

## Page Planning Services

**Page Planning Services:** Pagination is a general media term covering all types of page building and output.

- ▶ **Ad Stacking, Dummying and Ad Layout:** Taking a transfer of the display ad listings from the billing system, determining the size of each section in the publication and where color positions are, and placing all the display ad boxes into the layout.
- ▶ **Classified Pagination:** Ingesting a file of all classified ads (displays and liners) which are ordered for the publication and run date, placing display ads first, running in all the liners, placing fillers/headers where necessary and outputting to the press room.
- ▶ **Copy Desk Pagination, Editorial Pagination, Copy Flow:** Getting the photos, copy and guidelines from the newsroom, making copy fit where designated, supporting rounds of corrections and completing pages.
- ▶ **Special Sections Pagination:** Receiving the layouts, materials and instructions; and taking creative license to ensure an attractive design.

## Peter Neilson Operations Production Customer Service Channel Manager

I'm probably one of the toughest process guys you'll have to deal with. When we first started out, it was difficult in the first six to eight months. One of the most disappointing aspects was the way Fairfax handled it initially. What we lacked most and would have made things smoother was to spend a couple of weeks on product knowledge. There wasn't enough offloading of insight on the clients, publications, etc. before we got into the training. But that was driven by Fairfax.

We've removed silos and reduced sites in Australia. Then the decision was made to transition to AffinityX. It had 200% of my support and I was involved heavily. I was always working to make sure it was a success. We had the six- to eight-month learning period. Our staff went through the training and settled down after a few months. We started transitioning work. It would have been great to have put the AffinityX Pune Team in the training at the start. Then when we got to do the disaster recovery material with Pune, it would have made a big difference.

The support that we get from AffinityX management is awesome. There are weekly meetings to discuss what is going on and how to do it better. The information and initiatives from the reports we get is great. Manila is proactively doing what our team was going to ask for next. I'm more than happy with how the whole thing has progressed to this stage.

What is great about AffinityX is that we are not seeing the churn of staff we expected. AffinityX seems to watch after their staff much better than other providers. That's why employees stay around. The reaction I get from requests on Skype is immediate. Then when you speak to the team leaders, they are fully into it.

For example, we said we would start letting AffinityX look after emails, I didn't plan to do this for another two weeks, so that we had time to discuss. But it filtered over to the leadership team at AffinityX and is already working perfectly. The reaction time from AffinityX is amazing.

I love the transparency. Generally, when something breaks in the production process, AffinityX is the first to say, "we did this and here is what we're doing to fix it". AffinityX has not let me down at all. The amount of work that goes through the place efficiently and spot-on is unbelievable.

And the classified team is doing brilliantly.

The Manila team members that are communicating back with us are prompting us to start chasing things down — sort of a reverse conduit. They are looking ahead at their ads and layouts. All that has made a significant impact here as well.

AffinityX has always been open and accepting of changes and amendments as we go along. Even though the initial

contracts were set up quickly, the amendments we added over the years have been great.

We are looking at adding sales enablement now. This is an area where AffinityX has the experience.

The amount of forward thinking planning by AffinityX is great. They are truly ahead of the curve. It's amazing that you guys take an interest in our business. You have been a part of it. We haven't lost anything by making this change.

## Monique VanderDrift Group Operations Production Manager

It was challenging in the beginning because we had to evolve into a whole new structure . . . Pete was a one-man show and there was a lot of pressure on him. Our staff was unhappy and wasn't sure if they wanted to continue with this. They were doing the heavy lifting and couldn't see the light at the end of the tunnel. So, it was quite hard.

**The transition was absolutely exceptional.** The library services piece was fast-moving. I remember calling and saying "Steve is there any way we can fast-track this? We've got eight weeks from start to finish and it just landed in

my lap. Can we move on the HR process and hire people straight away?" The people AffinityX employed were out of this world. Even Chris commented on how good they were. It all went off without a hitch. **From getting a contract to getting people on board, to getting it up and running was out of this world!**

We had the continuous interaction and meetings with AffinityX. There was the desire to get better — to refine and mold into where we are now, which is quite happy. Our staff is seeing how the hard work from the partnership has paid off. It has been a prosperous journey from the beginning, especially making sure you are working as an extension of the team.

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