



NEW MEXICO'S ALBUQUERQUE PUBLISHING CO. GOES LIVE WITH THE COMMUNITY ADVERTISING SYSTEM FROM SCS

On April 1, 2024, The Albuquerque Publishing Co., based in Albuquerque, New Mexico, went live with the Community Advertising System (CAS) from SCS.

CAS provides Albuquerque Publishing Co. with an advertising management solution that features bulletproof accounting, a modern ad tracking system, automated ad dummyming and classified pagination, in addition to a web-based classified self-service and marketplace portal and robust business analytics from Zoho.

"While CAS will improve the entire advertising and production workflow at Albuquerque Publishing, I'm especially excited to see how well the sales team responds to our dashboards," says Phil Curtolo, VP of Sales at SCS. "Sales reps will have complete visibility of their monthly performance as well as easy access to all their booked transactions via a web browser, while sales leaders can easily track client spending and special section revenue."

About Albuquerque Publishing Co.:

The Albuquerque Journal is the largest newspaper in New Mexico, and is published Monday through Saturday with a Sunday edition called the Sunday Journal. In addition, Journal Publishing also issues regional newspapers including the Journal North, El Defensor Chieftain, the Rio Rancho Observer and the Valencia County News-Bulletin. You can learn more at www.abqjournal.com.