



► The San Diego (CA) Union-Tribune

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Steve Varin
Production Systems
Administrator
The San Diego (CA)
Union-Tribune

The San Diego (CA) Union-Tribune (circulation: 319,606 daily and 419,633 Sunday) successfully installed the SCS/ClassPag™ classified pagination system under adverse circumstances. Pagination training mingled with discussions on the wildfires burning north in San Bernardino County. During the weekend of October 25-26, 2003, fires ignited throughout the hills surrounding San Diego, bringing evacuation orders for a large number of newspaper employees, including several paginators. Senior management considered postponing going live. Steve Varin, Production Systems Administrator at *The San Diego Union-Tribune*, advocated staying on schedule; the newspaper would continue its daily production, and go-live would proceed with whichever paginators could make it in. The first paginator to work on the live SCS/ClassPag system had only been available for about 75 minutes of training in the use of the application and yet managed to paginate the paper on time with no interruption to the newspaper's production schedule.

"The speed of SCS/ClassPag is incredible," said Mr. Varin. Developed and distributed by Software Consulting Services, LLC (SCS), SCS/ClassPag paginates at the rate of 1,000 broadsheet pages per second. "It's fast, which gives us a lot of options. Sunday classifieds can be done at the same time as editorial. Paginators can continue paginating other books and easily import them when needed," Mr. Varin added.

At *The San Diego Union-Tribune*, the flagship newspaper of Copley Press, Inc., SCS/ClassPag runs on Sun servers with Solaris Unix workstations. SCS/ClassPag, which interfaces with a variety of advertising front-end systems, works with *The San Diego Union-Tribune's* SII classified order-entry system and their XPance ad production system. SCS/ClassPag also interfaces with *The San Diego Union-Tribune's* SII SCOOP OPI server and sends output directly to the newspaper's Harlequin 4.3 RIPs.

"We're thrilled with SCS/ClassPag's color abilities," said Carol McCotter, System Manager, Production Systems. "SCS/ClassPag added features that we were promised with our previous system. With SCS/ClassPag, we had these features when we went live." SCS/ClassPag supports *The San Diego Union-Tribune's* color ads and can perform separations. Previously, color was handled by a color lab. SCS/ClassPag makes it easy for *The San Diego Union-Tribune* to insert or delete page furniture, including crossword puzzles, cryptic quotes, comics and house ads, on the fly during pagination. *The San Diego Union-Tribune* also uses SCS/ClassPag for the obituaries.

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Circulation: 319,606 daily;
419,633 Sunday

Group: Copley Press, Inc.

The San Diego Union-Tribune uses SCS/ClassPag™ for classified pagination.

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SCS BUILDS TRUSTED NEWSPAPER SYSTEMS.



SCS/ClassPag generates EPS partial pages for editorial and converts incoming PDFs into EPS. SCS/ClassPag also sends EPS files directly to the newspaper's digital department for the web, negatives, etc.

Ms. McCotter explained other benefits of SCS/ClassPag: "It keeps additional information for tracking and for the front end. We may use this to enhance our reporting. It's also much quicker to set up new products. When the Sales and Marketing department has new ideas, it takes very little time to implement them."