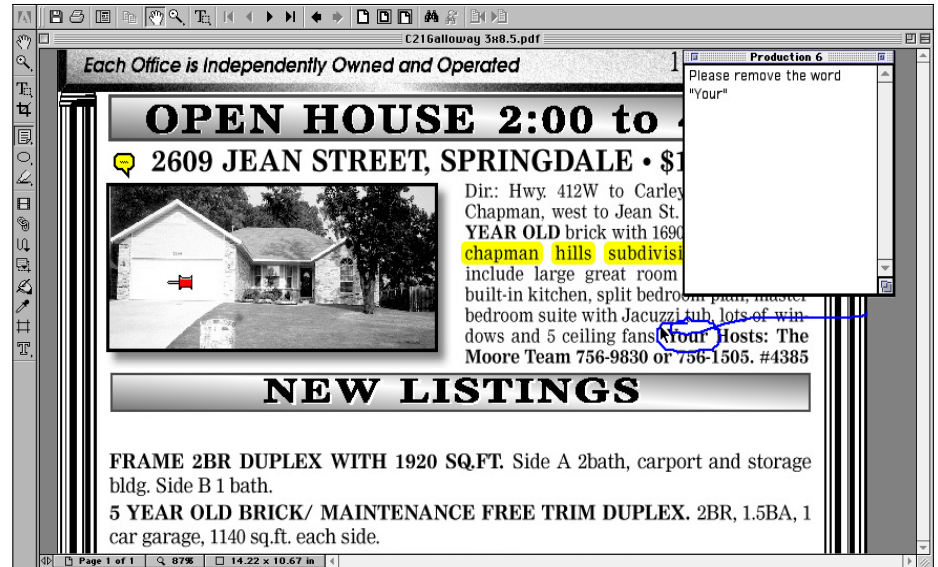


## The Morning News

*The Morning News Reduces Ad Printing Time by 97 Percent and Improves Customer Service Using Adobe Acrobat 4.0 Software and Adobe PDF*

Adobe® Acrobat®



**The Morning News is streamlining its ad proofing process with Adobe Acrobat software and Adobe Portable Document Format (PDF). Customers can review digital proofs in PDF and provide comments using electronic sticky notes, highlighting, circling, and strikethrough annotation capabilities in Acrobat 4.0.**

### Key Benefits

- Print times for ads converted to PDF can be reduced by up to 97 percent.
- Reduced production time ultimately translates into improved customer satisfaction and significant cost savings.
- The ad proofing process is streamlined because customers can annotate PDF files by adding electronic sticky notes, highlighting, striking through text, or circling portions of PDF files.
- PDF files are compact and can be easily transmitted via e-mail, speeding ad production at the newspaper and reducing reliance on expensive couriers and difficult-to-read faxes.
- PDF files can be archived using less space and reducing ad storage costs.
- PDF files are searchable, so archived ads can be easily found.

One of the fastest-growing regions in the U.S., Northwest Arkansas is also home to one of the nation's most highly competitive media markets. Four daily newspapers compete against each other and against vigorous electronic competitors for an audience of 300,000 people. The newspaper in the lead? *The Morning News of Northwest Arkansas*. To remain on top, *The Morning News* has been using Adobe Acrobat software to improve customer service and reduce ad production time.

Now, *The Morning News* is taking advantage of the benefits of Adobe Acrobat 4.0 software to streamline its production process and improve customer service even further. "Acrobat 4.0 offers powerful annotation capabilities such as the Pencil tool and text highlighting that streamline the ad proofing process with our customers. And, its preset output settings enable us to quickly optimize our newspaper pages for online delivery," says Jeff Norris, prepress systems manager

for *The Morning News*. "Features such as these are making Acrobat 4.0 an increasingly important part of our production process."

Based in Springdale, Arkansas, *The Morning News* is owned by the Donrey Media Group. As the market leader, *The Morning News* boasts a circulation of more than 36,000 and a readership of nearly 100,000.

### Producing Ads from Hundreds of Sources

The Northwest Arkansas media market is so intensely competitive, that *The Morning News* not only must produce ads from a variety of advertising agencies, local realtors, car dealerships, and other companies, but also must produce print ads from other print publications.

But producing print ads digitally from a multitude of advertisers and other local publications has proven to be a challenge. Frequent issues in producing digital ads include missing fonts, corrupt files, missing graphics elements, copy inaccuracies, variations in application software

versions, and use of software or software extensions not available at the newspaper. “These problems kept ads from coming through our imagesetters, or even caused missed deadlines—sometimes resulting in less-than-happy customers,” says Norris. Complex ads can take the newspaper up to an hour to print, a lengthy process considering that *The Morning News* prints approximately 300 ads per week.

To complicate matters, advertisers need to share ads back and forth for proofing and corrections. This process involved sending faxes that were often difficult to read or hiring expensive couriers to physically deliver ads that resulted in delays or missed deadlines. Like many newspapers, *The Morning News* sought a solution that would improve its service to advertising customers and streamline ad proofing and production processes.

### PDF Streamlines Workflow

Since August 1998, *The Morning News* has been using PDF to improve the ad proofing and production process. PDF enables the paper to provide a common file format that maintains the integrity of ad content originating from a variety of typesetting equipment and being distributed over a range of computer systems. With its largest advertising agencies, *The Morning News* uses AP AdSEND, a digital advertising delivery service launched by the Associated Press that has used PDF as a standard file format to streamline advertising workflow since 1994. “Since we began using Acrobat and PDF, our workflow has 99 percent fewer problems and we have happier customers,” says Norris.

### A Single, Compact Format

Using PDF, ads are reproduced exactly as they were intended no matter how or where they were created. Files converted to PDF are highly compressed, enabling rapid transmission over medium-bandwidth communication lines. Efficiency is improved with the creation of a single, compact PDF file that contains all of

the graphics, fonts, text, images, and other elements required to print the ad correctly. Using a single PDF file allows *The Morning News* to receive digital ads without the worry of application software or platform compatibility. PDF documents are also compact and searchable, important capabilities for ad archiving.

PDF has enabled the newspaper to produce better looking ads, in a fraction of the time. Norris notes that a 75 MB ad that would have taken 70 minutes to print can now be printed in two minutes from a PDF file.

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*“PDF is solving workflow problems that have plagued the newspaper industry for years. Adopting Acrobat 4.0 and PDF is one big reason we’re leading the pack.”*

—Jeff Norris,  
Prepress Systems Manager,  
The Morning News

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“PDF files transfer over the network faster because they are compact. They also print much faster and look crisper and cleaner,” notes Norris. “This means we make our deadlines. It also means dramatically improved customer service and reduced production time that ultimately leads to reduced costs.”

### Fewer Errors, Higher Quality

Adobe Acrobat 4.0 software is now streamlining the process even further. Acrobat 4.0 automatically converts TrueType fonts to Type 1 Adobe PostScript® fonts, improving output and eliminating font errors.

*The Morning News* is also taking advantage of the powerful new annotation capabilities in Acrobat 4.0. Customers can mark ad copy changes directly in the PDF file, using intuitive tools such as the new Pencil tool, highlighting, and text strikethrough. “We’re using

the new annotation capabilities to save time on the proofing process. We can now spend more time creating and working on the ad versus worrying about proofing logistics,” explains Norris. “We didn’t realize just how painful a paper-based review process was until we began using the annotation tools in Acrobat.”

*The Morning News* is also taking advantage of the Screen Optimize or Press Optimize features in Acrobat 4.0 to optimize files for delivery to different media. Before, the prepress staff would have to set up different “watched folders” and remember which files were intended for printing, which were for the Internet. “Now, we can optimize a file easily for delivery across multiple channels,” explains Norris.

### 100 Percent PDF Workflow

Norris says the prepress group at *The Morning News* is looking forward to the ability to place PDF files directly in QuarkXPress documents, the last remaining capability the group needs to move to a total PDF workflow. Once this is accomplished, ads will be stored on the newspaper’s servers in PDF, placed in pages in PDF, and sent to the imagesetters in PDF. “Especially in our competitive neck of the woods, the pace and pressure of the newspaper industry can be unbelievable,” says Norris. “But PDF is solving workflow problems that have plagued the newspaper industry for years. Adopting Acrobat 4.0 and PDF is one big reason we’re leading the pack.”

### The Morning News Systems At-A-Glance

**Software**  
Adobe Acrobat 4.0  
Adobe Photoshop®  
Adobe Illustrator®  
QuarkXPress

**Hardware**  
Apple Power Macintosh computers  
PrePress Panther Imagesetters