



# LOS ANGELES TIMES AND SAN DIEGO UNION-TRIBUNE CHOOSE SCS/TRACK AD WORKFLOW MANAGEMENT SOLUTION

SCS is proud to announce that NANT Media Holdings, the limited liability company that operates the Los Angeles Times, San Diego Union-Tribune and several community newspapers in Southern California, has selected SCS/Track. The portfolio is collectively known as the California News Group.

SCS/Track was selected to provide standardized production workflows for NANT's print and digital advertising. Once the system is fully live, nearly 200 users including ad builders, sales staff and advertisers will use SCS/Track every day.

The SCS/Track installation began in early March and, despite the challenges posed by the COVID 19 pandemic, is expected to be completed by the end of April.

## **About The Los Angeles Times:**

The Los Angeles Times is a daily newspaper based in El Segundo, California, which has been published in Los Angeles since 1881. It has the first largest circulation in the United States and is the largest American newspaper not headquartered on the East Coast. You can learn more at [www.latimes.com](http://www.latimes.com).

## **About The San Diego Union-Tribune:**

The San Diego Union-Tribune is an American metropolitan daily newspaper published in San Diego, California. Its name derives from a 1992 merger between the two major daily newspapers at the time: The San Diego Union and the San Diego Evening Tribune. You can learn more at [www.sandiegouniontribune.com](http://www.sandiegouniontribune.com).