



## ► San Francisco (CA) Chronicle

"It's very fast. It's very efficient. We've had no problems with it since we installed it."

**Michael McMillan**  
Senior Systems Engineer  
*San Francisco Chronicle*  
San Francisco, CA

The San Francisco Newspaper Agency, now known as the *San Francisco (CA) Chronicle*, uses **SCS/ClassPag** for daily production of its classified sections. The San Francisco Newspaper Agency was owned jointly by the *Chronicle* and the *San Francisco (CA) Examiner* (with a combined circulation of 870,000) before the newspapers consolidated into the *San Francisco Chronicle*. SFNA managed advertising for both the *Chronicle* and the *Examiner* and served as their business division.

Developed by Software Consulting Services, LLC (SCS), the SCS/ClassPag rapid classified pagination system paginates over 20,000 classified ads on 100 pages in less than a second. More than 20 publishing sites worldwide now use SCS/ClassPag.

"It's very fast. It's very efficient. We've had no problems with it since we installed it," said Michael McMillan, Senior Systems Engineer at the *San Francisco Chronicle*. SCS/ClassPag interfaces with a variety of advertising systems. When the system was first installed at the *San Francisco Chronicle*, SCS/ClassPag interfaced with the System Integrators, Inc. (SII) advertising system. It now interfaces with the newspaper's Unisys front-end system.

The paper was particularly impressed by the speed of SCS/ClassPag. The system streamlines their Sunday edition, which can have 60-90 pages of classifieds. Also, SCS/ClassPag's ability to change folios easily facilitates classified page production.

At the *San Francisco Chronicle*, SCS/ClassPag runs on a Sun Solaris Unix platform. Other available platforms include SCO® Unix®, Linux® and Windows NT® with workstations on PC, Macintosh®, etc. SCS/ClassPag can paginate multiple papers differentiated by edition/date/zone and then combine them into one publication. Jump boxes, banners and indexes are also easily created and edited with SCS/ClassPag.

McMillan also praised SCS/ClassPag support staff William Bader and Jeff Sartori: "Whenever we call, Jeff or William has a fix out to us by the end of the day." Overall, McMillan added, "It's the best product on the market. I wish all our systems were so easy to install."

Company: **San Francisco Chronicle**

Circulation: 386,564 daily;  
438,006 Sunday

The *San Francisco Chronicle* uses **SCS/ClassPag** for classified pagination.