



Dow Jones Local Media Group Consolidates with CAS

The LMG and SCS have learned how to work together - like cousins.

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Publications:

Times Herald-Record
Middletown, NY

Cape Cod Times
Hyannis, MA

Mail Tribune
Medford, OR

The Standard Times
New Bedford, MA

Portsmouth Herald
Portsmouth, NH

The Record
Stockton, CA

Pocono Record
Stroudsburg, PA

The BEST support you don't need to BUY

Jim Hines, Lead Analyst, Advertising with the Dow Jones Local Media Group found a unique way to support a site remotely shortly after the Stroudsburg (PA) Pocono Record went live with the CAS/CDS™ (Community Advertising Services/Community Display ad Services) display ad production and management system from SCS. Jim had spent three weeks at the Pocono Record preparing the site to go live with the new, centralized application. They did successfully go live the week before Memorial Day and Jim felt free to leave.

Just after arriving in Kentucky – several states away – while he was shopping in a Louisville *Best Buy* store, he got a call from the Record's local system manager. Four ads were "lost". Sure that they were just in the wrong queue, Jim asked for the ad numbers and then prepared to log into the system and check. How could he do this from the Best Buy? Ever resourceful, Jim went to an iPad display in the store and used a demo machine and the web to sign on to the system in Stroudsburg and release the four ads. Crisis resolved! As Jim notes, other systems are client-server and/or ODBC dependent, and he would have needed a VPN connection.

Jim has also used his Mac laptop with a wireless internet AirCard at roadside rest stops to check on the system while traveling between sites.

The system design

The entire system, linking seven newspaper sites from Massachusetts to California and a disaster recovery backup site, supports online self-service for advertisers and a centralized ad production facility.

The goals of Dow Jones LMG were to:

- 1) increase the direct interaction with advertisers by providing self-service tools via the web. The online tools allow advertisers and sales staff to review, comment and approve ads that are in production, view account history, view electronic tearsheets, and more.
- 2) take advantage of operational cost savings by utilizing a centralized ad production facility.

Servers running CAS/CDS reside at the central site (New Bedford, MA) and at the disaster recover site. Users from all the sites communicate with the system from their laptops or desktop computers – anything with a browser. A DS3 network supports all the communication, including real-time backup at the central site and at the recovery site. The system can be switched, with up-to-date databases, to any of the servers in case of a failure.

Several of the sites were already running our original software, SCS/Track™, locally to manage ad production workflow. Ad makeup is now done exclusively at the central site while production and edition management is possible for any and all users with the proper authorization at any site.

