



► Scripps Treasure Coast Publishing

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Todd Lentz
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Scripps Treasure Coast Publishing (STCP) is a flourishing business in south central Florida, despite being in the path of several recent hurricanes. Growth, cross-selling and cross-producing at multiple locations made managing ad creation complex and error-prone. STCP has been a happy Software Consulting Services, LLC (SCS) customer for Layout-8000™ for more than 15 years, so choosing SCS/Track™ for their ad production and digital ad asset management system was easy. "We chose SCS/Track because it provides all of the 'extras' in one single package," says Todd Lentz, Prepress Manager. "This includes online ad approval for advertisers and sales reps, edition and image management tools, and archiving... features that are add-ons with another system."

STCP is a division of E.W. Scripps publishing 11 newspapers with schedules ranging from daily to quarterly. They include The Stuart News, Vero Beach Press-Journal, Fort Pierce Tribune and Port St. Lucie News, with circulation totaling 95,000 daily and 106,500 Sunday.

With SCS/Track, SCS provides a turn-key solution for managing ad production workflow and digital ad assets. SCS configures all applications, system software and hardware. The system software includes operating system, database management software and failover technology. Open source technology is used wherever cost-effective. SCS/Track is in use at more than 30 sites, among them 11 of Dow-Jones' Ottaway Newspapers.

At STCP, SCS/Track runs on two multi-terabyte-capacity Linux servers running Red Hat Linux®. This single-server-plus-backup configuration replaced five NT servers at separate locations. SCS/Track manages the creation of as many as 3,000 ads per week.

When the system was installed in 2005, ad building was done with Multi-Ad Creator® on more than 45 Macintosh workstations at five different physical locations throughout southern Florida. SCS/Track supports both Mac and Windows PC's using QuarkXPress®, InDesign® and Multi-Ad Creator. SCS/Track has live interfacing to STCP's PBS retail advertising system and a Harris pagination system.

Starting in 2008, STCP has been producing ads both in the US (at two of the former five production sites) and in Bangalore, India with 2Adpro. With SCS/Track, advertising and production

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Scripps Treasure Coast Publishing uses SCS/Track™ for ad production and digital ad asset management, SCS/ClassPag™ for classified pagination and Layout-8000™ for display ad dummyming.



► Scripps Treasure Coast Publishing (continued)

This is a 'win-win' for both sides. We now know which ads have been completed on both sides, not just the US side.

The sales people constantly use the system via the web, inhouse or remotely, to know where their ads are in real time. This has been especially helpful with ads processing all over the world.

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managers in Stuart, FL can effortlessly control and monitor advertising workflow throughout STCP. SCS/Track automatically prioritizes and assigns ad jobs appropriately to ad builders, teams or stations at all production sites. It organizes all ad files behind-the-scenes, enabling ad builders to focus on creating ads instead of searching for files. All ads are automatically launched in Multi-Ad Creator. They are created in their ordered size and are consistently named. When ads end their production run, they are automatically archived in stages, making pick-ups easy by maintaining them in fast, cost-effective, long-term storage.

SCS provided an interface between SCS/Track and 2Adpro's JobDirect job management system for the outsourced ad building. Todd Lentz says, "With the SCS interface to 2Adpro, life has been easy sending ads back and forth."

SCS provided an additional xml-based "status" interface with 2Adpro in 2009. As Todd describes the workflow, "All of our ads are processed through SCS/Track. Once an ad is sent to 2Adpro, the file is returned from 2Adpro overnight and retrieved by SCS/Track and placed in the ad jacket. STCP proofs the ad and if changes are needed, sends the ad back to 2Adpro and starts the process over. If complete, the ad is marked as "final" and exported to the pagination system. The new interface sends a feedback rating on the 2Adpro work and updates the completion status for 2Adpro. This helps their operation know the ad has been completed in the U.S. and they can archive the ad. They receive feedback on the ad to help them track good/bad ad design."

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As an added bonus, the SCS/Track interface was designed to be able to send to any ftp site. STCP partners with a local Spanish paper where some of the STCP ads are translated and built to run in the Spanish-language paper. The procedures are the same as those used with 2Adpro, and this workflow could be extended to any additional ad production site anywhere in the world.