

Layout-8000™ - DISPLAY AD DUMMYING

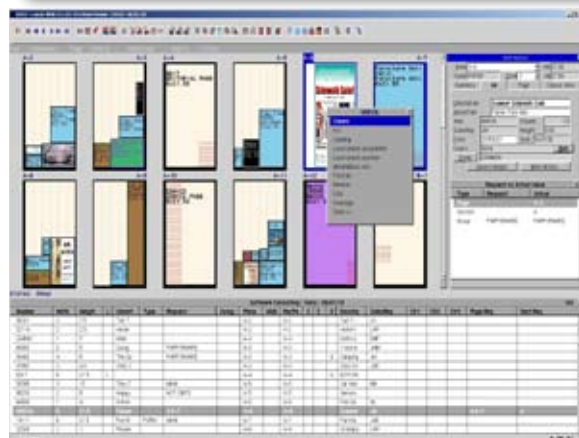
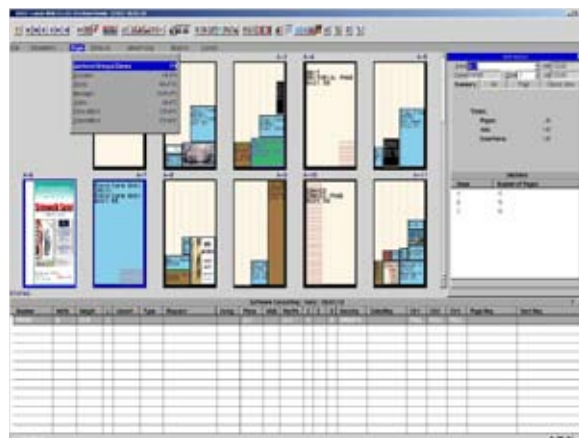
Layout-8000™ is the standard in newspaper automated advertising dummyming systems and is the tool your layout staff needs to produce efficient, profitable and well-designed editions.

Layout-8000 supports automatic, semi-automatic (with 1-Click placement on a recommended page) and manual ad layout design. Layout-8000 handles your complex position requirements, including group, page and zone requests, competing advertisers and many more.

The user interface supports wide screens and a customizable Ad List that can be sorted, filtered, color-coded, rearranged and exported to a spreadsheet program. Pages viewed on the screen are also color coded to identify important position information. Multiple zones can be viewed simultaneously. Ad "tooltips" appear when the mouse is over an ad and basic ad information can be seen at a glance.

A set of optional tools supports reservations for premium positions (ReserveAdBoss™), the scheduling and placement of standby/remnant space ads (StandbyAdBoss™), the planning for color ad positions (ColorAdBoss™) while there is still time to sell these positions and the use of dummyming history for both sales analysis and usual position requests (MetaAdBoss™).

Layout-8000 can be purchased separately to integrate with your current order entry and pagination systems or as a module of SCS's fully-integrated newspaper advertising system. Layout-8000 works with all major third-party pagination solutions by passing ad geometries, edition design and placement information to systems like CCI, Unisys, QuarkXPress® (using our SCS/LinX Quark XTensions® program) and Adobe® InDesign™ (using our InLay script).



Software Consulting Services, LLC
 630 Selvaggio Drive, Suite 420
 Nazareth, PA 18064
 Sales: 1-800-568-8006
 Fax: 610-746-7900
 E-mail: sales@newspapersystems.com
 www.newspapersystems.com

SCS BUILDS TRUSTED NEWSPAPER SYSTEMS.

Last updated August 19, 2010



::: The Sun Herald :::

"Layout-8000 responds to our needs. It will reduce the amount of time to dummy the paper. It will be more accurate about advertiser needs, such as restrictions, coupons, color ads, etc. We'll also be able to see more pages on the screen at one time."

Denise Skrmetti
Layout Manager
The Sun Herald
Biloxi, MS

Layout-8000 Benefits

- Automatically dummies your newspaper using your guidelines.
- Suggests tighter designed publications to save newsprint
- Proposes paper and group size based on ad percentage or editorial requirements
- Handles multiple page designs in only seconds
- Provides for jumping or dropping total pages, allowing ad redistribution
- Facilitates dummied with multiple users and multiple workstations
- Facilitates automatic creation of editions in pagination systems.
- Preserves the dummied history for analysis.

Layout-8000 Features

- Includes an ad order entry, credit checking and scheduling system **OR**
- Provides easy real-time or batch interfacing to your current ad order entry system
- Interfaces to SCS's flexible report generating tools
- Supports configuration of the dummied rules and overall edition design as well as detailed dummied from menu options
- Handles simple and complex zoned publications
- Supports a combination or choice of automatic dummied, guided dummied with 1-Click placement on a recommended page, or manual dummied
- Presents a configurable Ad List that can be sorted, filtered and color coded to facilitate easy assignment of ads to pages and that allows ads to be unassigned by dragging them to the list
- Has a Page Menu that allows easy access for jump and drop pages, creating blocks, fillers or ads, exchanging pages, etc.
- Has an Ad Menu that allows easy access for locking/unlocking, rezoning an ad, resizing an ad, etc.
- Allows you to preassign ads to satisfy special requests
- Keeps reverse ads from touching each other and coupon ads from being dummied back to back
- Prints final statistical reports on advertising/editorial totals and ratios
- Has an optional interface to MetaAdBoss™ for additional sales analysis
- Supports drag-and-drop and other GUI effects
- Provides batch interfacing to most pagination systems
- Optional interfaces to Adobe InDesign® or to QuarkXPress®



SCS ZONED (2), ZONED (2)

Thursday, February 1, 2007

Pages A-10 (10) - B-4 (18)

