



► The Jewish News (Detroit, MI)

"The installation was actually done in record time. We were very pleased. This was a breeze."

Meg Lyczak
Classified Manager
The Jewish News
Detroit, MI

Software Consulting Services, LLC (SCS) recently installed a complete classified solution at *The Detroit (MI) Jewish News*. Now *The Jewish News* uses AdMAX/Classified™ for classified advertising management and SCS/ClassPag™ for classified pagination. *The Jewish News* is an independent weekly with a circulation of 19,000.

The newspaper has a long-standing relationship with SCS. *The Jewish News* has used SCS systems since 1996. The paper currently uses SCS's Layout-8000™, the industry standard in ad dummyming, the SCS/LinX™ QuarkXTensions® interface between SCS's Layout-8000 and QuarkXPress® and AdMAX/Retail™ for retail advertising management. All SCS systems at *The Jewish News* run on the increasingly popular Linux® platform. *The Jewish News* uses Macintosh workstations for AdMAX and SCS/ClassPag.

"We already had AdMAX for retail advertising and wanted to interface with it 100%. We were very happy with AdMAX and SCS to begin with," said Meg Lyczak, Classified Manager at *The Jewish News*. With the installation of AdMAX/Classified, *The Jewish News* now uses the complete AdMAX system for retail and classified advertising management, including ad order entry, customer billing, accounts receivable, credit and sales management and user-definable reporting into one complete system. AdMAX/Classified features a powerful composition engine for multiple languages. The system imports logos and maintains a database of logos which automatically insert into a customer's ad. AdMAX supports multiple products with different column formats and allows for flexible run schedules. AdMAX/Classified handles pricing by typographical attributes, such as bold, logos and lines, etc., and even discounts automatically for multiple runs. AdMAX also features extensive reporting functionality.

Company: **The Jewish News**

Circulation: 19,000 weekly

The Jewish News uses AdMAX™ for retail and classified advertising, SCS/ClassPag™ for classified pagination, Layout-8000™ for display ad dummyming and SCS/LinX™ for news pagination.

"The installation was actually done in record time. We were very pleased. This was a breeze," said Ms. Lyczak. AdMAX/Classified installation and training were completed in just five days with *The Jewish News* taking live classifieds by the end of the training period.

AdMAX/Classified is fully integrated with SCS/ClassPag for classified pagination. SCS/ClassPag paginates more than 20,000 ads on 100 pages in less than one second.

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

The Jewish News has an unusual style for classified display ads. They are flowed like liners within classification. The single-

SCS BUILDS TRUSTED NEWSPAPER SYSTEMS.



column ads are paired and aligned under multi-column ones. SCS/ClassPag handles this style and dozens of others automatically. With their previous classified pagination system, pagination was mostly manual. With SCS/ClassPag, *The Jewish News* paginates in just minutes what once took hours. Fully live pagination was achieved the second issue after installation.

The Jewish News has already noticed improvements since the installation, including the "ease of being able to paginate" and "the crisp, clean look of the paper," according to Ms. Lyczak.

One reason *The Jewish News* selected AdMAX/Classified and SCS/ClassPag is the paper's familiarity with the vendor. When the paper suffered a fire in January, 2002, SCS sent staffers and hardware to help *The Jewish News* recover. *The Jewish News* was able to publish on schedule. Ms. Lyczak praised SCS for its overall support and reliability: "I find it very easy to reach SCS for support. There's always been someone there to respond. It's been nice to know that I can count on SCS. I'm very pleased with their support."