



Software Consulting Services, LLC

SCS builds trusted newspaper systems

Layout-8000

More than just ad dummying

Centralized or Distributed

With its server-based implementation, Layout-8000 provides an opportunity to consolidate labor into a single location.

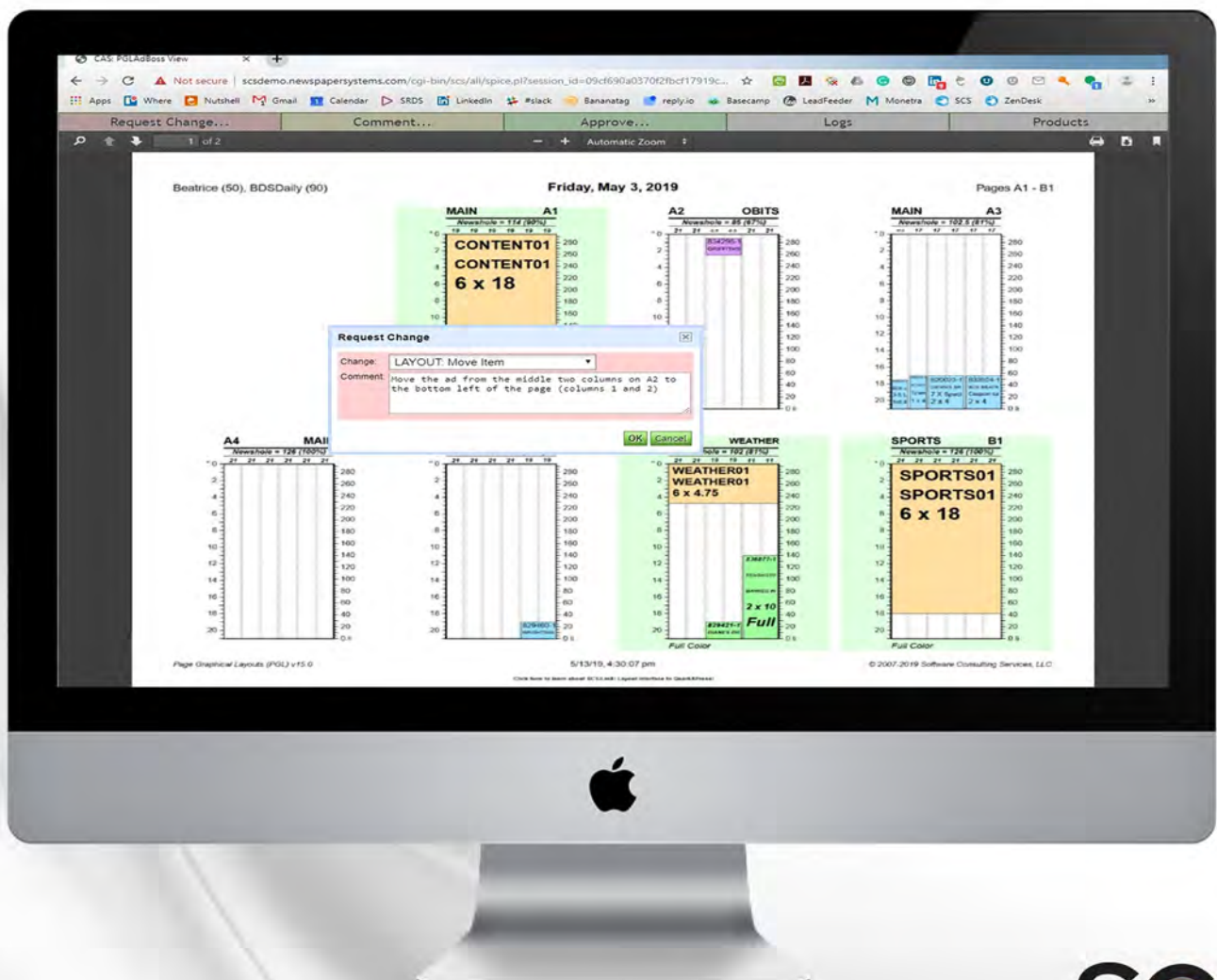
We often encounter newspaper groups that have some number of users that remain localized/remote that are dummifying some number of publications. Because of Layout-8000's "Run from Anywhere" capabilities, labor can easily be 100% centralized in a single location, can remain distributed across multiple locations or can be a hybrid of the two.

Centralized Layout with Local Approval

Layout-8000's web-based PGLAdBoss module allows users in the newsroom, production department and/or creative to remain involved in the review and approval processes.

The days of delivering printed or mass emailed dummies is over, with PGLAdBoss automatically notifying appropriate staff when a dummy is available for review. From a web page, users can view dummies and either request changes or approve dummies to be released for pagination.

PGLAdBoss alerts the appropriate staff via automated email or text notification when a page has been approved or when a change has been requested.

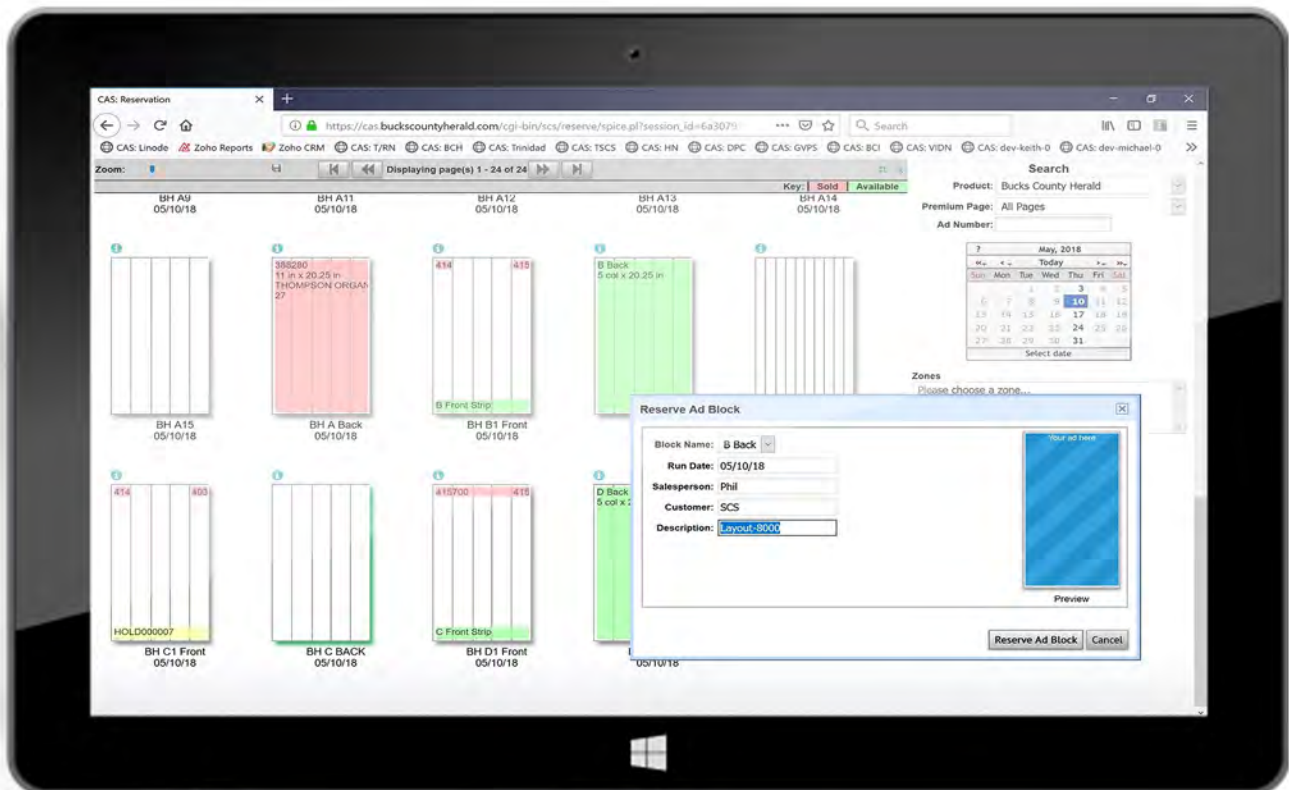


Create Scarcity by managing premium paid positions and pages

Layout-8000's web-based ReserveAdBoss module replaces the manual task of updating and sharing premium ad and page inventory. The premium inventory is available online for the entire sales and sales support staff.

Authorized users can place a hold (reserve) on available inventory for a site-defined amount of time and, once a sale is made and the ad is booked, ReserveAdBoss automatically turns a reserved ad into a sale. As deadlines approach, purchased premium positions are automatically locked into your Layout-8000 session.

ReserveAdBoss is a complete replacement for the spreadsheet that typically manages the premium position inventory.



Generate additional revenue utilizing standby ads

Layout-8000's integrated StandbyAdBoss module provides users with options to fill available space with paid remnant ads instead of fillers.

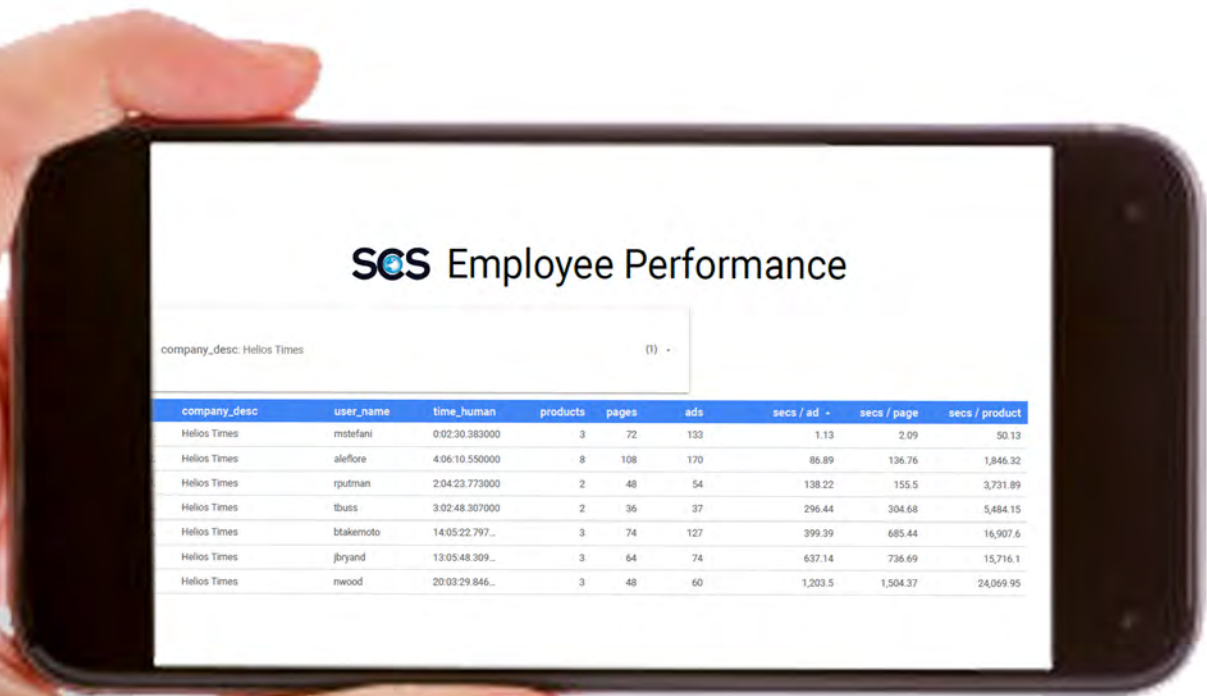
With a single-click, StandbyAdBoss presents options to the user to fill available space (i.e. after a kill) with an ad that can generate revenue as opposed to a generic filler.



Exceptional Publication and User metrics

Layout-8000's SQLAdBoss module is an external, open-source database (PostgreSQL) that facilitates advanced reporting, performance metrics and analytical dashboards using third-party tools like Zoho, Google Data Studio or even Microsoft Excel.

Customers use SQLAdBoss to aggregate Layout-8000 data to compare performance across publications, month-over-month, user productivity, ad placement, available space, etc. Other customers have used SQLAdBoss to combine Layout-8000 data with other external sources that collect information about revenue per page, advertiser value, etc.



The image shows a hand holding a smartphone displaying a dashboard titled "SCS Employee Performance". The dashboard includes a search filter for "company_desc: Helios Times" and a table with the following data:

company_desc	user_name	time_human	products	pages	ads	secs / ad	secs / page	secs / product
Helios Times	mstefani	0:02:30.383000	3	72	133	1.13	2.09	50.13
Helios Times	alefore	4:06:10.550000	8	108	170	86.89	136.76	1,846.32
Helios Times	rputman	2:04:23.773000	2	48	54	138.22	155.5	3,731.89
Helios Times	tbuss	3:02:48.307000	2	36	37	296.44	304.68	5,484.15
Helios Times	btakemoto	14:05:22.797...	3	74	127	399.39	685.44	16,907.6
Helios Times	jbrvand	13:05:48.309...	3	64	74	637.14	736.69	15,716.1
Helios Times	nwood	20:03:29.846...	3	48	60	1,203.5	1,504.37	24,069.95

List of Converted newspapers and newspaper groups

Kenosha News	St. Louis Suburban Journals
Virginian-Pilot	The Pantagraph
Indiana Gazette	Arizona Daily Star
New Haven Register	La Voz del Interior
Pittsburgh Post-Gazette	Danbury News-Times
Ogden Newspapers, Inc. **	Greenwich Time
North Jersey Media Group	Stamford Advocate
Houston Chronicle	Trinidad Express
Brunswick News, Inc. **	Chippewa Valley Newspapers
Norwalk Hour	La Tribune
Journal Media Group **	Tribune Co. **
Kapp Advertising, Inc.	Gainesville Sun
Hometown News	Ocala Star-Banner
Newspapers of New England, Inc. **	Hendersonville Times-News
San Diego Union-Tribune	Correio Braziliense
U-T Community Press	Tuscaloosa News
Gannett **	Connecticut Post
Falmouth Publishing Co.	Brooks Community Newspapers
Pacific Daily News	Salmon Press
Virgin Islands Daily News	Stone Bridge Press
Baltimore Sun	Duluth News-Tribune
Los Angeles Times	The Express-Times
Bucks County Herald	La Voix de L'Est
Sandusky Newspaper Group **	Daily Hampshire Gazette
Lee Enterprises **	Shelbyville Sentinel-News
San Francisco Chronicle	Imperial Valley Press
Evening Post Industries **	Lawton Constitution
South Jersey Newspapers	Newsday
Mason City Globe Gazette	Sing Tao Daily
Beatrice Daily Sun	New Mass Media
Columbus Telegram	Virginia News Group
Fremont Tribune	Bee Group Newspapers
Lincoln Journal-Star	Le Nouvelliste
St. Louis Post-Dispatch	Galesburg Register-Mail

** = group or corporate customer

