

SCS ONBOARDS PITTSBURGH POST-GAZETTE WITH PROVEN EFFICIENCIES

The Pittsburgh Post-Gazette, the dominant news source in Western Pennsylvania, has gone live with Layout-8000 and SCS/ClassPag. The best of breed systems from SCS integrate with the Post-Gazette's Lineup Adpoint ad management software for the purpose of display ad dummyming and classified pagination.

"SCS was easy to work with from contract to implementation, and their customer service was top notch," says Joe Cronin, Senior IT Manager. "The SCS team was very dedicated to the process and they were truly vested to ensure the success of this project. They acted more like a partner than a vendor. The Layout-8000 and SCS/ClassPag systems were easily picked up by staff and that was thanks to the training from the SCS Staff."

"In Layout-8000 and SCS/ClassPag, the Post-Gazette found solutions that provide a powerful bridge between Lineup and Libercus [the Post-Gazette's editorial system]," says Phil Curtolo, Director of Sales at SCS. "SCS's systems not only connect advertising seamlessly to editorial, but they do so with an unrivaled level of automation and transparency."

Often referred to as the "PG," the Post-Gazette is published by Block Communications, based in Toledo, Ohio. The PG joins The Toledo Blade, its sister paper, which has long used both Layout-8000 and SCS/ClassPag.

About The Pittsburgh Post-Gazette:

The Pittsburgh Post-Gazette, also known simply as the PG, is the largest newspaper serving metropolitan Pittsburgh, Pennsylvania. Descended from the Pittsburgh Gazette, established in 1786 as the first newspaper published west of the Allegheny Mountains, the paper has existed under its present title since 1927. You can learn more at www.post-gazette.com.