

New Advertising System for New Regional

New regional newspaper launches in Hampshire and installs a new advertising system

In 2003, Mid Hampshire Newspapers launched their own weekly Regional Newspaper title, The Winchester Observer.

After a successful launch Mid Hampshire Newspapers started to look for an advertising system. The chosen system was AdBooker by Publishing Systems Ltd and MediaPlanner for planning.

Headline were asked by Publishing Systems to partner them on this project to install, configure and train MediaPlanner and the MediaPlanner XTension.

The Requirement

As this was a new installation we did not have any previous systems to replace therefore starting from scratch we were able to build a booking system and planning system that exactly met their requirements.

As there was only one title in the beginning we decided to initially start with ROP planning only. At go-live though we were scheduling the second title to go live in the West.

A new Accounts Interface was written from Adbooker to Sage and a new Interface was also written from AdBooker to MediaPlanner.

The Approach

Working side-by-side with Jez Walder the MD of Mid Hampshire Newspapers and the team from Publishing Systems, Headline drew on their experience of installing newspaper systems to

understand the requirements of Mid Hants and to provide a system that would best suit their needs. Planning Training was provided for two main planners and to all of the Production department. A new AdSizer XTension was provided for each QuarkXPress workstation to help with the automation of ad setting.

Go-Live

The system went live on time and the first title was produced with very few problems. The second title was also produced in week two, so now Mid Hants were well on their way to becoming a successful producer of weekly newspaper titles.

Two Years On

Two years later Publishing Systems and Headline were invited back. The popularity of the existing titles has meant Mid Hants wanted to introduce a more complete Classified section. They also wanted to launch a new Northern title in Jan 06.

Headline spent a lot of time talking to them about how they wanted the Classified section to look. We looked at the competitor newspapers and decided on colours, fonts, styles and a sort order. We then devised a Classification list.

Whilst this was going on, development was being done on AdBooker to enable lineage text to be keyed at booking time.

The go-live for classified took place in early Feb 06.