

## Record buys TKS tower to bolster press

The Record in Stockton, Calif., said it will add a tower from TKS USA Inc. to beef up color and print capacity on its forthcoming press.

The daily is currently awaiting delivery of a rebuilt TKS M72 offset press that will be installed to replace its existing letterpress, said David Johnson, general manager of the newspaper.

Dow Jones & Co. unit Ottaway Newspapers purchased The Record last year and is investing more than \$20 million in a project that includes a new production and mailroom facility being built adjacent to its existing downtown office.

The TKS Color Top 6000 four-over-four tower will be stitched to the end of the 64-inch-wide M72 press, a machine Dow Jones formerly used to print The Wall Street Journal.

Masthead International is modifying the machine to accommodate The Record's 50-inch web width and is also adding drives and controls from ABB Inc. and Brock Solutions Inc. as well as digital inkers from CGI, Johnson said.

The modified press and the new tower are expected to be installed in the second quarter of 2005.

The reconfigured press will let The Record (daily, 62,000; Sunday, 71,000) increase its color capacity from eight pages to 20 pages in a typical 56-page

newspaper, Johnson said. "When we show readers and advertisers (copies of The Wall Street Journal) printed at Dow Jones' plant in (nearby) Palo Alto, we can show them the quality they will be seeing from our press," he said.

"This order shows the continued commitment from one of our largest customers that TKS can and continues to supply a quality product for their tower add-on needs," said Greg Harabin, president and chief executive officer of TKS.

The Record's decision comes a few months after TKS sold three Color Top 4-by-1 5000UD presses to Newspaper Agency Corp., the company that prints The Salt Lake Tribune and Deseret Morning News. NAC is spending more than \$80 million to build a 350,000-square-foot production plant in



Photo: TKS

Seated, left to right, John N. Wilcox, president, Ottaway Newspapers Inc.; Greg Harabin, president and chief executive officer, TKS USA Inc.

Standing, left to right, John Beers, assistant construction/facilities manager, Dow Jones & Co.; Dean Jacoby, sales manager/director, customer service, TKS; John Steker, manager, technical support services, TKS; Andrew Langhoff, vice president and general counsel, Ottaway Newspapers; and David Johnson, general manager, The Record.

suburban Salt Lake City to house the new presses.

Johnson said The Record's next step is to pick a postpress supplier to equip its new mailroom, a decision he hopes to make within the next month.▲

## AdsML backers tout benefits

Now that groups backing competing electronic ad transmission standards have joined to back the international AdsML spec, backers are touting AdsML's benefits.

AdsML 2.0 is expected to be released this October during IfraExpo in Amsterdam, the Netherlands, one year after the AdsML Consortium, the group authoring the specification, released version 1.0.

The forthcoming standard will give users "classified ad content that is searchable, advertisement styling standards that facilitate multiple media usage and a vehicle for advertisers to exchange electronic business documents," the Consortium said in a release issued this morning.

"With the AdsML standard, the

industry will be able to expand revenue streams and leverage the unique opportunities e-commerce and cross-media advertising allow," said Eli Rousso, chief information officer at AdStar Inc., an AdsML supporter.

AdsML received a boost earlier this month when the Newspaper Association of America agreed to merge Crest 2.0 and SpaceXML, North American standards governing how ad data is transmitted to newspapers, with AdsML. The move also covered a third ad standard, AdConnexion 2.0, backed by Ifra. IDEAlliance, which co-owns SpaceXML with NAA, also endorsed the decision.

The merger of the three standards will define the booking standard of the

## NAA conference opens this week

President George W. Bush and Secretary of Defense Donald Rumsfeld headline a list of government and industry officials scheduled to appear at the 2004 Newspaper Association of America annual convention being held this week in Washington, D.C.

For the first time, the meeting is being held in conjunction with the American Society of Newspaper Editors, a move expected to boost attendance.

Bush is slated to speak at The Associated Press Annual Luncheon April 21. Rumsfeld will appear at the ASNE/NAA Luncheon on April 22.

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AdsML Specification, which will provide full support for booking classified, display and insert advertising in all markets, worldwide.

The ensuing AdsML development phase will mesh the three standards and create a structure robust enough to support regional demands, the group said. The integration will also likely use portions of an XML e-commerce message spec now in development by the Data Interchange Standards Association.

By integrating the three standards under the AdsML umbrella, the AdsML Consortium said marketplace confusion and duplication will be eliminated.

Among other enhancements, AdsML will focus on four classified ad categories: housing, recruitment, transportation and travel. The Consortium said the specs will ultimately apply to all ads, regardless of ad

type or media.

Hand-in-hand with this effort, a cross-media styling language specific to classified ads will be created. A defined set of element tags will identify the types of information that commonly appear in classified advertisements — such as headers, paragraph and line breaks, boxes, advertiser name, blind box numbers, and referenced photos. A mechanism to match the types of styling requested with the tagged information is included in the development process.

“AdsML’s projects on content description and styling for classified display and liner ads address important aspects in the area of exchange and repurposing of ads,” said Ulf Wingstedt, technical manager and co-founder of CNet Svenska AB, a Swedish software supplier. “Results from these projects will vastly improve the ability of media houses and content owners to create new services and offerings.”▲

## Collin County Edition turns 1

The Dallas Morning News Collin County Edition marked its one-year anniversary on March 31.

The Morning News said the growing number of subscribers to the Collin County Edition indicates the importance of local news to the county’s residents.

In addition to providing the news content of The Dallas Morning News seven days a week, the Collin County Edition uniquely provides readers with 250 additional pages of local coverage every month.

The Morning News (daily, 1.13 million; Sunday, 1.58 million) said readers have responded to the merging of Collin County news and information into the main sections of the paper.

More than 40 reporters, editors and photographers are assigned to cover the news of the county and the paper features highlights on the front page of the Metropolitan and Sports Day sections of the paper.

Readers have also responded to design modifications that The Morning News said make it easier for them to locate stories of interest.

The Collin County Edition includes an expanded Metropolitan section that includes Collin County Opinions featuring editorials and readers’ letters Wednesday through Sunday, as well as local advertisements and local classifieds.▲

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## Kipp leaving Quipp; Kepner named as new chairman

Investment banker Cristina H. Kepner has been elected chairman of the board at Quipp Inc., the vendor said. Kepner, who served as executive vice president of New York-based Invemed Associates LLC, has been a director of Quipp since 1995. She replaces Richard H. Campbell, who told Quipp he did not want to be re-elected. Campbell had been Quipp’s chairman since 2000.

Michael S. Kady, Quipp’s president and chief executive officer, said, “We are gratified that Cris will be leading our board of directors. Her extensive investment banking experience, unquestionable integrity and tenure on Quipp’s board make her well qualified for this position, and I look forward to continuing to work with Cris in her new capacity.”

Quipp also said that Louis D. Kipp, who co-founded Quipp with James Quakenbush in 1983, resigned from the board and will now retire. Arthur J. Rawl, chairman of a private strategic consulting firm that bears his name, has been nominated to join the board, Quipp said.▲

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In addition to elected officials, newspaper industry executives led by NAA and Knight Ridder Chairman P. Anthony Ridder will update attendees on the state of the newspaper industry. NAA President and Chief Executive Officer John Sturm will also present remarks.

Among topics to be discussed are newsroom ethics, and readership and advertising trends.

Putative Democratic presidential nominee U.S. Sen. John Kerry will address the ASNE closing luncheon on Friday, April 23.▲