 64 megabytes on the server.

Q. How many workstations does the system support?

A. The number of workstations is limited only by the customer's equipment. The systems SCS configures usually need only to support 2 or 3 operators, and the servers are configured to support 5. They would easily support a dozen or two.

Q. Is it easy to add additional workstations?

A. Yes.

Q. Will the product recognize coupons in display ads?

A. Yes, and SCS/ClassPag doesn't back them up.

Q. Is it possible to change liner text during pagination? If so, how is this accomplished?

A. Yes, with appropriate permissions. A WYSIWYG EPS editor supplied with SCS/ClassPag can be used to modify liner ads. Although it is available, this is a bad idea, and we allow it but do not recommend it.

Q. Can display ad EPS files be modified during pagination?

A. Yes, see the previous question.

Q. Can the product adjust improperly sized EPS files automatically?

A. Yes, within site-configurable limits.



WAR STORIES

Q. Describe how SCS/ClassPag was adapted and used to meet special needs.

A. **Nickel Ads** in Portland, Oregon bought SCS/ClassPag to save time paginating their 12 weeklies. Vince Evans, MIS Director, was pleased with the 1/3 staff reduction SCS/ClassPag provided. He made his ROI. Then he called Richard Cichelli to tell of his success. "And," Vince said, "Is there anything else I might do to better our situation?" "Well," said Richard, "Your style needs to be reviewed. Instead of blank space between ads, try horizontal cut rules. The ads will stand on their own and might take less space."

In less than 15 minutes, Vince made test runs with cut rules enabled. Several weeks later he reported unexpected newsprint savings sufficient to justify the system in half the time. At The Quincy (MA) Patriot Ledger, the weekend Feature Homes section required special handling. Each Feature Homes classified section consisted of small, uniformly sized classified ads, each having a color picture of the residence. The ads were placed left to right across the page in alphabetical order.

SCS provided an enhancement that allowed classifications to be paginated across the page rather than down. The time to do the Feature Homes section pages was reduced from hours to minutes.

Also at **The Patriot Ledger**, SCS/ClassPag was adapted to allow a variable number of columns on a page. On center spread pages, a column of ads can be set down the middle. Display ads can be placed there as well.

At the **Los Angeles (CA) Investor's Business Daily**, the classified department is responsible for press release ads. Press releases are run as paid advertising at IBD. To support press release ads, SCS supplied its news wire handler to capture the AP press release wire. Copy was composed and queued for possible selling and inclusion in the paper. Complicating automated placement was IBD's request that the press releases be set to fit entirely in a column wherever possible. Ordering within this constraint was by a priority valve assigned to each advertiser. Additionally, a company logo was affixed to the ads. Again pagination time for press release ads was reduced from hours to minutes.

At Buenos Aires (Argentina) **Clarín**, a huge (800,000 daily) metro newspaper, the auto section posed a challenge. When SCS started with Clarín, eight paginators used Harris workstations to paginate the 40-60 classified tabloid pages per day. A new press with additional color capacity was being installed. Harris classified pagination couldn't handle color so SCS was chosen to supply its solution.

At first Clarín produced pages as before. The composition engine in SCS/ClassPag was used to set the ad copy as Harris had done. Staff requirements were reduced 50% and elapsed time was reduced 75%. Using SCS/ClassPag made adopting a new design style for classifieds easy.

Then came the new auto section!

Clarín began a weekend special insert of 40+ pages of auto ads. Each uniformly sized auto ad included copy and a color picture of the vehicle. The publication was an overnight hit. It became so popular that copies of it were stolen out of the weekend edition. It was made a separately priced section (priced about .20USD) and was kept on newsstands all week. The next plan was to double its size. Already the SCS/ClassPag servers were being strained for both space and time handling the auto photos. The pagination was plenty fast, but composing



and imaging the numerous digital photos proved very resource consuming. SCS solved the problem by upgrading the servers and implementing an OPI-like facility, which marked the picture locations with "for position only" designations. Again speedy production was restored.

At **Howard Publications**, a low-cost solution on the Linux operating system was provided.

Numerous other special situations were handled by the SCS/ClassPag developers, including paginating obituaries with pictures, Chinese newspapers, 30+ pages of solid set career display ads, composing XTag copy, interfacing to Unisys/PPI classified order entry systems, paginating multi-column agates, etc.

