



► The Dover (DE) Post

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George Spicer
MIS/IT Director
The Dover Post

The Dover Post Company, a group of 12 weekly newspapers and a number of specialty publications, serving several communities in Delaware, has installed an advertising system from Software Consulting Services, LLC (SCS) in Nazareth, PA. The system includes Layout-8000™, SCS/ClassPag™ and AdMAX™ (both the classified and the retail portions), and it has been in production since February of 2005.

The newspaper was begun in 1975 to, in the words of its founder and Publisher, Jim Flood, Sr., "answer a need for a good community newspaper." It is a family-owned business with Jim Flood, Jr. as its President. The papers focus on local news and advertising and strive to stay close to their communities and readers. **The Dover Post**, the central publication, is 100+ pages per week.

The Dover Post selected the SCS suite of advertising applications to replace its mix of aging legacy systems. The "driving force" behind selecting and installing a new system was the scheduling and pagination of classified ads; it also seemed like a good time to integrate and standardize ROP advertising. The integration of AdMAX with SCS/ClassPag and Layout-8000, which George Spicer, the paper's MIS/IT Director, describes as "the leading pagination products available today", was critical to the decision.

Mr. Spicer also was pleased that the papers were able to install and use the new system without replacing all of their existing workstations. "We work in a mixed environment of Macs and PCs. Generally our accounting and classified advertising people use PCs but the ad staffs and composition departments use Macs. To further complicate matters we have seven individual offices spread throughout the state that need to access AdMAX data. Because of the way SCS designed our system, which runs in Linux, all of our offices and all of our users are able to connect to our central server regardless of where they are located or which type of computer they have."

Mary Kaltreider, the Advertising Coordinator, says that the ad reps find that the SCS system saves them time and that it has made their lives easier. "They like being able to schedule in advance, as well as having information about whatever their accounts have run at their fingertips. Reports have been very helpful; not having to turn in pick-up ads: priceless!"

In spite of the fact that many parts of the old system were written by George Spicer himself, and he admits some bias in favor of that system, he concludes, "Having used the SCS system for a couple of years, I am thoroughly convinced that we made the right decision in getting AdMAX, Layout-8000 and SCS/ClassPag."

Company: **The Dover Post Company**

Combined circulation:
approx. 104,400 weekly

The Dover Post uses AdMAX™ for retail and classified advertising, SCS/ClassPag™ for classified pagination and Layout-8000™ for display ad dummyming.

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