

## ***Rhein-Neckar-Zeitung* introduces AdX from ppi Media**

*With the introduction of AdX Print, the Heidelberg-based daily newspaper has made its advertising workflows more efficient and transparent.*

Rhein-Neckar-Zeitung GmbH is one of the many publishers that use solutions developed by ppi Media. The newspaper and its regional editions are planned using PlanPag from ppi Media, the industry standard for planning daily newspapers. Now, it has also decided to use the transparent AdX Print solution to make the current status of its planned ads visible throughout the company, which means it no longer has to create and share Excel spreadsheets for this purpose.

AdX Print has significantly improved the collaboration between different departments at the *Rhein-Neckar-Zeitung*, as the current status of ad placements can be viewed live at any time via a web browser to maximize transparency in the editorial and advertising departments. The switch to AdX Print was initiated by the publisher and editor-in-chief Inge Höltzcke. Once the decision had been made to introduce the solution, AdX Print was set up on the Rhein-Neckar-Zeitung production system in next to no time. "All users in the advertising department are really impressed. The introduction of AdX Print is an important step towards automating advertising workflows at *Rhein-Neckar-Zeitung*", says Andreas Miltner, the newspaper's advertising manager.

Together with AdMan for ad production, AdPag for ad make-up and other modules such as AdCept for modern, digital customer ad review workflows, AdX Print provides a modular set of ad solutions from ppi Media that enable advertising workflows for print publications to be extensively automated and digitalized.

### **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.*

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