



## ► The Chicago (IL) Tribune

"It is a sound and stable product, and we were able to deliver the project on time and within budget. We are extremely pleased with the product and the results."

-----  
**David Bucknor**  
**Director of Prod Systems**  
**Chicago Tribune**  
**Chicago, IL**

*The Chicago (IL) Tribune*, a Tribune newspaper, is now fully paginated thanks to the highly successful installation of SCS/ClassPag™. SCS/ClassPag is a product of Software Consulting Services, LLC (SCS) of Nazareth, PA. *The Chicago Tribune* is thrilled with SCS/ClassPag. "It is a sound and stable product, and we were able to deliver the project on time and within budget. We are extremely pleased with the product and the results," says David Bucknor, Director of Production Systems at the *Chicago Tribune*.

"Everybody likes it, from paginators to systems staff. They like it because it's so flexible and easy to use," reports Girlie Dimaano, Systems Analyst at the *Chicago Tribune*.

"SCS/ClassPag exceeds our expectations, and we have very high expectations," says Debby Vinakos, *Chicago Tribune* Senior Project Manager, "We sent a comprehensive list of over 100 requirements, and SCS was best able to meet all those requirements." With a daily circulation of 700,000 and a Sunday circulation of 1,000,000, the *Chicago Tribune* had many classified pagination needs and concerns. The *Chicago Tribune* produces 38 different classified products and publishes an average of 60-70 pages of classifieds per day. The *Chicago Tribune* classified products include a combination of ROP banners, zoned classified sections, color and other features. In addition to handling these requirements with ease, SCS/ClassPag automatically creates and places square-offs, jump boxes, banners and dynamic indices. SCS/ClassPag paginates more than 20,000 classified ads on 100 pages in less than a second. You can change the desired leading or make other changes that affect entire editions and see the pagination results in seconds.

Engineered to be platform independent, SCS/ClassPag runs on Sun Solaris® at the *Chicago Tribune*. SCS/ClassPag also runs on SCO® Unix®, Linux and Windows NT®/2000® with workstations on PCs, Macs, etc. Robert Wagner, Systems Analyst at the *Chicago Tribune*, observes, "The nice thing about SCS/ClassPag is that all the setups are stored on one central server so you can logon to any workstation that has X-Windows and get all your setups. It makes it very easy to maintain and to paginate remotely." Moreover, SCS/ClassPag interfaces natively to the *Chicago Tribune's* SII classified system. This seamless interface makes ad extraction, data management and failsoft recovery easy. It also reduces disk usage and overhead

Publication: **Chicago (IL) Tribune**

Circulation: 700,000 daily;  
1,000,000 Sunday

Group: Tribune Company

The *Chicago Tribune* uses Layout-8000™ for automated ad dummyming and SCS/ClassPag™ for classified pagination.



on the operational classified system. SCS/ClassPag also cleanly interfaces to the *Chicago Tribune's* CCI ad building and pagination systems.

"We sometimes have very late advertising closes, late ads, and early press deadlines so our time to produce classified can be very compressed. In general, we're always concerned about this, and SCS was able to meet our production requirements. We're actually closing earlier now than we ever did," says Ms. Vinakos. Other cost-saving results of the SCS/ClassPag installation include the consolidation of pagination groups and the closure of the *Chicago Tribune* composing area, according to Mr. Wagner. The *Chicago Tribune* also anticipates that SCS/ClassPag will help reduce newsprint usage, especially by making production estimates more accurate, allowing planning for tighter editions.

The *Chicago Tribune* appreciates SCS/ClassPag's ease of use and high level of functionality. "Our administrative and technical cost of ownership is considerably less than it would be with other products on the market," adds Ms. Vinakos. In particular, the *Chicago Tribune* is impressed with how easily SCS/ClassPag handles the large volume of ads, how it facilitates square-offs, banners and other classified features and how it reduces production time. Paginators like the ability to proof actual pages and ads onscreen, which saves time and eliminates extra workflow. SCS/ClassPag allows paginators to color-code classifications and other page elements to detect potential conflicts easily. SCS/ClassPag also enables paginators to output only those pages for which all page elements are found. Incomplete pages can be held until all elements (e.g., late ads) are available. In the past, the *Chicago Tribune* Sunday employment classified section was especially difficult to paginate because of its size and features. With an average of 40-50 pages, the help wanted section also includes square-offs, some spanning multiple pages. Ms. Dimaano says, "With SCS/ClassPag, in just one try, we got everything out. SCS/ClassPag can handle it without any problems."

"This is something we had been trying to accomplish for years. For SCS to come in and in less than six months to take us from point zero all the way across the finish line, our only regret is that we didn't come across this product sooner," says Tim Harris, *Chicago Tribune* Technology Supervisor. Mr. Wagner agrees, "We're able to sleep at night! I've gone actually a whole week without getting paged, and that's very unusual for me."

The *Chicago Tribune* also uses SCS's Layout-8000™ for automated display ad dummyping.

In March, 2002, the *Chicago Tribune* honored its team for the implementation of SCS/ClassPag:

*After nearly a year and a half of diligent effort in working with an incumbent vendor, this team was able to locate an alternate vendor, implement the system, and have it fully functioning within 6 months. They worked with Advertising, Operations and Editorial to seamlessly interface the new system with our CCI AdDesk and NewsDesk Production Systems. Their dedication, hard work, and team effort, combined with their extensive technical knowledge, allowed them to deliver an excellent solution under a tight timeframe. As a result of their efforts, the functional area has a more user-friendly and efficient system, the Company realized significant cost saving, and we now have a fully paginated Classified Section . . .*

*Please join me in congratulating the Classified Pagination Team. Bhanu Ameneni, Ron d'Silva, Girlie Dimaano, Tim Harris, Erik Kirchert, Jhon Marte, Chris Maus, Stephanie Stefanski, Debby Vinakos, Bob Wagner*