

Newspaper optimizes delivery zones to increase revenue and efficiency



Using NAVTEQ® map data and geocoding within RouteSmart software, *The Columbus Dispatch* expands advertising options and improves delivery service.

Challenge

The Columbus Dispatch daily newspaper faced two challenges. First, the advertising department was requesting flexible and precise advertising zones. This would help attract smaller businesses that are focused on more narrow geographic markets, while providing larger advertisers flexible zones that many other newspapers were offering.

The other challenge involved optimizing delivery routes for an independent contractor force that delivered about 1,600 routes each day. The routes needed to be contiguous and ZIP Code "pure" — with no route containing a partial ZIP Code area — to accommodate advertising zones. Plus, routes needed to be logical and efficient to help ensure fast, on-time delivery to subscribers even when new or substitute contractors were on the job.

Solution

The Columbus Dispatch deployed NAVTEQ map data and geocoding capabilities within RouteSmart for ArcGIS™, a route optimization software from RouteSmart Technologies, Inc. Bruce Bartlett, Routing Database Manager at *The Columbus Dispatch*, uses RouteSmart and NAVTEQ data every



THE CHALLENGE

- Increase advertising flexibility to better compete for revenue from small and large advertisers
- Align and balance daily routes for a contractor delivery force
- Provide accurate delivery lists and maps for new and substitute contractors

THE SOLUTION

- NAVTEQ street mapping data
- NAVTEQ geocoding
- RouteSmart route optimization software

THE BENEFITS

- ZIP Code based advertising zones for better consumer targeting
- Sequenced delivery routes for faster, reliable delivery of 1,600 daily routes
- Opportunities to increase advertising revenue
- Increased operational efficiencies in dispatch and delivery

day to produce delivery lists for the 1,600 routes. Plus, the delivery routes are ZIP Code pure in the metro area and limited to a single advertising cluster in more rural areas — allowing targeted advertising through the use of circular inserts.

In addition, Bartlett has automated the production of the delivery address list, which is sequenced and includes turn-by-turn directions. He also produces accurate maps based on NAVTEQ data for new or substitute carriers working unfamiliar areas.

Benefits

"NAVTEQ is clearly the gold standard in map data," Bartlett said. "With NAVTEQ street mapping data and RouteSmart software, *The Columbus Dispatch* has been able to offer more flexible advertising options that increase revenue and more efficient delivery routes which benefit our contractors and bottom line."

Smaller businesses find advertising in *The Columbus Dispatch* an attractive option now that they can target specific ZIP Codes or advertising clusters. And, the newspaper is also attractive to larger advertisers who are accustomed to this option in other regions where they advertise.

The backbone supporting the new advertising zones is a contractor force that now can deliver their routes more efficiently — even when the contractors are new or substitutes — leading to better service and more satisfied subscribers.

About *The Columbus Dispatch*

Among the top 50 newspapers nationwide, *The Columbus Dispatch* is the only daily newspaper serving the Columbus, OH metropolitan area, reaching 500,000 readers daily and 750,000 on Sundays.

About RouteSmart Technologies, Inc.

A wholly-owned subsidiary of The Bowne AE&T Group, RouteSmart Technologies provides route optimization software solutions for the newspaper, postal, public works and utility industries.

About NAVTEQ

NAVTEQ is a leading provider of comprehensive digital map information for automotive navigation systems, mobile navigation devices, Internet-based mapping applications, and government and business solutions. NAVTEQ creates the digital maps and map content that power navigation and location-based services solutions around the world. The Chicago-based company was founded in 1985 and has approximately 3,000 employees located in 168 offices and in 30 countries.

How NAVTEQ Helped

NAVTEQ provided the accurate street mapping data and geocoding capabilities allowing *The Columbus Dispatch* to:

- Create contiguous and ZIP Code pure delivery zones to support increased options for advertisers and more efficient delivery operations.
- Produce detailed, up-to-date delivery lists and maps to aid contractors on their routes.

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Bruce Bartlett
Routing Database Manager
The Columbus Dispatch

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