

LEE ENTERPRISES EXPANDS RELATIONSHIP WITH SCS WITH CLASSIFIED PAGINATION AND AUTOMATED DIGITAL AD CHECKING

Long-time SCS customer Lee Enterprises, based in Davenport, IA, has selected SCS/ClassPag to automate the pagination of its classified pages across legacy Lee publications in 26 states. This includes The St. Louis Post-Dispatch, The Times of Northwest Indiana and the Lincoln Journal-Star.

SCS and Lee Enterprises have worked closely over the last few years to engineer a centralized environment for ad dummyming with Layout-8000 and automated page auditing with PaperCheckAdBoss. The latter has been expanded to include auditing digital ads via an API with Google Ad Manager, which has since been rolled out to the former BH Media publications.

With the SCS/ClassPag installation, the companies will work to streamline and automate a complex classified workflow as well as provide integration with Lee's Phoenix advertising system.

PaperCheckAdBoss and SCS/ClassPag, along with Layout-8000, are deployed on SCS-provided Local Cloud Appliances, which are remotely managed and monitored from SCS.

SCS offers an extensive line of publishing related applications, including Layout-8000™. More than 300 sites producing over 1,000 publications in 18 countries in five languages use SCS mission-critical software every day. You can learn more about SCS at www.newspapersystems.com.

Lee Enterprises is a leading provider of local news and information, and a major platform for advertising, with daily newspapers, rapidly-growing digital products, national marketing services, innovative technology and nearly 350 weekly and specialty publications serving 77 markets in 26 states. You can learn more about Lee Enterprises at www.lee.net.