

Worsley Press

Small publishers and companies worldwide leverage the power and flexibility of Adobe PageMaker to speed creation of newspapers and business communications

PROFILE

- Australian-based publisher and consultant to businesses and small newspapers
- Location: Melbourne, Australia
- www.worsleypress.com

BENEFITS SUMMARY

- Intuitive PageMaker interface enables Worsley Press clients with no previous design experience to create quality layouts in only a few hours.
- Worsley Press uses powerful scripting support in PageMaker to automate tasks such as placing ads in layouts, saving clients hours of work weekly.
- PageMaker supports Worsley Press clients by offering them a visual approach to laying out pages, speeding completion of designs.
- Easy conversion of PageMaker files to Adobe PDF offers Worsley Press a universal, reliable format for printing materials and posting materials online.
- With PageMaker, Worsley Press can easily work with files from other applications, including QuarkXPress, Microsoft Office, Adobe Photoshop®, and Adobe Illustrator®.

Worsley Press is a gold mine for publishers of small magazines and newspapers. With years of publishing experience, the Australian-based creator of titles such as *How to Start and Produce a Magazine* and *Publication Production Using PageMaker* helps producers of small to midsize publications develop compelling materials as cost-effectively as possible. Central to Worsley Press's own publishing business and its work with clients is Adobe PageMaker 7.0 software. Says Gordon Woolf, president of Worsley Press, "PageMaker offers tremendous opportunities for lowering production costs and creating top-quality publications."

Customers come to Worsley Press from around the world seeking better ways to publish information. Recently completed Worsley Press projects include assisting a specialty newspaper in Texas to automate the layout of classified ads, streamlining the design and printing of small newspapers in the United States and Asia, and aiding an Australian business in the creation of a large, monthly newsletter.

Small investment with big returns

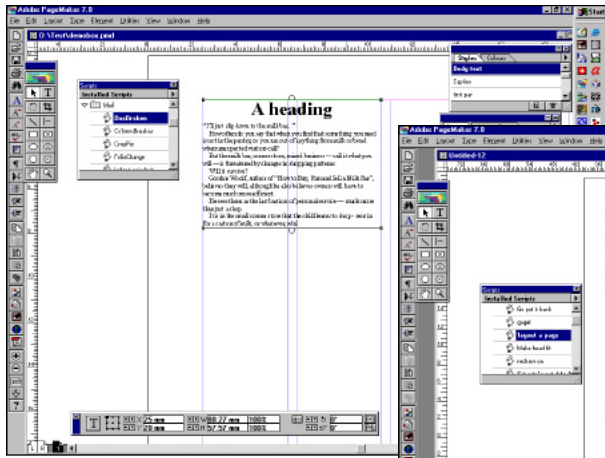
PageMaker is as well suited to business executives producing newsletters as it is to small newspaper publishers facing the pressures of daily deadlines. The reasons are its power and flexibility. "People often fail to realize how powerful the scripting and tagged text capabilities are in PageMaker," explains Woolf. "For a limited investment of time and money, the returns from PageMaker can be phenomenal."

Many people are first interested in Adobe PageMaker because of its ease of use. In a few hours, novice PageMaker users can begin creating quality pages. This, however, is only one benefit of the software. According to Woolf, PageMaker scripting capabilities are excellent. Worsley Press regularly writes PageMaker scripts for newspaper publishers to enable staff to pull ads from a database and place them into page layouts, simply by entering appropriate file numbers. Previously, newspaper staff had to locate ads on servers or on disks, import ads into a layout, and then format ads for pages.

"PageMaker scripts automate repetitive tasks such as placing ads or updating editorial information," Woolf says. "Automating these steps can add up to big weekly savings—hours of employee time freed up for revenue-generating activities instead of devoted to routine administrative tasks." In addition to scripting, other built-in PageMaker features simplify the creation of form letters, mailing labels, and catalogs.

No experience, no problem

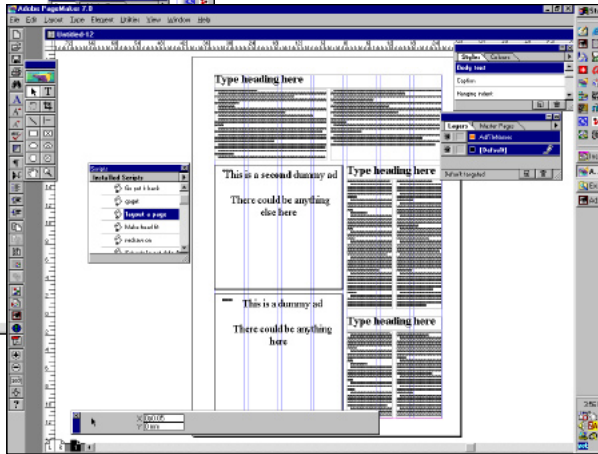
From Woolf's perspective, one thing that drives the success of PageMaker is its visual approach to page layout. Business users with no graphic design experience can work effortlessly with the PageMaker palettes to control the look of pages. Users can assemble components on a pasteboard around a page and then drag items to the exact locations they want.



Worsley Press relies on Adobe PageMaker software to lower production costs and create top-quality publications. The firm uses powerful scripting support in PageMaker to automate tasks such as placing ads in layouts, saving clients hours of work each week. The ability to easily convert PageMaker files to Adobe PDF offers Worsley Press a universal, reliable format for printing materials and posting materials online.

“PageMaker offers tremendous opportunities for lowering production costs and creating top-quality publications.”

*Gordon Woolf
President
Worsley Press*



“PageMaker addresses the needs of a wide range of publications,” explains Woolf. “Its intuitive interface makes assembling pages easy for beginners, yet its capabilities also support more advanced users. When we demonstrate what PageMaker can do, people are amazed. They don’t realize that such a readily accessible program can handle so many advanced functions.”

For instance, creators at the Texas publication that Worsley Press worked with can now watch as classified pages literally draw themselves on the screen in PageMaker. The templates for classified pages are linked to sales databases that contain all the information for ads. As sales representatives enter new ad details into a database, PageMaker scripts can pull information, format it, and place it accurately into the next issue’s classified pages. “This simple process saves the publisher six or seven hours a week,” Woolf says.

One tool offering many options

Gone are the days when Worsley Press and its clients relied only on printed materials. Today, although some business executives still mail information, an increasing number are transmitting materials by e-mail or over the Web. Newspaper and magazine publishers are also adopting

digital workflows for all phases of production, from design to proofing to final distribution of materials.

The ability to convert Adobe PageMaker files to Adobe PDF (Portable Document Format) supports Worsley Press and its clients as they adopt electronic workflows. Corporate newsletters produced with Adobe PageMaker can be output to Adobe PDF for reliable distribution online. The platform- and application-independent Adobe PDF files look exactly like the

original designs and can be viewed by anyone with the free Adobe Acrobat® Reader® software. For newspapers and magazines, Adobe PDF is increasingly the format of choice for receiving ads from advertisers.

With PageMaker 7.0 software, Worsley Press and its clients can work with the latest operating systems, including Microsoft® Windows® 2000, Windows XP, and Mac OS X (Classic). The software also allows users to integrate text and graphics from a range of applications, including the Microsoft Office suite, QuarkXPress software, and award-winning Adobe Photoshop and Adobe Illustrator software.

“PageMaker lets users work the way they want,” concludes Woolf. “With PageMaker, we can quickly create tables of contents, indexes, import graphics, and output files for electronic delivery. It’s a truly comprehensive page layout program.”

TOOLBOX

- Adobe Illustrator
- Adobe PageMaker
- Adobe Photoshop
- Microsoft Office
- PCs
- Macintosh computers



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