



► The Albany (NY) Times Union

"SCS/ClassPag is very fast and suits our needs, such as the ability to paginate color ads and flexibility with square-offs."

Bill Hayle
Production Systems Manager
Albany (NY) Times Union

The *Albany (NY) Times Union*, a Hearst newspaper, is fully paginated thanks to the highly successful installation of SCS/ClassPag™ from Software Consulting Services, LLC (SCS) of Nazareth, PA. The *Times Union* has a circulation of 100,000 with a Sunday circulation of 146,100. The newspaper publishes approximately 6-8 classified pages daily with weekend editions running 50 classified pages or more.

"SCS/ClassPag is very fast and suits our needs, such as the ability to paginate color ads and flexibility with square-offs," said Bill Hayle, *Times Union* Production Systems Manager. According to Mike Fogel, Information Technology Director at the *Times Union*, the newspaper selected SCS/ClassPag because "on the technical side, it's fast, server-based and would integrate easily with our existing systems, and on the presentation side, it's flexible for our classified advertising needs."

Using SCS/ClassPag, the *Times Union* produces four distinct products: the daily, the automotive weekly, Vitals (obituaries, memorials, etc.) and the Home section. "100% of the newspaper is fully paginated, thanks to the installation of SCS/ClassPag," added Mr. Fogel.

Before purchasing SCS/ClassPag, the *Times Union* used a combination of ICP and manual paste-up. The *Times Union* initially tried another pagination product but was unsatisfied. Impressed by SCS/ClassPag's stability and speed, the *Times Union* finally found a powerful tool to meet their pagination needs.

Developed and distributed by SCS, SCS/ClassPag paginates more than 20,000 classified ads on 100 pages in less than a second. Completely scalable, SCS/ClassPag can run on a network with multiple workstations or with a single server functioning as the workstation. At the *Times Union*, SCS/ClassPag runs on a Sun Solaris operating system with two PC paginator workstations. The *Times Union* pagination staff may also use Macintosh workstations. SCS/ClassPag runs on multiple platforms including SCO Unix, Linux and Windows NT with workstations on PC, Macintosh, etc. SCS/ClassPag interfaces with a variety of advertising front-end systems. At the *Times Union*, SCS/ClassPag interfaces with an SII classified advertising system.

Company: **The Albany (NY) Times Union**

Circulation: 100,000

The *Times Union* uses [SCS/ClassPag](#) for classified pagination system, [Layout-8000](#) for display ad dummyming and [InLay](#) for news pagination.

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/ClassPag can paginate multiple papers differentiated by edition/date/zone and then combine them into one publication. Jump boxes, banners and indexes are also easily created and

SCS BUILDS TRUSTED NEWSPAPER SYSTEMS.



Software Consulting Services, LLC

edited with SCS/ClassPag. SCS/ClassPag automates virtually all of the pagination process and facilitates both paper-wide and minute incremental changes in seconds. SCS/ClassPag paginates according to site-defined criteria and advanced placement algorithms, including look-ahead and look-behind for best fit. SCS/ClassPag easily supports *Times Union's* color classifieds, photos and graphics. For large image files, such as display ads and logos, the SCS/ClassPag composition engine has an OPI-like scheme to tag each image file for inclusion.

The *Times Union* produced its first fully paginated edition on January 18, 2002.