



# PRESS ENTERPRISE TO INSTALL COMMUNITY ADVERTISING SYSTEM, SCS'S INTEGRATED ADVERTISING AND PRODUCTION SOLUTION

In February 2023, The Press Enterprise, based in Bloomsburg, PA, reached an agreement with SCS to install the Community Advertising System to standardize and modernize its advertising and production workflows.

The Community Advertising System will provide The Press Enterprise with an advertising management solution that features bulletproof accounting, fully automated ad layout and a modern ad tracking environment. In addition, the SCS package includes a classified self-service and marketplace portal from Bluefin and robust business analytics from Zoho.

“When considering how we can best serve our customers and business partners in the future, we are pleased to be partnering with the team at SCS,” according to Brad Bailey, General Manager at The Press-Enterprise. “Their advertising system will help us streamline our processes, while giving us opportunities to expand our offerings of products and services. It’s never easy to make the decision to change software systems, but our experiences with SCS thus far have given us confidence that we are strengthening our company with this partnership.”

“This project affords SCS another opportunity to help a family-owned and community-focused publishing company,” says Phil Curtolo, Vice President of Sales at SCS. “Our goal is to implement systems and workflows that can automate mechanical tasks so that the staff can spend more time selling ads and/or creating content. We’re excited to make this happen for our friends in Bloomsburg!”

## **About Press Enterprise:**

The Press Enterprise is a daily newspaper published in Bloomsburg, PA. It is owned by the parent company Press Enterprise Inc. and run by the Eyerly family. The newspaper serves a wide area including Columbia County and Montour County, along with sections of Northumberland and Luzerne counties. The company also operates Press Enterprise Commercial Printing. You can learn more at [www.pressenterprise.net](http://www.pressenterprise.net).