

► Afro-American Newspapers

" I think this is what every newspaper should have."

Veronica Mike-Hall
Financial Services
Afro-American Newspapers
Baltimore, MD

The Afro-American Newspapers in Baltimore, MD, the longest running, African-American, family-owned newspaper in the US, has installed an advertising system from Software Consulting Services, LLC (SCS) in Nazareth, PA.

The newspaper was founded in 1892 by a former slave, John H. Murphy, Sr., as a merger of three church publications. The current publisher, John J. Oliver, Jr., is a fourth-generation member of the Murphy family. The paper is now a weekly publication with a circulation of approximately 20,000 and more than 100,000 regular readers. It is the leading news provider for African-Americans in the Baltimore/Washington, DC metropolitan area.

The new system, including SCS's AdMAX for retail and classified advertising and accounting and Layout-8000 for retail ad dummyming, has been in full production at the paper since the first week of May, 2006. The Afro chose AdMAX and Layout-8000 to help alleviate problems and bottlenecks in ad sales, order entry and accounting.

Jack Leister, Director of Finance, is delighted with the query and reporting facilities of the new system. "Our sales manager is now able to tell at any time what's on the books for future dates." He is also excited about the time savings the system has meant for him. "It used to take me a full day to produce our commissions report; it takes about 10 minutes now. Producing this report was a big pain; now I just 'push a button' and get the report."

Veronica Mike-Hall, in Financial Services and the supervisor of the order entry and sales staff, is also enthusiastic about the system. "It's made us more organized and we are able to see where we are going," Ms. Mike-Hall said. "Our old system did not allow us to keep track of our ads. We could not see who sold an ad, nor could we track revenue by salesperson. AdMAX has improved our work flow, allowing my sales team to go out and sell." She highly praised the SCS support staff for their help with usage tips and reporting, saying, "If we don't already have it, you'll find a way to get it for us."

Ms. Mike-Hall concluded, "I have used AdMAX for more than 6 ½ years*, and I think this is what every newspaper should have." (*At The Afro-American and in a prior position with another newspaper.)

Publication: **Afro-American Newspapers**

Circulation: 20,000 weekly

The Afro-American Newspapers use AdMAX™ for retail and classified advertising and Layout-8000™ for display ad dummyming.