



## ► The Raleigh (NC) News & Observer

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**Mary Anne Blue**  
**Programming Manager**  
**The News & Observer**  
**Raleigh, NC**

"With SCS/ClassPag™, we have been able to extend our daily deadlines, giving our sales reps more selling time. The ability to paginate multiple publications concurrently also saves us time. We have more control over certain page elements such as column rules and sorting and now have the ability to preview all ads on a page," said Mary Anne Blue, Programming Manager at *The Raleigh (NC) News & Observer*.

Software Consulting Services, LLC (SCS) has successfully installed the SCS/ClassPag classified pagination system at *The News & Observer*. The newspaper has a circulation of 177,361 daily and 211,000 Sunday. The newspaper company also publishes weeklies, including *The Cary News*, *The Chapel Hill News*, the *Eastern Wake News*, the *North Raleigh News* and *The Smithfield Herald*.

"Our primary goals in purchasing this system were to get a system that was reliable and configurable, that could be implemented on the Sun Solaris® platform, and that was backed by solid vendor support," Ms. Blue explained.

Developed and distributed by Software Consulting Services, LLC, SCS/ClassPag paginates classifieds at the rate of 1,000 broadsheet pages per second. New pagination configurations are produced at the click of a button. SCS/ClassPag now features WYSIWYG images of completed ads on a page. SCS/ClassPag runs not only on Sun Solaris but also on Linux®, SCO Unix®, Windows® and Macintosh®. The system outputs complete pages with all agate ads, display ads, logos, graphics and headers and imposes tab and other multi-page images.

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Publication: ***The Raleigh (NC) News & Observer***

Circulation: 177,361 daily;  
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*The News & Observer* uses SCS/ClassPag™ for classified pagination.

At *The News & Observer*, SCS/ClassPag interfaces with an SII front-end system. House ads coming from the SII system are managed easily by SCS/ClassPag, which color-codes them for quick identification and manipulation during pagination. SCS/ClassPag also supports *The News & Observer's* OPI system from Helios and RIP system from AlfaQuest.

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