WESER-KURIER to use ppi Media's AdX and AdMan ad solutions in the future

As part of the consolidation of IT systems and processes with the Nordwest-Zeitung Oldenburg, the WESER-KURIER has decided to introduce two ad solutions developed by ppi Media, AdMan and AdX, for the production and scheduling of its ads in 2022.

The publisher of the *Nordwest-Zeitung Oldenburg* (Nordwest Mediengruppe) and the publisher of the *WESER-KURIER* (Bremer Tageszeitungen AG) have been working with MSP Medien Systempartner for several years to coordinate their processes in various business areas. As part of the alignment of their SAP systems, Bremer Tageszeitungen AG is now introducing two solutions that are already being used by the *Nordwest-Zeitung* for print and digital ads: AdMan and AdX.

AdMan enables a continuous ad workflow, harmonizes ad production across different locations and integrates all standard editors and DTP systems. In Bremen and Oldenburg, the special focus is on ensuring the seamless integration of external typesetting service providers. AdMan is an efficient and user-friendly ad solution with various features such as web-based customer proofreading workflows. AdX is an ad scheduling solution that facilitates automated, cross-media ad workflows, enables the simple planning of complex ad campaigns and provides an interface to commercial systems.

Tim Greve, Managing Director of MSP Medien Systempartner, says: "ppi Media is one of our most important technology partners when it comes to automating our production workflows. ppi solutions are always integrated quickly and efficiently into our existing production environments".

Christian Wagner, Head of IT at Bremer Tageszeitungen AG, adds: "The new solutions enable us to create efficient and transparent ad workflows in all areas. That's how we can offer our advertising customers the best possible service in digital and print".

The *WESER-KURIER* in Bremen is also using ppi Media's Content-X editorial system.

About ppi Media

ppi Media develops highly efficient solutions and services for media companies. The owner-managed software house was founded in 1984 and has since become the leading workflow specialist for automated newspaper production. 80% of all daily newspapers on the German market are produced using products developed by ppi Media. Media companies in Europe, Asia, Africa and the USA use the firm's solutions in their daily work for the planning, production and editorial workflows of their digital and print products. ppi Media also has a business line called "Digital Services", where it provides companies outside the publishing industry with support in the form of customized software solutions and targeted advice for digital projects. Its digital services include innovation workshops, active project support from teams of experts and the development of customized software.