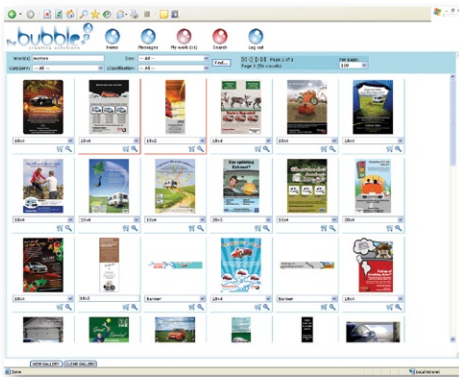


NORTHCLIFFE MEDIA LTD

Publishing in the fast lane

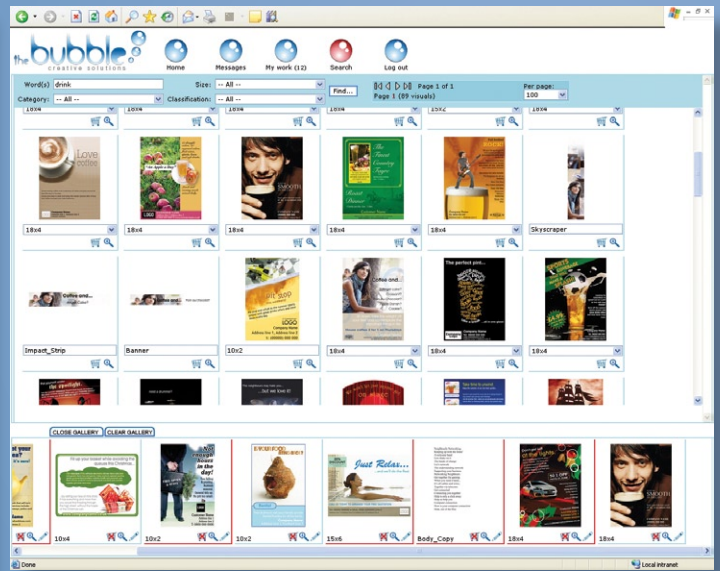
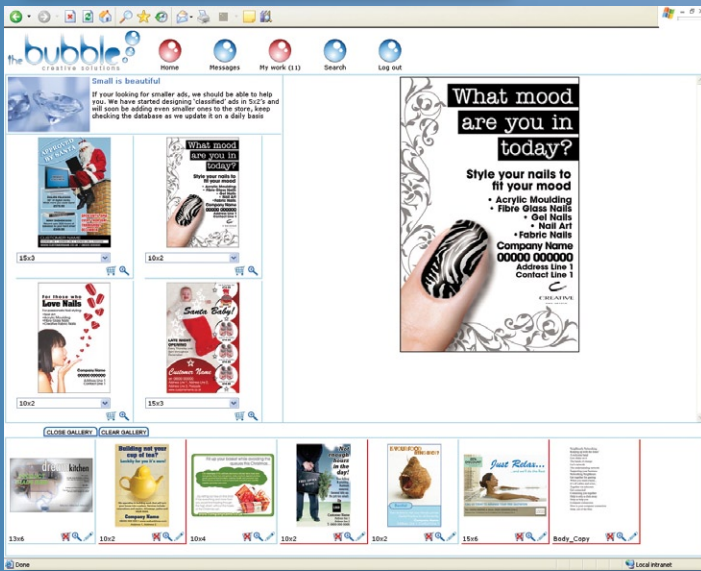
Prominent U.K. newspaper publisher boosts revenue and streamlines ad production with Adobe® InDesign® Server seamlessly creating professional layouts



To retain their ebbing market position, print publishers today are searching for ways to cut costs without sacrificing the quality of professional-looking finished products. At Northcliffe Media Group, cross-functional teams are meeting this difficult business challenge using Adobe technology to streamline ad sales workflows. At the same time, they are maintaining high design standards and generating more revenue from existing lines of business.



Working with Wave2 Media Solutions, Northcliffe Media Group automated the sales and advertising production process for its publications. The system, called The Bubble, relies on Adobe InDesign Server software and the Wave2 Publishing Platform.



“With Adobe InDesign Server powering The Bubble, we’ve been able to create exciting new revenue opportunities while streamlining our advertising sales process.”

Chris Coward,
deputy managing director of
South West Media Group,
a division of Northcliffe Media Group

Northcliffe, a large regional publisher of daily and weekly titles in the United Kingdom, knows first hand the value of automating the sales and advertising production process. The company is shaving days off the sales cycle using an electronic library of thousands of high-quality ad layouts across a wide range of business categories. This innovative system, called The Bubble, was developed by Adobe partner Wave2 Media Solutions Ltd, which relies on Adobe InDesign Server software inside its highly scalable, extensible publishing platform.

Northcliffe creates all of the ads and artwork for The Bubble system using Adobe Creative Suite® 3, Design Premium. Designers use Adobe Photoshop® CS3 and Illustrator® CS3 to prepare artwork, and then create and build the ad templates with InDesign CS3. The Bubble system provides a simple upload function to allow designers to submit each completed ad to the Wave2 Publishing Platform.

“With Adobe InDesign Server powering The Bubble, we’ve been able to create exciting new revenue opportunities while streamlining our advertising sales process,” says Chris Coward, deputy managing director of South West Media Group, a division of Northcliffe, who headed the project. Within four months of launching The Bubble, Northcliffe realized a \$400,000 gain in display ad revenue, while reducing the time involved in the production cycle by up to 90%.

Previously, when a customer placed an ad order, a Northcliffe sales advisor would request a proposed layout from their local design studio. Three or four days later, the mock-up would be ready, and the salesperson would send the draft to the customer for review. The back-and-forth, including revisions, added several more days to the process. With the Wave2 solution based on Adobe InDesign Server, Northcliffe’s sales advisors can now log on to the central Bubble in the morning, select up to ten designs for a particular ad, and e-mail the choices to the customer to finalize the sale in one smooth transaction. The template format of the advertisement allows for easy text changes, wherever the person is working.

Northcliffe designers use Adobe Photoshop CS3 and Illustrator CS3 to prepare artwork, and then create and build the ad templates with InDesign CS3. The Bubble system provides a simple upload function to allow designers to submit each completed ad to the Wave2 Publishing Platform.



Hands-free publishing

Northcliffe is no stranger to Adobe solutions. Prior to adopting The Bubble enterprise-wide, Northcliffe enlisted Wave2 to build a self-service environment for its Nottingham Post Group. Wave2 designed an elegant system for staff to produce in-house display ads. The newspaper publisher instantly recognized that extending the self-service feature to customers who wanted professional, high-quality advertising would be a revenue boon.

The inaugural offering was Cars in Colour, a fully self-service advertising feature that extended the deadline for car dealers to submit ads for the following day's paper. With Adobe InDesign Server at the wheel, Cars in Colour went on to generate over \$40,000 of additional revenue in the first six months. The industry also stood up and took notice; this revolutionary ad format went on to win the U.K. Newspaper Society's annual award for the most innovative use of technology.

Adobe solutions paved the way for more automated Bubble processes at Northcliffe, including self-service real estate, family notices, and seasonal advertisements for Nottingham Evening Post customers. All of the orders were booked and built online, leading to special sections and inserts bursting with retail, housing, and classified offerings.

Scaling up to the future

With the success of the Nottingham Post operation, the system was subsequently rolled out enterprise-wide to include Northcliffe's 18 daily titles, 29 weeklies, as well as monthly online offerings. The in-house design staff at Northcliffe began creating thousands of ad templates in a variety of business categories for both print and online for inclusion in The Bubble's electronic library. But accommodating the expanded volume of users and documents required a powerful server. To meet the needs of Northcliffe's massive user base, Wave2 installed a large centralized cross-application server so that deployment would take place without a hitch.

Northcliffe's local sales advisors and advertisers embraced the technology immediately. "The response to The Bubble from the sales team has been outstanding," says Coward. The same can be said of Northcliffe's customers, who are finding it a much more efficient way to do business. "When customers select a design from The Bubble, they tend to place larger orders with longer campaign runs," he adds.

Company

Northcliffe Media Group
London, England
www.thisisnorthcliffe.co.uk

Challenges

- Generate new revenue streams
- Reduce ad production costs
- Streamline ad production workflow
- Automate production tasks

Solution

- Offer electronic library of engaging designs to boost revenue
- Switch from outside production house to self-service system built with Adobe InDesign Server
- Bring self-service environment to sales staff and customers

Benefits

- Gained \$400,000 in display ad revenue in 6 months
- Reduced production cycle by up to 90%
- Sped up time-to-market for ads dramatically
- Empower customers with easy-to-use, online system to create attractive ads
- Eliminated need for outside production house

Toolkit

- Adobe InDesign Server
- Adobe Creative Suite 3, Design Premium. Components used include:
 - Adobe InDesign CS3
 - Adobe Photoshop CS3
 - Adobe Illustrator CS3
- Wave2 Publishing Platform

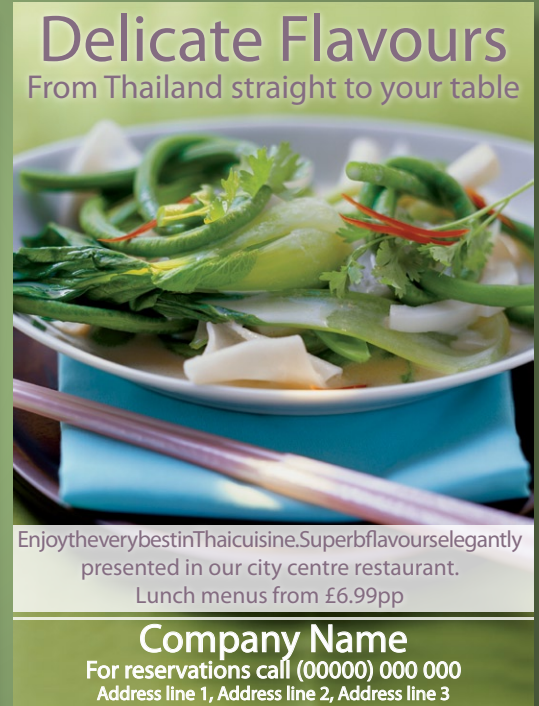
Northcliffe's sales advisors can now log on to the central Bubble in the morning, select up to ten designs for a particular ad, and e-mail the choices to the customer to finalize the sale in one smooth transaction. With the Wave2 and Adobe InDesign Server solution, Northcliffe realized a \$400,000 gain in display ad revenue, while reducing the time involved in the production cycle by up to 90%.



JUST AS
SMOOTH
AS THE LAST

Enjoy great Irish beer served all day, at our authentic Irish pub.

COMPANY NAME
(00000) 000 000
Address line 1



Delicate Flavours
From Thailand straight to your table

Enjoy the very best in Thai cuisine. Superb flavour elegantly presented in our city centre restaurant.
Lunch menus from £6.99pp

Company Name
For reservations call (00000) 000 000
Address line 1, Address line 2, Address line 3

“With Adobe InDesign Server rules embedded into all our production, ads can be created and revised at the local level, without any need for skilled production intervention. This is a profound cost- and time-saving measure for professional publishers.”

Chris Coward,
deputy managing director of
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Value for everyone involved

Now, Northcliffe intends for nearly 75% of all its advertising to run in the self-service environment and plans to extend the principles of the Bubble to all its advertising categories and across all its production departments. Says Coward: “With Adobe InDesign Server rules embedded into all our production, ads can be created and revised at the local level, without any need for skilled production intervention. This is a profound cost- and time-saving measure for professional publishers.”

By empowering users to create their own engaging display ads, Adobe InDesign CS3 Server gives publishers a more personalized and effective marketing tool at a fraction of the cost of traditional ad services. Northcliffe is able to generate new streams of revenue from within their existing businesses, while maintaining a consistent, high level of quality in their finished products.

Advertisers and sales staff alike are excited about doing business more efficiently, and pages that are produced with The Bubble are significantly more appealing than ones that are made-up manually. The design process is quick and easy. Ads are sold, produced, reviewed, and published at a rate much faster than ever before.



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