



## Page Planning Services

**Page Planning Services:** Pagination is a general media term covering all types of page building and output.

- ▶ **Ad Stacking, Dummying and Ad Layout:** Taking a transfer of the display ad listings from the billing system, determining the size of each section in the publication and where color positions are, and placing all the display ad boxes into the layout.
- ▶ **Classified Pagination:** Ingesting a file of all classified ads (displays and liners) which are ordered for the publication and run date, placing display ads first, running in all the liners, placing fillers/headers where necessary and outputting to the press room.
- ▶ **Copy Desk Pagination, Editorial Pagination, Copy Flow:** Getting the photos, copy and guidelines from the newsroom, making copy fit where designated, supporting rounds of corrections and completing pages.
- ▶ **Special Sections Pagination:** Receiving the layouts, materials and instructions; and taking creative license to ensure an attractive design.

## Mark Flaviani Advertising Operations Director, The Press Democrat

**Ad building and special sections were outsourced first.** Within three to six months later after we began work with AffinityX, we added pagination.

**We understood why, but it was a lot of work preparing for page planning. All the information collected was necessary, I don't think there was anything missed and none of the paperwork was redundant.**

In the beginning there were lots of questions, which we expected. You think things are self-explanatory, but they really aren't. It's a two-month training period because there are so many little things that pop up. You think you have everything perfect for an issue and then get a late ad.

**Potential clients should know that there is an adjustment timeframe of about a month or two when some things will be a little late as part of the learning process.** For example, the team has to wait for responses to make sure everything is correct before releasing sections. That's why someone from the client side must address questions.

All other departments impacted by layout need to understand the transition will take a little while. Things will get back to normal. It is the company environment that must change. Everyone must get on board.

My role has changed quite a bit based on the relationship. It takes someone onsite to make sure everything is going smoothly and to coordinate with the offshore teams. Proofs don't go directly to the customers from AffinityX. Someone must make decisions and manage deadlines.

The typography and pagination work that comes back is excellent. **By now, no matter what we throw at you, it's done by 7:00 a.m. the next morning.** There is no way this would have happened with my six designers and that's totally huge.

**We have asked for creative covers and that has worked well. I can't remember how many sections you've done for us and we've been happy. AffinityX has been very accommodating.** There is a lot of variety and they take on everything for me.

The AffinityX team even made the turn-on-a-dime shift that we needed from them during the recent forest fire emergency.

**This is the biggest outsourcing relationship we have had. I'm very impressed how this is all working out.** I had some concerns, but I can definitely say it is at least as good as it was before, and some things are even better. We are seeing a one-to-one replacement (between our staffing and AffinityX's).

I think this is a great relationship, you're providing a really great service for us and that we're a good customer for you.

### About Sonoma Media Investments

Sonoma Media Investments was formed in late 2011 to buy the Sonoma Index-Tribune and Sonoma Magazine. In November 2012, the company purchased the Press Democrat Media Group, which includes The Press Democrat, the Petaluma Argus-Courier, the North Bay Business Journal and all affiliated websites and businesses.