



*On-the-go Technology >>  
for the Newspaper Industry*

## The News Tribune

Since 1880, **The News Tribune** has been a cornerstone of Tacoma's South Sound—the second-largest metropolitan market in Washington behind Seattle. Based in Tacoma, WA, the paper has a circulation of 128,000 daily and 144,000 on Sundays. Known for being on the leading edge of technology, *The News Tribune* wanted to change processes to electronically capture information in the field and required a compelling return on investment.

### **Before Synchronex: Paper Manifests and Slow Data Entry**

In their single copy department, sales information from retail outlets and newspaper racks was being recorded on paper manifests by delivery personnel. This process required office personnel to manually enter sales information into the circulation system daily. In addition, reporting of sales information was not timely or easy to analyze.

### **Single Copy Edition: Automating Data Collection**

With Synchronex, delivery personnel now carry low-cost, hand-held computers (PDAs), which provide accurate delivery information and allow for point-of-sale data collection. At the end of each day, after a route is complete, the driver returns to the distribution center where the information is synchronized with the circulation system for billing.

The Synchronex Single Copy Edition software provides web-based reporting for easy analysis of draw, adjustment and return information. In addition, exception reporting provides for quality control before the information is uploaded to the circulation system.

### **After Synchronex: A More Realistic View of Sales Trends**

By automating the single copy distribution process, *The News Tribune* eliminated manual data entry into the circulation system, reduced paper costs by no longer printing paper manifests, and provided drivers with an easy-to-use interface that doesn't slow them down.

"Synchronex has brought the delivery of newspapers to retail locations to a whole new level," said Mike Burlingame, circulation director at The News Tribune. "There are several solutions in the marketplace that we evaluated, but none of them provided the return on investment we needed to justify the expense. The use of low-cost Palm PDA's was a tremendous advantage over custom proprietary solutions that most vendors utilize."

The logo for The News Tribune, featuring the words "THE NEWS" above "TRIBUNE" in a serif font, with a small graphic of a newspaper or document behind the text.

**"The elimination of manual data entry costs alone justified the cost of the Synchronex solution. However, we received additional benefits by having up-to-date information to analyze, which translates to fewer locations that run out of newspapers every day."**

Mike Burlingame  
Circulation Director  
*The News Tribune*