

NEWSDAY SELECTS SCS TO MODERNIZE AD PRODUCTION FOR OVER 150 USERS

Newsday Media Group, the leading news source for Long Island and New York City and the ninth largest newspaper in the United States, has selected SCS to install SCS/Track for print and digital ad production.

Based in Melville and nearly one million households and businesses in Nassau and Suffolk counties, Newsday Media Group is a longtime SCS customer. SCS/Track will be their fourth SCS system, joining Layout-8000, SCS/ClassPag, and Fotoware.

SCS/Track replaces two different legacy systems that Newsday had been using since 1995. 150 employees will be transitioning to SCS/Track. Gregory McDonald, Ad Systems Supervising Analyst at Newsday, says that “The biggest gain for us will be going to an all-digital workflow.”

For both print and digital ads, Newsday intends to use SCS/Track’s remote ad delivery capabilities as well as proofing and markup provided by Newsday’s sales staff.

“SCS/Track will combine functionality achieved by disparate systems for all of Newsday Media Group, which includes Newsday’s main daily product as well as the Hometown Shopper weeklies and What’s Happening on Long Island,” according to Phil Curtolo, Director of Sales at SCS. “SCS/Track is quickly becoming the standard for print and digital ad production automation.”

About Newsday:

Newsday Media Group (NMG) is one of the nation’s most dynamic media organizations, providing robust content and successful marketing solutions to Long Island and New York City through its portfolio of print, digital and video products. With 19 Pulitzer Prizes, multiple New York Emmy awards and countless honors for outstanding journalism, Newsday reaches five out of 10 Long Island adults each week. In addition to Newsday, NMG properties include amNewYork, New York City’s most widely circulated free daily paper and Hometown Shopper, one of the Northeast’s largest groups of weekly shopper publications. You can learn more at www.newsday.com.