



► The Biloxi (MS) Sun Herald

"Layout-8000 will expedite our production and enhance the continuity between our advertising system and our layout process."

Denise Skrmetti
Layout Manager
The Sun Herald
Biloxi, MS

Where do you turn when your vendor decides to cease developing your layout system? This was the problem faced by over 65 publishing sites, including *The Biloxi (MS) Sun Herald*. The solution: Software Consulting Services, LLC (SCS). *The Sun Herald* purchased SCS's Layout-8000 automated ad dummyming system to replace its Collier-Jackson World Class Series Layout system. A Knight Ridder publication, *The Sun Herald* daily serves the Mississippi Gulf Coast and has a weekday circulation of 50,000 with a Sunday circulation of 54,000.

After Collier-Jackson announced its decision to stop development of its layout system, SCS created a unique interface, written with CJ's cooperation. Layout-8000 accepts CJ-formatted data and produce the appropriate file to update the CJ advertising system. SCS's Layout-8000 solution was already installed at the *Brandon (FL) News, Gary (IN) Post-Tribune* and the *Tampa (FL) Tribune*. *The Sun Herald* was reassured by SCS's experience and familiarity with replacing the CJ system. At *The Sun Herald*, Layout-8000 interfaces with a CJ advertising system and a DTI editorial system.

Layout-8000 features an enhanced user interface, including "drag and drop" ad re-positioning, color-coding to differentiate page elements on-screen, etc. The system's expanded data management for multiple products provides increased scalability, allowing you to dummy products of various sizes, such as tabloid, broadsheet, quarter fold, etc. Layout-8000 also features increased localization of editorial allocations for multiple zones, a user-customizable importing interface tool (especially useful at GEAC/CJ sites) and an equally user-customizable interface for reports and third-party pagination systems.

At *The Sun Herald*, the platform-independent Layout-8000 runs on Windows NT. It supports three workstations in a client-server configuration. Layout-8000 is completely scalable and available for other platforms, including Windows 98®/2000®, SCO Unix®, Sun Unix® and the increasingly popular Linux operating system.

Company: **The Sun Herald**

Circulation: 50,000

The Sun Herald uses Layout-8000™ for display ad dummyming.

"Layout-8000 responds to our needs. It will reduce the amount of time to dummy the paper. It will be more accurate about advertiser needs, such as restrictions, coupons, color ads, etc. We'll also be able to see more pages on the screen at one time," said Denise Skrmetti, *The Sun Herald's* Layout Manager and former president of ANLOMA. "We need to get away from manual layout, and Layout-8000 will expedite our production and enhance the continuity between our advertising system and our layout process."

"SCS is very well-informed. I was very impressed by how SCS scheduled a special visit to answer every question our decision-makers had about the system," said Ms. Skrmetti.

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