



## ► The Fredericksburg (VA) Free Lance-Star

I would be honored to recommend your system to any advertising director or publisher.

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**Bill Smith**  
**Advertising Director**  
**The Free Lance-Star**  
**Fredericksburg, VA**

*The Fredericksburg (VA) Free Lance-Star* has added to its suite of advertising system software from Software Consulting Services, LLC (SCS) in Nazareth, PA. A long-time user of both Layout-8000™ and SCS/ClassPag™, the *Free Lance-Star* installed AdMAX™ for retail and classified order entry (including the AdMAX web module for online order entry and customer maintenance), billing and A/R. AdMAX has been in production there since November, 2006, and integrates seamlessly with the newspaper's other SCS systems.

*The Free Lance* began publication in 1885, created by a group of local businessmen who felt the need for a community oriented newspaper. In 1900 the *Free Lance* merged with *The Daily Star*, publishing both papers at first until Josiah R. Rowe, Jr. combined them into a single, six day a week publication called *The Free Lance-Star* in 1926. His sons took over as co-publishers in 1949. In 1997, after the retirement of one brother (Charles Rowe), Josiah P. Rowe III and his family became sole owners of the business. Josiah Rowe, III continues to serve as President and Publisher. In 1998 a Sunday edition was added. Today the circulation of the daily paper is approximately 50,000.

Bill Smith, the Advertising Director at the paper, said they selected SCS's AdMAX system for the following reasons:

- The flexibility of the system to allow authorized users to create new rates and packages "on the fly." He says, "In today's fast-paced ad business world, it's essential to be able to react to market opportunities."
- The power to serve classified, online and retail/ROP customers with one system. "The ability to 'see' the customer's activity across independent business lines is a great advantage in being able to spot opportunity."
- Easily interfaces with the paper's other systems and requires little intervention from the IT department. "We have experienced 100% 'up time' since installation."
- The people that come along with an SCS system. "You have a very smart, dedicated and professional staff. Their ability to fit all of our legacy business practices into a new, robust and modern system was truly remarkable."

Mr. Smith summarized, "I would be honored to recommend your system to any advertising director or publisher."

Company: **The Free Lance-Star**

Circulation: 50,000

*The Free Lance-Star* uses AdMAX™ for retail and classified advertising, SCS/ClassPag™ for classified pagination and Layout-8000™ for display ad dummyming.

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