



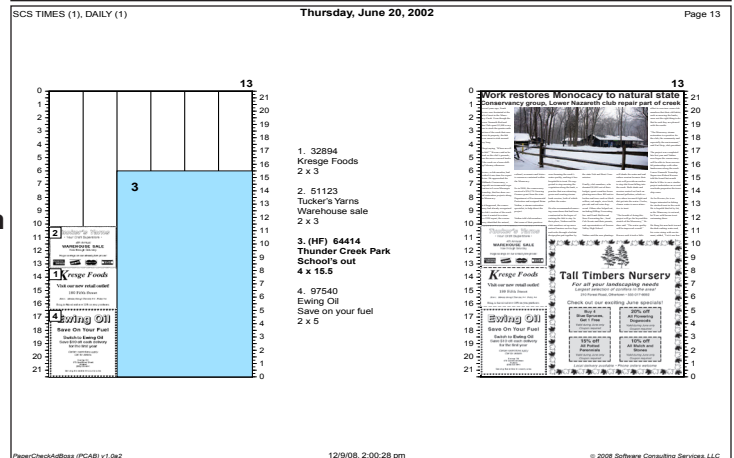
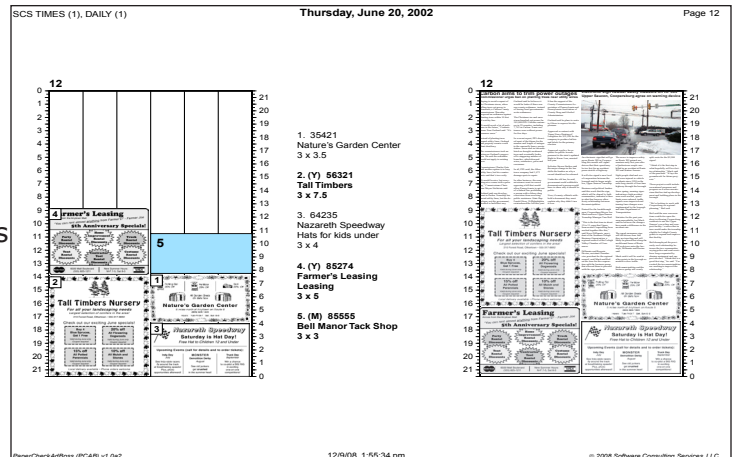
PaperCheckAdBoss™ for Publication Auditing

Do you think that all the work is done after the paper is published each day? Not in the Accounting department! Even before they prepare and send out the bills, they do the laborious process that is called "paper checking". Someone there takes copies of the paper and a billing manifest and compares the two for exceptions. These might be ads that are missing, unordered, missized, misplaced, misprinted, etc. These error conditions are greatly reduced by using a tool like Layout-8000™. However what Layout designs might **not** end up being what's published. One source of conflicts is that ads can be moved, inserted or deleted during news pagination. Another source of conflicts might be loss of color on an ad ordered as color. Of course ads sold for premium positions that aren't satisfied are other candidates for makegoods.

Thorough paper checking at a mid market daily newspaper may be a task for one or more full time equivalents (FTEs), but with PaperCheckAdBoss (PCAB) this can be reduced to an hour or less. Going from order entry, through dummyming and pagination have well understood and perfected data and work flows. You go from *front to back*. But paper checking is about auditing. Auditing goes from *back to front*, verifying each step. Disparate data sources and staff activities must be validated. If the steps don't run well in reverse, then the verification process becomes a labor intensive and error prone task. It can be a real mess. It is complicated by the cross departmental nature of the task. It is exacerbated by the requirements to produce accurate position manifests for tearsheet systems.

PaperCheckAdBoss is a module that gathers all the data that might be involved in paper checking and presents it in a graphical form that communicates the verification issues at a glance (see several examples to the right).

Final ad locations can come from a file (preferably in XML) produced by your pagination system; For InDesign® users with SCS's InLay™ product or QuarkXpress® users with SCS/LinX™, we have tools to create this file. We also need the images of the pages as PostScript or PDF. **The original ad insertion data** comes from the Accounting department on the reports (sometimes more than one) used to do manual paper checking. **Layout-8000 output files and ad images** from pagination unify the paper checking process.



Discrepancy codes

- ? Geometry not read
- M Missing item
- Z Missing from Zone
- P On different page
- X Different column pos
- Y Different horizontal position
- W Different width
- H Different height
- F Image file problem

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Last update: December 10, 2008

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