



► **SCS/Track** Frequently Asked Questions (FAQs)

Q. What is SCS/Track?

A: SCS/Track is an ad production and digital ad asset management system, developed and distributed by Software Consulting Services, LLC (SCS). SCS/Track is engineered to manage the work of advertising make-up in the context of a deadline-sensitive, full-pagination environment. It integrates tightly and cleanly with all the systems used by all the departments that deal with advertising data. It is fully functional, platform independent and specifically suited to organizing newspaper advertising make-up.

SCS/Track features Online Tracking, Archiving, Reporting, Proofing, Pagination, Work Assignment/ Job Routing, etc.

- **Online Tracking** - All actions for ads can be tracked. Looking up the status of ads and their components is easy. No more running around looking for ad information or files.
- **Archiving and Auto-Pickups** - With inexpensive disk space and virtual jukeboxes, SCS/Track keeps expired ads as long as you like. This means no more rebuilding of reruns. In addition to automating ad pickups, SCS/Track enables you to pickup ad files selectively, such as expired artwork, so that you can add new components without re-creating the entire ad.
- **Reporting** - SCS/Track offers both Status Reports and Production Reports. Status Reports allow you to know the status of all ads for tomorrow's paper at any time. Production Reports allow you to monitor who is doing the work.
- **Proofing** - SCS/Track offers proofing by e-mail, fax or on the Internet. All proofing can be done electronically, eliminating the need to run to advertisers with paper proofs. Electronic proofing also provides better quality proofs.
- **Pagination** - SCS/Track electronically sends ad images to multiple pagination systems and locations.
- **Work Assignment and Job Routing** - Assigning all work (ads) can be done

electronically by SCS/Track or by managers, as well as routing and paginating ads through the production workflow.

Q: How long has the product been on the market?

A: SCS has built and installed ad tracking systems since 1986. Early versions facilitated tracking ad production through barcode scanning. Now SCS/Track manages ad files, launches applications, preflights and performs hundreds of other workflow management functions. The logic of ad production hasn't changed; only the tools that support it have.

Q: Who should consider using SCS/Track?

A: SCS/Track is used by daily newspapers and weeklies within single, zoned and multiple publication environments. SCS/Track is in use with a variety of front-ends, including everything from SCS's own AdMAX advertising to ad order entry systems from Mactive, PBS, Vision Data, ADMARC and the like.

Q: What is unique about SCS/Track?

A: SCS/Track works with both PCs and Macs. SCS/Track allows parallel workflows for the components of ads. Several people can work on an ad's preparation at once. SCS/Track has real-time ad tracking and automatically updates ad information. SCS/Track will fax or e-mail an ad for proofing and includes a module for web-based ad proofing. SCS/Track supports bar-code label printing and bar-code scanning for tagging and tracking advertising materials.

What differentiates SCS's solutions is that the products are built with an enterprise-oriented

"SCS/Track has streamlined our operations. It has made finding ads much faster and easier. We know at any given moment where an ad is in the production process, which saves valuable time and maximizes resources."

Susie Wenaus
Creative Services Manager
Medford (OR) Mail Tribune

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SCS BUILDS TRUSTED NEWSPAPER SYSTEMS.



view of newspaper needs, and SCS systems are serviced by a well-respected newspaper vendor. SCS builds trusted newspaper systems.

INSTALLATION

Q: How long does an SCS/Track installation take?

A: The time frame from contract to completed installation may vary. Typically, a SCS/Track installation takes approximately 5 weeks. A 2-day pre-installation visit by one of our SCS/Track installation and support specialists determines site-specific needs for system configuration. When the hardware is ready, it is shipped to the customer and followed by two weeks of installation and training. NOTE: If customer wishes to buy their own server hardware, SCS will supply a list of components and recommendations for specs. After the hardware is purchased it must be sent to SCS for commissioning.

Q: How is training provided?

A: User training is provided initially during the installation and is listed as a line item on the contract. Additional training is separately priced and available both on-site and at SCS.

Q: Is SCS in possession of the application's source code?

A: Yes. SCS developed, owns and maintains SCS/Track.

INTERFACING

Q: What front-end systems is SCS/Track able to interface with?

A: SCS/Track is able to interface with all front-end systems. Customers using ADMARC, Mactive, PBS, Vision Data and SCS's AdMAX are in production with SCS/Track.

Q: Does SCS/Track support a real-time interface?

A: Yes, with most front-end systems, we support a real-time interface.

Q: What file formats does SCS/Track accept from front-end systems?

A: SCS/Track mainly accepts standard TRANS.DAT interface files but also support XML file formats. In addition, SCS can write a conversion program to accept site-specific transaction files.

Q: Does the system place the order number on the ad automatically?

A: Yes. When insertion order data comes from AdMAX, ADMARC, Mactive, PBS or other order entry systems, SCS/Track automatically uses the pre-assigned order number from order entry. SCS/Track also enables users to enter ads directly, such as spec ads, and automatically assigns a system-generated order number for such ads. In SCS advertising systems, the order number originates in AdMAX and passes through SCS/Track and Layout-8000 to the pagination system, facilitating the accurate combination of images and geometries.

Q: Does SCS/Track allow for manual entry of new ads or is all of the information required to be passed from the front-end system?

A: Yes, SCS/Track allows users to create special ads, such as spec ads, that aren't passed from the front-end system. Otherwise, we recommend that standard ads start in the ad order entry system so that all the insertion order data is validated there. Ad order entry can occur asynchronously. That is, you can start working on an ad using only an ad number from a ticket and do order entry later. SCS/Track will synchronize the information.

Q: Does SCS/Track accept production notes from AdMAX or other front-end systems?

A: Yes, SCS/Track accepts special Ad Makeup Notes for ads and their components from any front-end system that supplies them, including AdMAX.

Q: Does SCS/Track accept page and position information from layout systems?

A: Yes, SCS/Track accepts layout information and makes use of it in two ways. First, SCS/Track enables you to view run schedule and placement information onscreen. Second, the rADar edition management module enables you to view ads in place on pages, based on layout information.

Q: Does SCS/Track interface with pagination systems?

A: Yes, SCS/Track can send files to pagination systems such as SCS/ClassPag for classified pagination and SCOOP for editorial pagination. SCS/Track can transfer EPS and PDF files, as well as purge files to indicate ads in those systems to be purged.

Q: What other systems does SCS/Track interface with?

A. SCS/Track interfaces with third-party preflighting systems, such as Asura.



RETURN ON INVESTMENT/QUALITY

Q: How long is the projected ROI?

A: Most clients justify SCS/Track by showing a 1.5 year payback. There is, of course, no easy way to translate into bottom line numbers the reduction of make-goods and the increase in customer and user satisfaction it brings. All reports are that SCS/Track's ROI is much better than anticipated.

Q: Discuss how SCS/Track might improve the quality of a paper's ad production.

A: SCS/Track improves productivity with time saving, loss prevention and easy pick-ups. All files are stored electronically with standard naming conventions, preventing lost ads and lost ad components. SCS/Track also provides automatic uniform sizing from order entry to pagination. This maintains image quality without later distortion or adjustment. As part of SCS's enterprise solution, SCS/Track works seamlessly with AdMAX/Retail and Classified, SCS/ClassPag and Layout-8000.

Q: How does SCS/Track reduce errors?

A: SCS/Track reduces errors in several ways throughout the production process. SCS/Track prevents missized ads and misfiled or lost ads. It maintains accurate storage and reliable pickups from stored ads. In addition to maintaining all ad components, SCS/Track makes proofing ads easier through e-mail, fax or web-based ad approval. SCS/Track also performs extensive preflight checks. Preflighting ads allows you to locate any image problems early in the production workflow, before ads are paginated. SCS/Track alerts operators about preflight errors online.

Q: How does SCS/Track identify image errors and problems before production?

A: SCS/Track performs extensive preflight checks. Ads are preflighted to assure that their size matches the order size, that their fonts match the fonts on the RIPs and that their PostScript is correct. Everything is done to assure that input information is validated before being used and that output ads are correct and will image properly on pages. Preflighting ads allows you to locate any image problems early in the production workflow, before ads are paginated. SCS/Track alerts operators about preflight errors online.

Q: How does SCS/Track facilitate additional revenue opportunities?

A: In addition to minimizing image errors and

streamlining ad management, SCS/Track supports cross-selling and spec ad creation. SCS/Track's cross-selling functionality enables newspaper groups to sell ads at a given site that are printed in multiple newspapers. SCS/Track also manages spec ads for increased sales opportunities.

USER INTERFACE

Q: How much training will a user require to learn the product?

A: New users are ordinarily producing their ads using SCS/Track within hours of first seeing it.

Q: What client workstations can be used?

A: Since SCS/Track is a server-based system that uses X-windows for workstations, you can choose your desired client platform. SCS/Track workstations can run Windows, Macintosh, Linux, Unix, any thin client that runs X-windows.

Q: Are quick keys or tool bar icons available for common functions?

A: Yes, all SCS/Track functions can be invoked using keyboard shortcuts or clicking on tool bar icons.

Q: Are there on-screen help functions?

A: Yes, SCS/Track has on-screen help functions. SCS/Track documentation is also available on the SCS web site.

Q: Does the system automatically launch the ad building software identified in the file extension?

A: Yes, the ad artist/builder uses SCS/Track to select one or more ads from a prioritized or filtered list of ads to be worked on. Then when the operator clicks on the ad, the system automatically opens the appropriate ad makeup application used to work on the ad. SCS/Track stores the name of the ad building application so, even if the file extensions are ambiguous, the right application is launched (for example, when both English and Spanish versions of Quark are used).

Q: Describe how SCS/Track helps users with QuarkXPress, InDesign, MultiAd Creator or other art creation programs.

A: SCS/Track enables ad production staff to launch new ad jobs directly at their workstations with QuarkXPress, Creator, InDesign and other ad creation programs. Incorporating existing QuarkXPress, Creator or InDesign files into new ad



jobs is simply a matter of checking out the ad job and then storing the files in the desired ad folder.

COST FACTORS

Q: How much does an SCS/Track system cost? What is included in a standard SCS/Track contract?

A: The cost of SCS/Track is dependent primarily on a site's circulation. Included in a standard SCS/Track contract is value-added software, third-party software (such as utilities and operating systems), non proprietary hardware (usually Dell servers and workstations), interfacing, training, documentation, developer services, engineering, integration and setup.

Q: Can hardware be purchased separately from the software? If so, how is support handled in this situation?

A: SCS takes responsibility for what it sells. We usually prefer to supply the servers. As Dell's first reseller, we prefer their equipment. We work with Dell to assure that your hardware support is effective. Dell now offers effective high end server support for Linux.

Q: Does SCS sell site licenses or per-seat licenses? Why?

A: SCS sells site licenses. The bigger the publication, the greater the benefit SCS/Track is likely to provide. The SCS pricing formula captures this notion.

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: Does the company train all users or train the trainer?

A: Training is a separate line item on proposals. We train the trainer, but, with a limited number of users we also provide individual user instruction. SCS/Track users are productive within hours. It is very easy to learn and use.

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/Track. 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. The cost of the service contract is 1.25% of the purchase price.

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.

Q: What is the pricing for upgrades?

A: Software upgrades are at no charge for software when a site is on maintenance/support. SCS performs most upgrades remotely unless a site requests a support and installation person be present for additional training. The only costs associated with upgrades for sites on support would be for any additional hardware needed and any on-site training/installation by SCS support staff.

Q: Why does SCS/Track require two servers?

A: SCS/Track is engineered to recover safely from many types of potential failures. Its dual server architecture has no single point-of-failure. Backing up data, applications and system software is critical.

Q: Is there an additional cost for customization?

A: All SCS/Track users have special requirements, most of which are covered by bundled developer services in the agreement. Major customizations may require a custom quote. Whenever possible, rather than developing custom code for individual sites, SCS rolls new coding for such requirements

Having worked in other departments prior to my new position as Ad Operations Manager, I found SCS/Track to be remarkably easy to learn. Finding pickup ads has always been a concern, but now SCS/Track's powerful built-in search engine can instantly find pickup ads, even if the ads have been archived to DVD. SCS/Track is reducing errors and has brought control to our ad building department."

Kelly Cassidy-Palsma
Ad Operations Manager
Middletown (NY) Times Herald-Record



into the next release, making it available to all SCS/Track customers.

Almost everything that is site-specific is parameterized so that sites can activate or deactivate certain functions as appropriate. Dynamic object module binding is used to customize SCS/Track at the code level, if necessary. Of course, you get to customize SCS/Track using numerous set-up parameters and by supplementing the numerous built-in reports provided by the system with those you design with our functional report writer.

SUPPORT AND UPGRADES

Q: What is included in a SCS/Track support contract?

A: As part of the support contract, new releases of the software are provided at no charge. Sites are expected to uphold their part of the service agreement by keeping their SCS value-added software, operating systems and equipment current.

Q: What is needed to get support services?

A: There is a 90-day initial support period bundled with the purchase of SCS/Track. 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. 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: How is SCS/Track supported?

A: 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: How many employees support the ad tracking product?

A: SCS has seven employees in the Prepress department to help support the ad tracking system. They have many years of newspaper experience. They know Unix, Mac, Windows, Sun and Linux platforms.

Q: How often are upgrades released?

A: SCS develops its systems continuously and distributes incremental releases several times

“In the past we could not tell how long it would take to build an ad. Now SCS/Track’s historical data allows us to predict how long a production cycle will be for certain types of ads”

Terry Pereira
Advertising Operations Manager
The New Bedford (MA) Standard Times

a year. Usually a new release can be remotely installed, making upgrading easy.

Q: How are upgrades administered?

A: Most upgrades are performed remotely. There are circumstances when an SCS support person performs an upgrade on-site, such as a major upgrade, an upgrade that requires additional hardware, or at the site’s request.

Q: How do customizations affect upgrades?

A: Whenever possible, rather than developing custom code for individual sites, SCS rolls new coding for such requirements into the next release, making it available to all SCS/Track customers. Almost everything that is site-specific is parameterized so that sites can activate or deactivate certain functions as appropriate.

Q: Is the customer required to keep current with the latest upgrade? If not, how many previous versions are supported?

A: Customers are not required, but are requested, to keep current with the latest upgrade. We recommend getting a new version at least once a year.

Q: Is the vendor required to be on-site for each upgrade?

A: SCS will perform most upgrades remotely unless the site requests a support and installation person to be present for additional training, etc.

PLATFORM

Q: What is the recommended platform for SCS/Track?

A: We prefer to provide Red Hat Linux for SCS/Track servers. More than 100 sites are currently running mission-critical SCS systems on Linux. Linux features speed, stability and security.

Q: Does SCS/Track run on the most current version of its operating system’s platform(s)?



A: Yes, SCS/Track runs on the most current version of Linux. When you purchase a system from SCS, we always provide the most recent version of all operating systems.

Q: Is the SCS/Track platform compatible with high-availability solutions?

A: Our ad servers feature high availability (optional dual server architecture) and ample multi-terabyte storage.

Q: What are the workstation options?

A: SCS/Track is a server-based system so you can use any workstation running X-windows software. Macintosh workstations can use X-11; PCs running Windows or Unix/Linux can use WebTermX or NoMachine.

Q: Does SCS/Track require a dongle for workstation security?

A: No, SCS/Track does not require a dongle. SCS/Track is sold with site licenses and doesn't require seat licenses or dongles.

Q: What database does SCS/Track use?

A: SCS/Track uses Faircom Inc.'s C-Tree data manager. See their web site www.faircom.com for details of the broad range of supported platforms. Using Faircom Inc.'s C-Tree data manager gives SCS the source code, allowing us to support our databases without depending on third-parties.

Q: How is SCS/Track structured to handle an ad's file components?

A: SCS/Track is a workflow management system in which information about the status of the workflow is stored in a database, and file components and documents associated with an ad are stored in an alphabetized hierarchical folder structure. SCS/Track maintains and manages all ad files and folders through each ad's run schedule. Normal access to ad files is through the database. However, live ads can be easily accessed by simply navigating through the advertiser folder structure. SCS/Track's hierarchical file system for storing ads prevents ad files from becoming inaccessible, in the unlikely event that the database is unavailable. Within SCS/Track, ads are preflighted to assure that their size matches the order size, that their fonts match the fonts on the RIPs and that their PostScript is correct. Everything is done to assure that input information is validated before being used and the output ads are correct and will image properly on pages.

Q: Is the SCS/Track compatible with all of the following products (Yes/No)?

A:	
QuarkXPress	Yes, with SCS-developed XTensions®
Multi-ad Creator, Creator 2, Creator 6, Creator 7	Yes, with a launch script
InDesign®, InDesign CS and CS2	Yes, with a launch script
Photoshop®	Yes
Illustrator®	Yes
Freehand®	Yes
MS Word®	Yes
Acrobat®	Yes

Q: Does the system support a team workflow?

A: Yes, SCS/Track supports the team workflow. SCS/Track supports assigning ad production tasks to individuals, workstations, job classifications and teams. It tracks ad jobs by salesperson, ad taker, classified and/or retail ads, etc. With SCS/Track prepress managers can also monitor and direct workflow from their workstations.

Q: Does SCS/Track feature a central repository for production images to simplify image retrieval?

A: Yes, SCS/Track stores all ads and ad files in a central location so that all members of the ad production staff have easy access to them. SCS/Track is also an ad archiving and retrieval system. As ads expire, SCS/Track automatically archives ad files and notifies you when it's time to save them to a CD. SCS/Track knows the location of current and expired ads at all times for easy retrieval. You can use SCS/Track's online tracking feature to locate ads. You can then use the pickup feature to retrieve them.

Q: Does the system allow for bar-coding? Is this included or is this a separate module?

A: While bar-coding is optional with SCS/Track, it is useful for tagging and tracking physical materials (photos, merchandise, etc.). Scanning software is available. The optional hardware for 2D bar-coding includes a barcode printer and bar-code scanning workstations with laser guns. Software to print special labels on HP LaserJet printers is included. Scanning stations operate even when the server is unavailable. Scan logs are saved and sent later, should this occur.

Q: How does SCS/Track name ad folders?

A: When insertion order data comes from AdMAX,



Mactive, PBS, Vision Data or other order entry systems, SCS/Track creates entries in a hierarchical filing system that associates the ad document with the ad ID. When SCS/Track gets the ad order and the artists starts to work on it, a folder is automatically created on the server with the ad ID name. This folder will be the location for all files (text, art, e-mail) pertaining to the ad.

Q: Can SCS/Track monitor operator productivity?

A: Yes, SCS/Track monitors ad makeup productivity. SCS/Track uses unique identifiers for each user, group and station. SCS/Track records all operator activity, such as opening a job, routing a job, etc. Standard and customizable reporting can display station, group and user activity.

Q: Does SCS/Track support pickup ads?

A: Yes. SCS/Track knows where all existing ads are stored at all times. SCS/Track can process pickup information from the order entry system and automatically locate the ad files to be picked up. In production, SCS/Track also features a pickup function that searches for appropriate ad files and enables you to select some of the ad files of an ad document for pickup. For instance, if you will use the same artwork but new text, you can pick up the artwork files and the main ad files and simply create new text files.

Q: Does SCS/Track support PDF workflow?

A: Yes. SCS/Track can be used in EPS/PostScript workflows, EPS/OPI workflows and PDF workflows.

Q: Is it possible to quickly retrieve a complete catalog and high resolution image of all ads for a particular advertiser?

A: SCS/Track has a search/query engine. You can look for ads by searching for advertiser, advertiser ID, ad number, publication date range, etc. Combinations of criteria and partial matches are supported. Within SCS/Track, information about sets of ads are presented in query result lists. Individual ads can then be worked on, viewed, faxed, printed, etc. SCS/Track stores a high resolution EPS image with each ad. All ads that have been created are indexed and stored in that account's folder. When doing a search for a particular ad, the user will see a list of these ads. By selecting a specific ad, an ad can be viewed. Ads are viewed individually when selected. If a set of ads are selected from the list, a thumbnail viewer displays them. Specific ads can be checked off and selected.

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

A: Yes. SCS/Track is platform-independent, able to run on such operating systems as Linux, Unix, etc. All server configurations running on these operating systems support TCP/IP and 100 BaseT Ethernet.

Q: Does the system support FEC (Fast Ether Channel)?

A: SCS/Track is in production on network servers using FDDI. FEC is supported at the operating system level and applications use it transparently.

Q: Is the system able to include third-party Clipart, allowing it to be included in the database so that it is searchable?

A: Yes, SCS/Track supports loading third-party Clipart in its Scrapbook module.

Q: Does the system allow for manual entry of new ads or is all of the information required to be passed from the front-end system?

A: Yes, SCS/Track allows users to create special ads, such as spec ads, that aren't passed from the front-end system. Otherwise, we recommend that standard ads start in the ad order entry system so that all the insertion order data is validated there. Ad order entry can occur asynchronously. That is, you can start working on an ad using only an ad number from a ticket and do order entry later. SCS/Track will synchronize the information.

Q: Does SCS/Track facilitate easy identification and production instructions from AdMAX (or other front-end systems)?

A: SCS/Track identifies ads by the same site-supplied unique reference number used by AdMAX and other front-end systems. SCS/Track accepts special Ad Makeup Notes for ads and their components from any front-end system that supplies them, including AdMAX.

Q: Can SCS/Track work in conjunction with artwork production systems, such as MultiAd Creator, QuarkXPress and Adobe InDesign?

A: Yes, SCS/Track launches, sizes and names ads automatically with QuarkXPress, MultiAd Creator (multiple versions), MS Word, Adobe InDesign (including CS and CS2), FreeHand and other systems.

Q: Describe how ads made with QuarkXPress, InDesign or MultiAd Creator are imported.

A: SCS/Track enables ad production staff to launch new ad jobs directly at their workstations



with QuarkXPress, Creator, InDesign and other ad creation programs. Incorporating existing QuarkXPress, Creator or InDesign files into new ad jobs is simply a matter of checking out the ad job and then storing the files in the desired ad folder.

Q: Does SCS/Track accept AdSend information?

A: SCS works closely with the Associated Press to incorporate ads sent through AdSend into SCS/Track. AdSend ads are delivered to a directory/folder on the AdSend server. At the newspaper's option, these can be automatically placed on the SCS/Track server or transferred by SCS/Track on demand. When an XML ticket is available, AdSend's PDFs are automatically checked for size, color, run date, etc., and matched to the newspaper's insertion order. From there, SCS/Track moves the ad into its folder structure and naming conventions while preserving the AdSend identifier. SCS/Track then makes an EPS from the PDF, assuming it is ready for preflighting and pagination. The user has the option to "Accept for Editing," which invokes a script to launch Acrobat® for editing and exporting the EPS. Ads that arrive digitally in PDF can also be sent through this process and incorporated into the newspaper's workflow. AdSend ads are tagged as "AdSend" in their source field to facilitate identification for listing and reporting.

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

A: The graphical user interface is X-Windows. The presentation features are standard GUI "WIMPS" effects. Where possible, CUA (common user access) standards are followed.

COST FACTORS

Q: How much does an SCS/Track 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 principal determining factor for price is circulation.

Q: Why does SCS use site licenses 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/Track 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:

1. they are inconvenient to administer
2. fewer seats is better for achieving maximum ROI

Q: Is there an up-to-date manual released with each new release?

A: Yes, release notes provided with each new upgrade. The manuals are located on our web site, www.newspapersystems.com.

Q: How do customizations affect upgrades?

A: Whenever possible, rather than developing custom code for individual sites, SCS rolls new coding for such requirements into the next release, making it available to all SCS/Track customers. Almost everything that is site-specific is parameterized so that sites can activate or deactivate certain functions as appropriate. Dynamic object module binding is used to customize SCS/Track at the code level, if necessary. Of course, you get to customize SCS/Track using numerous set-up parameters and by supplementing the numerous built-in reports provided by the system with those you design with our functional report writer.

Q: Is the customer required to keep current with the latest upgrade? If not, how many previous versions are supported?

A: Customers are not required, but are requested, to keep current with the latest upgrade. We recommend getting a new version at least once a year.

Q: Is the vendor required to be on-site for each upgrade?

A: SCS performs most upgrades remotely unless the site requests a support and installation person to be present for additional training, etc.

Q: Does SCS/Track include a test system?

A: There are multiple options for SCS/Track test environments. Some sites purchase an additional server, in addition to the mirrored servers, to use as a test server. For sites that don't purchase a third server, SCS can set up a separate environment on one of the dual servers to use for testing without affecting production or mirroring.

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



A: SCS/Track emergency support is 24 hours a day, seven days a week. SCS maintains a web site for support (www.scssupport.com) that is password-protected and enables sites to review the status of their outstanding issues.

Q: What are the largest/smallest/average customers on the ad tracking system in relation to circulation numbers?

A: The largest newspaper with a circulation of 70,000 is *Fort Lauderdale (FL) Sun Sentinel*. A typical newspaper is *Wilmington (NC) Morning Star*, with a circulation of 56,000. We have developed new server configurations, which make affordable SCS/Track systems at smaller mid-market dailies. Very large scale systems are also now available.

Q: How many customers are currently live on the ad tracking system?

A: Listed below is a diverse set of SCS/Track system users:

Publication	Circ
Brockton (MA) The Enterprise	61,000
Danbury (CT) News Times	4,000
Fayetteville (NC) Observer Times	107,000
Fort Lauderdale (FL) Sun Sentinel	84,000
Hyannis (MA) Cape Cod Times	5,000
Kingsport (TN) Times News	61,000
Leesburg (VA) Times Community Newspapers	250,000 (weekly)
Mattituck (NY) Times Review	25,000 (weekly)
Middletown (NY) Times Herald-Record	117,000
NY (NY) El Diario La Prensa (Spanish)	5,000
NY (NY) Village Voice	25,000 (weekly)
Quincy (MA) Patriot Ledger	105,000
Stuart (FL) Scripps Treasure Coast	110,000
Sunbury (PA) Daily Item	7,000
Wilmington (NC) Star News	81,000
Winston-Salem (NC) Journal	128,000
Please contact SCS sales staff if you would like contact information.	

PLATFORM

Q: What is the required operating system of the server?

A: SCS/Track is platform-independent. It works with Linux, SCO Unix, Sun Unix and Windows NT/2000 servers. Clients can be PCs, Macs and Unix/Linux workstations. We recommend Linux servers now since it is our reference platform for development. We have

lots of experience with SCO Unix and recommend caution when considering Windows for servers.

Q: What advantages does SCS/Track bring to the IT Manager?

A: Since SCS builds the server platform system as well, SCS has included many IT functions into the product. Auto archiving based on last run dates, auto purging, and nightly backups are some of the automatic functions. In addition, daily e-mails are sent to the IT manager about the success of the nightly backup, the mirroring process, disc space management, and more. Also, there is no reason to depend on licensed Microsoft technicians to run our system. SCS technicians are only an e-mail or phone call away from helping IT managers with the system. In addition, SCS/Track support specialists can (with proper permissions) establish communication with customer servers to monitor, update, or fix issues remotely.

Q: Does the product run on the most current version of its operating system's platform(s)?

A: SCS/Track runs on the most current version of Linux. When you purchase a system from SCS, we always provide the most recent version of all operating systems.

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

A: Our ad servers feature high availability (optional dual server architecture) and ample multi-terabyte storage. There are several important considerations when engineering systems for high availability. We make systems that failover, failsafe and failsoft. Our disk subsystems are all based on RAID (Redundant Array of Inexpensive Disks). RAID provides low cost high performance 29 mirroring of disk storage. If a drive fails, its data is redundantly available. This is drive failover. Our multi-server configuration features a combination of RAID and data replication. Data replication is built into the SCS/Track data manager. Two or more servers are set up. The servers are independent and share no processing or internal storage resources.

All storage management and high-availability functions are under control of the application. SCS applications are built to failsoft and failsafe. Failure of SCS/Track won't keep you from easily getting to ad files. Database validation and recovery are automatic. SCS systems are trustworthy.



Q: Does the client run on a Macintosh?

A: Because the application runs on the server and not on individual workstations, users can access the server with Mac client workstations running Exodus (an X-Server for the Mac). X-Servers provide network-aware, concurrent multi-session GUI interfaces to multiple servers from multiple workstations.

Q: Does the client run on a PC?

A: The client workstation can run on any Windows NT/2000, Windows 9x or Unix/Linux PC using an X-Server. For PCs, we supply WebTermX (www.powerlan-usa.com) or NoMachine (www.nomachine.com) X-clients. WebTermX is currently used by many SCS/Track customers; NoMachine is a recent option that features an unlimited seat license.

Q: Is the interface GUI?

A: Yes, its interface is X-Windows, just like other SCS products, with convenient command icons and other enhancements.

Q: Does the product require a dongle for security?

A: No, SCS/Track does not require a dongle.

Q: What database does SCS/Track use?

A: SCS/Track uses Faircom Inc.'s C-Tree data manager. See their website www.faircom.com for details of the broad range of supported platforms. Using Faircom Inc.'s C-Tree data manager gives SCS the source code, allowing us to support our databases without depending on third-parties.

Q: Discuss the database management technology used in SCS/Track.

A: SCS/Track manages files invisibly for ad makeup artists. The underlying folder structure that SCS/Track uses to manage ad documents electronically is almost exactly what we found were best practices among newspapers that did not have computerized ad tracking systems. Why would we do this? The answer is simple. The file folder hierarchy that we set up is so intuitively obvious that ad makeup artists can navigate through it to access and work on ads even without having the ad tracking database management tools up and operational.

Our hierarchical file system allows for the migration of ad documents from work in progress to current/expired to staged for archiving to near online archive and finally to off-line archives. It does this without ever discarding any of the identifying data that is used to find the document data

easily. Having a hierarchical file system allows us additional design flexibility. Any new computer system introduces a certain amount of new complexity into an organization.

SCS takes responsibility for the technology it delivers. We have the source code for every line of application code that executes within our environments. We maintain them top to bottom.

Q: Please provide the number of records in the database and the maximum number of workstations connected before the system's response time is negatively impacted.

A: We would expect you to be able to store production insertion order records for the foreseeable future. Current ones would be associated with current ads, the rest with archived ads. We already have customers databases running with five years of data stored. There is no practical limit to the number of records the SCS/Track database can maintain. The number of workstations depends entirely on the server used. Each site's appropriate configuration is detailed in an SCS proposal.

ORGANIZING AND MANAGING ADS

Q: Does the system automatically resize ads for special projects, such as Web reduction?

A: SCS/Track is a general purpose workflow manager engineered for newspaper advertising production. We resize ads with ad building or page building software. EPS or PDF versions of ads can be sized via scripts (if necessary) for appropriate target media. Unlike Layout-8000, some dummyming systems do not provide vertical justification that allows two or more half-height ads to fit within the full height of a page. For ad building applications used with such dummyming systems, SCS/Track has QuarkXTensions and scripts that save ads at a reduced vertical size, e.g., 99% of height. At Layout-8000 sites and SCS newsroom sites, ads are resized (if necessary) automatically when paginated. We do not ordinarily recommend ad resizing be done within the tracking system. The ads might as well be made to the proper size.

Q: Are house ads and spec ads able to be incorporated into the system and tracked separately for reporting purposes?

A: Within SCS/Track, house ads and spec ads are set up as different "products." As with any product, SCS/Track produces separate product-specific production reports on these for analysis



purposes. Spec ad capabilities are included at no additional cost. SCS/Track now has a separate ad type for spec ads. Spec ads can be entered and created in SCS/Track without being entered in order entry first. Because spec ads have their own ad type in SCS/Track, it is easier to report on them. SCS/Track has spec ad reports to support this new functionality. House ads are treated like any other ad; they get scheduled for the product they are to run in.

Q: Is the user able to search art by customer and/or type?

A: Within SCS/Track, account-specific graphics are stored in the hierarchical file system with the advertiser (i.e., the advertiser's folder). General art work, logos, etc. are stored in SCS/Track's Scrapbook. The Scrapbook tracks their use and helps in their production. Retrieval within user specified categories is by keyword or phrase. Selection is via a thumbnail viewer.

Q: Are you able to view multiple thumbnails of art on the same screen that are sorted by element or customer?

A: SCS/Track's Scrapbook module manages and displays thumbnails of general purpose graphic components. Image retrieval is via content-based searches.

Q: Does the system have the ability to assign ads or route ads to specific users and/or groups?

A: Yes. SCS/Track is based upon the general principles of shop floor control. It implements this technology with the specific focus of newspaper advertising production. This model is very general purpose, allowing any workflow to be defined and any "manufacturing process" to be tracked. Because SCS/Track is customizable for each site, the site decides on the assignment of the ads and how the ads are routed by their attributes, such as salesperson, ad taker, group, classified display ads, retail display ads, etc. The process of routing is rule based, so it can be highly automated.

Q: Does SCS/Track automatically launch the ad building software identified in the file extension?

A: Yes, the ad artist/builder uses SCS/Track to select one or more ads from a prioritized or filtered list of ads to be worked on. Then when the operator clicks on the ad, the system automatically opens the appropriate ad makeup application used to work on the ad. SCS/Track stores the name of the ad building application so, even if the file extensions

are ambiguous, the right application is launched (for example, when both English and Spanish versions of Quark are used).

Q: How can a user tell if an ad is out on proof?

A: SCS/Track logs every action performed on an ad from beginning to end. At any time during production, a simple ad search will tell you the location and status of the ad.

Q: Does SCS/Track automatically reflect updated page elements?

A: The SCS/Track rADar module shows the status of ads that have dummied page assignments. Pages with elements are displayed with color coding indicating component statuses based on their attributes. rADar complements the page element tracking that occurs in functional pagination systems.

Q: Can rADar display printers pair views?

A: In addition to views of individual zones, sections and adjacent pages, rADar has the ability to show Printers Pair views. Such display configurations are parameter-based.

Q: Can SCS/Track reduce sizing and color errors by using booking information to create new ad templates automatically with the correct size and number?

A: SCS/Track enables you to preflight an ad so that you can make sure every aspect of the ad's EPS file is in order. Preflighting ensures that an EPS image of the ad was exported and that the size of the ad image is the same size that SCS/Track received from the scheduling system.

Q: Does SCS/Track ensure correct color positioning?

A: SCS/Track takes ad position and color information directly from Layout-8000. SCS/Track can also take color information from the scheduling system. The operator then monitors these attributes to assure consistent ad placement.

Q: How do ads get entered into SCS/Track?

A: SCS/Track uses a standard transaction file from your order entry system. If you are using AdMAX or Layout-8000, each ad is loaded into SCS/Track immediately after it is entered. SCS/Track also interfaces with order entry systems from a variety of other vendors. SCS/Track logs the date and time an ad insertion is received from order entry. SCS/Track also enables the



production department to print out Electronic Insertion Orders (work orders) automatically.

Q: Is there any automation for proofing? (i.e., click a button and the ad is automatically converted to a PDF and e-mail, faxed or printed)?

A: There are two types of proofing that newspapers do: one type shows advertisers what an ad will look like when printed on the newspaper's press. This type of proofing takes into account the color corrections that are necessary to map RGB into CMYK, to show the color space of newspaper inks and paper, etc. To do this kind of proofing, you should use a product like "Press Ready" from Adobe. Preflighting within SCS/Track is about proofing for validity. It answers questions like, "Is this ad sized correctly?" "Is the PostScript correct?" etc. The preflighting system includes a PostScript-to-PDF converter.

SCS/Track includes faxing, e-mailing, online proofing and preflighting of ads. An ad may be faxed or e-mailed to an advertiser through SCS/Track for proofing. SCS/Track's AdApprove module enables advertisers to proof ads via the Internet. SCS/Track also provides a preflight check to identify possible problems with an ad's PostScript. Preflighting checks the ad image size against ordered size. It checks used fonts in the ad against a list of fonts available on the RIP. Lastly, it validates the PostScript for all of an ad's elements.

As soon as SCS/Track preflights an ad, the ad builder is informed whether the ad has passed or failed preflighting. If the ad fails, the ad builder sees a list of issues to be resolved. SCS/Track supports a variety of proofing printers, including most PostScript ones. SCS also supplies the special workflow handling that SeeColor™ imagers require. Finally, for those that like products like FlightCheck, SCS supplies scripts that automate the running of both server- and workstation-based applications.

Q: If a preflight fails, can an operator be prohibited from passing the file on to pagination?

A: Site-customizable user privileges can control such rules for preflighting errors, as other mission-critical operations.

Q: Is ad information automatically printed on the ad proof?

A: Ad proofs are site-customizable. You get to

select from over 70 fields that may be added to an ad proof. An example of some are Ad Description, Account Number, Ad ID, Ad Size, Advertiser, Fax To Person (name), Run Date, Proof Deadline, etc.

Q: Is it possible to associate graphics and fonts with a particular account, such that those elements are automatically linked to an ad file?

A: To associate graphics, copy, fonts, etc., with a particular account, all that is necessary is to place these in an account's folder. From the viewpoint of SCS/Track, these are called components. Within the hierarchical filing system of SCS/Track, ads have components used in their assembly. When placed at the advertiser level, they can be included in any of the advertiser's ads. The linking is implicit in the folder structure. SCS/Track manages ad information, components of ads and documents for each ad. Ad information is stored in the SCS/Track database located on the server. Ad documents and component files are stored in three areas on the server, separate from the SCS/Track application's internal relational database tables. The first storage area is Current ads. This partition contains ads that are work in progress or currently running. Second is expired ads. These are ads that have ended their run and are waiting to be forwarded to the third area, which is the staging area. Staging area ads are ready to be written to DVD and archived.

If the SCS/Track application were to fail, client workstations would be able to access the current, expired and staged ads on the server, along with the archived ads. In the event that both servers were to fail, you would still be able to access the archived ads and their components through the Local Area Network. Ads are automatically managed by having SCS/Track create folders for individual accounts. Within each account folder, ad folders are named with a unique reference number assigned in ad order entry. Each ad ID folder contains all the elements for a specific ad. You can create art and fonts in this folder associated with that specific advertiser. You can also create Art "accounts" and a folder structure within that ad ID folder for art elements.

Q: Where does the product require that I store ads?

A: SCS/Track supports a hierarchical storage scheme with data replication and peer-to-peer file sharing. We recommend that ads be stored on the SCS/Track server. They can also be allocated to one or more networked servers.



Q: What naming convention should I use for ads?

A: Ad number or ad number.eps should be the naming convention for 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. Use the ad make-up program of your choice with save settings appropriate for your RIP.

Q: Is there a way that all ads can be seen? If so, what is the information available on the ads?

A: Yes, SCS/Track offers detailed reports. The information available includes page numbers, internal/external ads, classification, sort field, size and description.

Q: Can finished ads be previewed onscreen?

A: Yes.

Q: Can finished ads be proofed on a laser printer?

A: Yes.

Q: Where are house ads stored in SCS/Track?

A: House ads are stored on the SCS/Track server or on a shared volume. We recommend that the SCS/Track 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.

PARAMETERS AND ALGORITHMS

Q: Are there different levels of access that are definable?

A: The system administrator tells SCS/Track which users or groups of users have what access. Access is granted by login passwords. User permissions and security are controlled by the menu system. Your system administrator will define these levels to match your organization's security policies.

Q: Is the system password-protected with the ability for a user to change their password?

A: Yes, each user is given their own login name and password. These are OS level functions. SCS/Track uses the login name to set its permissions. Users can keep their login name and change their passwords.

Q: Is it possible to grant non-purge functionality to certain users/groups?

A: Nearly every function of SCS/Track has its availability defined through the menu system that is used to invoke it. Purging is one of these functions, and users can be set to be denied this functionality.

Q: Are administrative users able to reset other users' passwords?

A: This depends on the operating system. The system administrators are usually able to reset passwords and permissions.

Q: Does the system require users to change their passwords on a regular schedule?

A: As part of the standard Linux operating system, user accounts can be configured to require password changes at regular intervals.

Q: Does the system lock a record when in use so that no one else can make changes to it? If yes, do others still have viewing access to this record?

A: When an ad is opened by an ad builder, SCS/Track locks the ad so no one else can make concurrent changes to it, but while an ad is being worked on, it still can be viewed by other users.

Q: Are the ad statuses customizable?

A: Yes, users have the capability to customize the ad status (i.e., in progress, finished, waiting to be worked on, etc.).

Q: Do ad statuses change automatically as an ad is processed or does the artist change the status manually at each phase of the process?

A: SCS/Track automatically changes an ad's status. It does this on events associated with transition or routing to the next workstation, group, etc. Ad statuses are associated with the group, workstation, state (i.e., "finished", "in progress", etc.). State transitions can be specified in rules so that the entire production of an ad can be planned automatically from information entered into AdMAX.

Q: Does the system allow for the viewing of the database by user preference? For example, can each user select what data fields they want displayed?

A: While SCS/Track is built using a database management system, just like AdMAX, we tend to think of such systems in terms of the various objects (nouns) used to build the system. Each object is described with attributes (adjectives).



There are many objects and attributes. Users have flexible ways to view them and select them within SCS/Track. All fields that are in SCS/Track are available to every user. Security can be set on the menu level for each function, allowing certain users more viewing or modifying privileges than others.

OUTPUTTING ADS

Q: Does the system have the ability to integrate with any OPI system for ads?

A: Yes, SCS/Track integrates with any type of OPI server. SCS/Track can transfer completed ads and command scripts that an OPI server will accept, including scripts that OPI servers can run to purge ads that are no longer needed.

Q: Does the system use an OPI system for art? If so, is it third party or proprietary OPI software?

A: SCS/Track stores all of its graphics and art on the SCS/Track server. None of our users has found that an OPI server speeds ad creation. Note: All OPI software is proprietary since none of it is open source.

Q: What percentages of your customers use an OPI system for art?

A: Most of our customers use OPI servers for storing editorial graphic elements and finished ad images in their news pagination database. None of our customers use an OPI system for ad elements because it is neither necessary nor desirable to manage ad graphics this way. Programs like QuarkXPress, InDesign and Multi-Ad Creator only read and display graphics at screen resolutions anyway. OPI servers help service bureaus more than newspapers. In addition, SCS/Track avoids the overhead of copying high resolution graphic images by accessing them from the ad building application directly on the ad server. They extract the pic or pict image directly and thus avoid the overhead associated with high resolution images.

Q: Does the system automatically create an electronic proof?

A: Clicking on the e-mail tool button automatically creates and sends an electronic proof to the customer. (The customer information is maintained in SCS/Track and can be sent from AdMAX or other order entry systems.) Another tool button displays an ad proof to this screen or sends it to a PostScript proofer.

Q: Does the system automatically create a hard copy proof for the customer?

A: Yes, a hard copy can be printed and then proofed by the customer.

Q: Does the system automatically load the fonts that are used in the ad?

A: If you use an ad building application that can include fonts (i.e., QuarkXPress, InDesign or Multi-Ad Creator), it will automatically load fonts. If not, SCS/Track automatically appends the fonts needed for proofing or printing.

Q: Does SCS/Track automatically create and route EPS files?

A: Yes. Completed ads in EPS form can be automatically routed to news and classified pagination systems and their OPI servers. A script is sent to such systems to facilitate timely purging of ads based on the run schedules of the ads.

Q: Does the system automatically create and route PDF files?

A: SCS/Track does automatically create PDF files from EPS files. These are routed to e-mail and perhaps a web site. In general, PDF files should be converted to EPS if they are to be placed on PostScript pages. This placement is difficult with PDF alone because of the absence of bounding boxes in most PDF files. (Only PDFX supports bounding boxes and even AdSend hasn't started PDFX transmissions yet.) NOTE: Current PDF RIPs are actually PostScript RIPs with front-end PDF converters.

Q: Does SCS/Track include preflighting capabilities?

A: Yes, SCS/Track includes preflighting. It can be invoked by users and it happens automatically when ads are sent to their pagination system(s).

Q: If so, can the system identify RGB, missing fonts, missing artwork?

A: During the preflight, SCS/Track identifies size errors, image area errors, PostScript errors, etc. SCS preflighting includes rapid PostScript RIPping.

Q: Is this third-party software and if so, what is it? Can SCS/Track integrate with third-party preflighting software?

A: The preflight function is developed and maintained by SCS. A RIPping component of the preflighting system is a third-party product, but SCS has the source and is fully licensed to resell and support it. SCS/Track can and does interface



with various preflighting software packages. We work with customers to integrate alternate preflighting software and other software packages they might use or wish to use. The vast majority of SCS/Track users find the tools we bundle with our application sufficient, effective and appropriate.

Q: Why does SCS/Track provide GhostScript and GhostView for preflighting?

A: SCS/Track provides GhostScript and GhostView (www.ghostscript.com) for preflighting for several reasons. GhostScript is open source and platform independent, is easily scriptable, fully validates PostScript, and has proved to meet nearly all our customers' needs.

SCS provides GhostScript under a commercial license. For the very modest fees involved in this license, we get and provide to our customers commercial level support for this very high quality technology.

REPORTS AND STATISTICS

Q: Does SCS/Track offer page flow analysis reports?

A: Yes, SCS/Track includes reports for tracking unfinished, late and missing ads by date and publication. These reports/queries can be viewed online, as well as printed. SCS/Track also comes with an optional report specification writing system called SpiceRAQ that enables you to create ad hoc reports and queries.

Q: Is the system accessible for reporting via third-party software, such as Crystal Reports?

A: SCS/Track includes eight major categories of reports. Each category has six or more standard reports and each of these has numerous parameterized variances. Along with the standard reports that come with SCS/Track, users have the choice to export data into a third-party software, e.g., Excel, Access, Crystal Reports, etc. SCS/Track also comes with an optional general-purpose report writer called SpiceRAQ for ad hoc reports.

Q: Are you able to create custom queries from within the software?

A: In addition to its variety of standard reports, SCS/Track also comes with an optional general purpose report writing tool, SpiceRAQ, enabling users to create ad hoc reports through queries and sorts. SpiceRAQ is configured with a data dictionary for SCS/Track.

Q: Does the system allow for the customization of fields for tracking purposes?

A: Yes, SCS/Track has customizable fields that the system administrator can set up for site-specific use.

Q: Are the reports accessible via a web browser?

A: Yes, SCS/Track can export reports to your standard browser in HTML format.

Q: In what file formats can reports be generated in SCS/Track?

A: SCS/Track can generate report data in text, HTML and spreadsheet-friendly tab-delimited and comma-separated formats.

ARCHIVING and PURGING

Q: Does SCS/Track offer automatic purging and retention of ad images?

A: SCS/Track archives ad images and ad files to DVD and purges from the current ad directory as the ads expire. SCS/Track parameters enable you to define when ads are to be purged.

Q: Does SCS/Track come with an integrated archiving system that is transparent to the user if they are accessing data from the server's HD, from a CD or DVD?

A: Yes. SCS supplies methods for keeping years of ads quickly available. The SCS/Track server configuration is designed to store ads primarily on its own dual server system but can also track the location of ads placed on network-mountable servers, DVDs or other media. Nightly processes extract information from the ads that aid in the ad finding processes, especially when it comes to finding pickups.

Q: Does the system allow for purging by product and run date?

A: By default, SCS/Track archives ads based on last run date. The database keeps track of the ads and can filter by product, advertiser, date, etc.

Q: Does the system allow for certain records to be selected so that they are never purged?

A: We configure the SCS/Track system with multi-terabyte disk space. We could provide a custom coded enhancement to keep expired ads in the current ad status forever, but archiving expired ads is the most effective storage management solution. Note that having user-initiated purging requires manual intervention. Labor expenses and



user errors would result. What SCS/Track has is both fully automatic and fully secure. With archival storage so cheap, it is more efficient to rely on a fully automated procedure than on manual ones.

MISCELLANEOUS

Q: How are customer proofs via e-mailed handled by SCS/Track?

A: SCS/Track generates an e-mail, with the customer proof attached, using the server's "sendmail" program to generate and relay e-mail messages to the site's dedicated e-mail server, which then performs the normal processing of the message.

Q: Does the system allow disk ads to be incorporated into the database? If yes, how is this accomplished?

A: Ads from any digital media (disks, e-mails, etc.) can easily be imported into SCS/Track's publishing production environment. They can be placed on the server in the folders, set up for general access or with a particular permission.

Q: Does the system allow for softproofing to the sales staff? If yes, is there additional software/hardware required to handle the security?

A: SCS/Track allows anyone at any workstation on the network with access to the SCS/Track server with X-Server software to view ads and their progress. Linux systems come with X-Servers. PCs with Windows use WebTermX or NoMachine, and Macs (below OSX) use Exodus. SCS/Track users, ad builders, sales staff and managers all have access privileges that enable them to access system functions appropriately.

Q: Does SCS/Track users to create faxes automatically from their workstations?

A: Users can create and send out faxes directly from their workstations, whether Macs or PCs. The SCS/Track servers are equipped with a modem to support faxing. The included technology to do this translates PostScript (or EPS or PDF) files to Group 4 fax codes and queues them to a modem server software, which manages their transmission. Multiple ad builders and sales staff can simultaneously request fax transmission of ad proofs, and they will be queued and acknowledged.

Q: How can customers view their ads for approval?

A: SCS/Track supports softproofing via faxing and e-mailing. The SCS/Track web-proofing module

called AdApprove enables advertisers to view and approve their ads online.

Q: Does SCS/Track offer font management?

A: SCS/Track manages fonts by preflighting ads. During the preflighting process, SCS/Track automatically checks the PostScript fonts against the fonts available on the site's RIP. If the font in the ad passes all the preflight tests, it then can go to an assigned site-specific destination. If the ad fails preflight, the ad builder is notified that the ad didn't pass because of a font discrepancy and shows what font failed. To manage fonts, you may use Suitcase or Font Manager on Macs. SCS can also assist you with PC font management.

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

A: Jobs are created automatically when an ad is received from the order entry system. Jobs can also be created manually for additional components or if an ad needs to be worked on prior to being entered into order entry.

Q: What happens if during one job I need to stop and work on another?

A: Simply close the ad and start the new job. The unfinished job will remain assigned to you and appear in your job list until you re-route the job.

Q: How many jobs can be open at once on each workstation?

A: As many as you want.

Q: How many workstations does SCS/Track support?

A: As many as you want. The number of workstations is limited only by the customer's equipment. Current SCS/Track systems in production support between 10 and 60 ad builder workstations.

Q: Is it easy to add additional workstations?

A: Yes.

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.

Q: Does SCS/Track feature a central repository for graphics to simplify image retrieval?

A: Yes. SCS's ScrapBook stores and categorizes all reusable graphics for simplified viewing and retrieval.