



Software Consulting Services, LLC

Serving print & digital publishing since 1975

Fits your business...

Fits your culture...

Fits your budget...

www.newspapersystems.com

Community Advertising System

A complete managed service advertising and production solution, for one low monthly price.

Fits your business

Retail and classified order entry, accounts receivable, display ad dummyming, classified pagination, ad production management and news pagination management for QuarkXPress™, Adobe InDesign® and free Scribus, plus numerous add-on modules including ones supporting web-based self-service.

Fits your budget

- Software as a Service with no capital expenditures to minimize up front costs
- Tiered product configurations so you can get the level of functionality you need at a price you can afford
- Managed services including remote system and application support
- Includes next generation appliance hardware, complete with installed OS, high-availability redundancy and all necessary free and open source software

Fits your culture

- US-based developers, sales and support staff
- Family-owned and actively run by family members
- Dedicated to serving newspapers
- Over 37 years of successful system development, delivery and support
- Thousands of publications at over 300 organizations on support
- “We have your back” service, the best in the industry



Sales

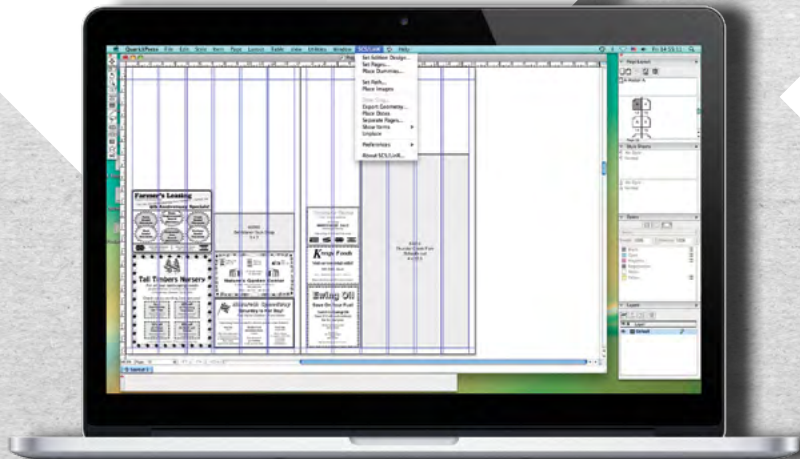
Uses the Community Advertising System to:

- Access current and past information about ads and advertisers allowing sales reps to create customized presentations for their customers
 - Sell premium positions and show advertisers that there is demand
 - Take ad orders on any mobile device without having to come into the office
 - Upload finished ads, graphics and text for ads via the web without having to come into the office
 - Monitor the status of ads sold and get information about advertisers from anywhere on a smart phone, tablet or laptop
 - Manage run agreements

Accounting

Uses the Community Advertising System to:

- Place ads (insertion orders) and manage run agreements
- Produce run lists of ads
- Print invoices or send them to the web for advertisers to review and pay
- Post A/R payments and handle all credit matters with customers
- View which positions are sold/unsold for upcoming publications
- Review previously dummied products
- Generate electronic tearsheets to be sent to advertisers
- Audit final pages in minutes instead of hours



required to report illegal workers
Immigrants fear being deported under new law



Uses the Community Advertising System to:

- Build ads while managing the components of each ad
- Make the ad layout plan and place display ads on pages
- Produce instructions to generate pages in QuarkXPress™, Adobe InDesign® or another pagination system
- Create editorial pages that have ad stacks in place, place finished ad images inside the ad blocks
- Paginate classified line ads
 - See a dashboard-like summary of editions as they are being built to get a real-time view of the production process

Production

Advertisers

Use the Community Advertising System to:

- Place their own classified ads online 24/7/365
- Review account information and make payments online 24/7/365
- View and reserve available premium positions online 24/7/365
- Upload finished ads, graphics and text for ads online 24/7/365
- Proof and make comments about ads online
- View their advertising history and request to re-run an ad online
- Review tearsheets online instead of getting them in the mail

With the Community Advertising System, SCS delivers a solution that allows today's community newspapers to put all the pieces together.

Accounting

Production

Sales

Advertising

For more than 30 years, Software Consulting Services, LLC (SCS) has been in the business of providing complete publishing, digital asset management and advertising systems for small, mid-sized and large metro newspapers. Over 500 newspapers use SCS software and services.

Get in touch!

Ask us how to solve your specific advertising, production and editorial problems and demands!

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www.newspapersystems.com

800.568.8006

SCS builds trusted newspaper systems.