Software Consulting Services, LLC

Successful Installations of Layout-8000 Version 11

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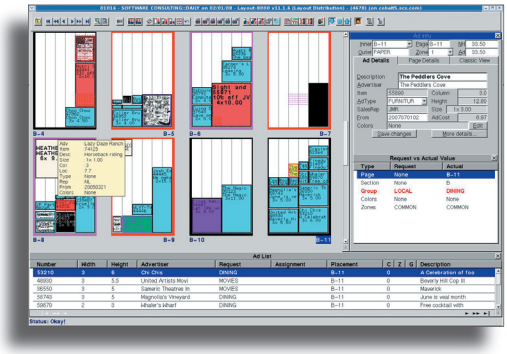
Joy Hunsicker
Assistant Layout Coordinator
The Morning Call
Allentown, PA



Since its introduction earlier this year, Layout-8000 Version 11 has been successfully installed at several newspapers, including the Leesburg (VA) Times Community Newspapers (circulation: 262,255), *The Allentown (PA) Morning Call* (circulation: 110,000) and *The Easton (PA) Express-Times* (circulation: 45,939).

Layout-8000 V11 features a redesigned Interactive Layout Program (ILP). This new ILP presents more detailed ad and page information and provides more convenient functionality. Scrollable ad lists in ILP can be filtered, sorted, and kept onscreen as the layout operator places multiple ads. The V11 ILP also features one-click ad placement, improved automated dummying, and support for widescreen monitors. In widescreen, the new ILP ad list shows up to 21 ads.

"It was easy to learn and has a lot more capabilities," said Joy Hunsicker, Assistant Layout Coordinator at *The Morning Call*. "I like the ability to change the number of pages displayed with more flexibility. The new ad list shows you what is zoned, what is color, and it sorts nicely, by height or size, for instance, very easily." T*he Morning Call*, a Tribune Co. paper, serves the Lehigh Valley region of Pennsylvania.

"I think it's wonderful and easy to upgrade," said Peace Hauffe, System Administrator for the Times Community Newspapers. TCN publishes 19 weekly newspapers and is the premier community news and information provider in Northern Virginia and the Piedmont. A layout operator at TCN observed, "I like the ad details tab because I can see who the sales rep is, and I like the page details tab because I can put a message or change color of a page while in ILP. I simply love the ad list."

Pam James, a layout operator at *The Express-Times*, said, "Overall we're pleased with the new version. I like the ad list that's onscreen at all times. You can sort the list, whether by color or section or whatever you're working on. I also like that you can change the color of an ad onscreen." *The Express-Times* has served Northampton County, PA and Warren and Hunterdon Counties, NJ, since 1855.

V11 eases adoption of the new ILP by offering sites the ability to implement the alternative "classic mode" reminiscent of prior versions of Layout-8000. Other features of V11 include enhanced reports that can be exported in spreadsheet-ready format.

As before, Layout-8000 interfaces with virtually all advertising front-end systems. Layout-8000's new XML standard makes interfacing even easier and offers more versatile reporting. Layout-8000 now produces updated, customizable Page Graphical Layouts (PGLs). PGLs can be easily printed and electronically sent to other departments and systems.

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