



## ► Middletown (NY) Times Herald-Record

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**Jesse Hochberg**  
**Systems Manager**  
**Times Herald-Record**

The Middletown (NY) *Times Herald-Record* installed SCS/Track™ from Software Consulting Services, LLC (SCS). Developed and distributed by SCS, SCS/Track streamlines ad production. With a daily circulation of 82,000 and a Sunday circulation of 97,000, *Times Herald-Record* is the flagship newspaper of the Ottaway Newspapers group. At *Times Herald-Record*, SCS/Track runs on dual Linux® servers supporting 25 ad builders running QuarkXPress for Windows® and five sales/manager workstations.

Each Dell server is equipped with 1 GB of RAM and 350 GB of disk space for operational ad storage. They share a 520 GB autoloader DLT tape drive and a 400 CD capacity virtual CD jukebox for system backup and ad archiving. Data replication software developed by SCS synchronizes the servers for high availability.

"SCS/Track has all the features that others promised and at a surprisingly low price. Not only was SCS's price the lowest of all offerings, but it included all the hardware and database software that others didn't," says Jesse Hochberg of *Times Herald-Record*.

SCS/Track organizes ad files invisibly and enables ad builders to focus on building ads, not finding and manipulating files. Using site-defined rules, SCS/Track automatically prioritizes and assigns ad jobs appropriately to ad builders, teams or stations. SCS/Track allows ad builders to launch jobs directly in QuarkXPress or in any other commonly used ad creation software, such as Adobe InDesign® and Multi-Ad Creator® on both Macintosh® and PC workstations. It automatically sizes and names the documents appropriately. SCS/Track prints electronic insertion orders (EIOs) automatically or on demand. SCS/Track preflighting, which verifies fonts, ad sizes and EPS validity, helps ensure that the ad ordered is the ad produced.

The newest release of SCS/Track features a convenient command toolbar, enabling users to perform important functions at the click of an icon, such as importing AdSend® ads, faxing or emailing ad proofs or sending completed ads to preflighting. SCS/Track manages logos, clip art, etc., with SCS's Scrapbook™ graphics viewer. Also, the new rADar™ page management module enables you to check ad status and placement with information from your dummyming system. SCS/Track sends completed ad images to your pagination system using various file transfer methods. In support of cross-selling, SCS/Track can also send ads to different locations, depending on the publication site or whether a display ad is to appear on classified or news pages.

SCS/Track easily interfaces to ad order entry systems and pagination systems. At *Times Herald-Record*, SCS/Track interfaces with the Ottaway Newspapers centralized corporate AS400 order entry system for advertising. SCS's rADar™ edition and page management module incorporates layout information from *Times Herald-Record's* ALS dummyming system.