

HOW TO: SHARE AN EDITORIAL LAYER

WHEN WOULD YOU NEED TO DO THIS?

Advertising in some titles (notably the Sowetan and Daily Dispatch) is sometimes regionalised depending on the area to which a printed newspaper will be sent. This functionality can also be useful if there are editions which have different intended audiences – for example, the normal circulation audience and then an event-based audience.

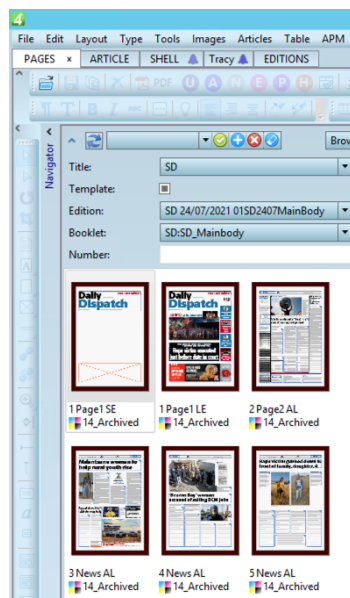
WHAT DO WE NEED TO LOOK FOR?

Duplicate page numbers. Regionalisation (the technical name for this) usually features different advertising material or different content from region to region. In the Sowetan, these regions are geographical (Free State, Gauteng, KwaZulu-Natal, etc) whereas the coastal newspapers have a Local Edition and Special Edition.

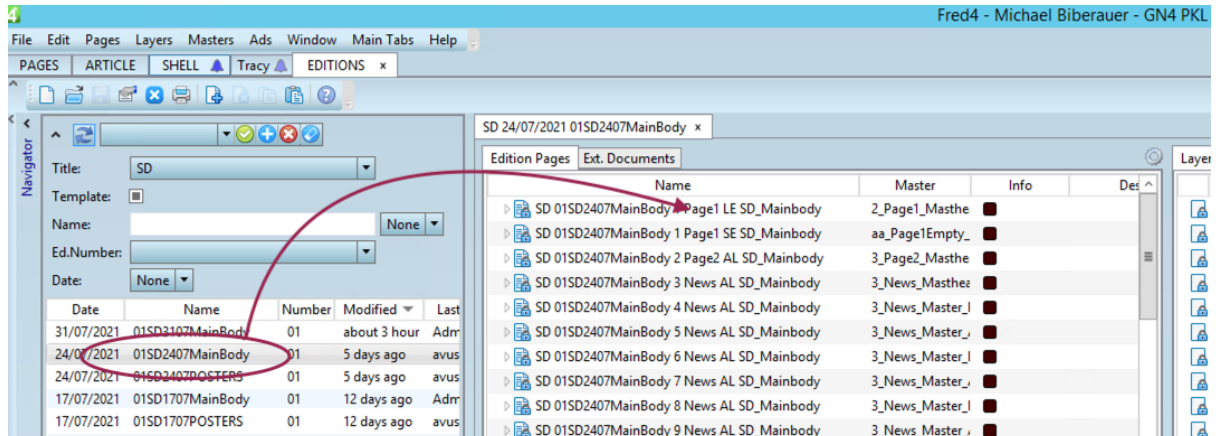
Obviously, we do not want to go through the duplicate work of laying out a page with duplicate articles. It is much quicker to share an editorial layer between two pages.

HOW TO DO IT

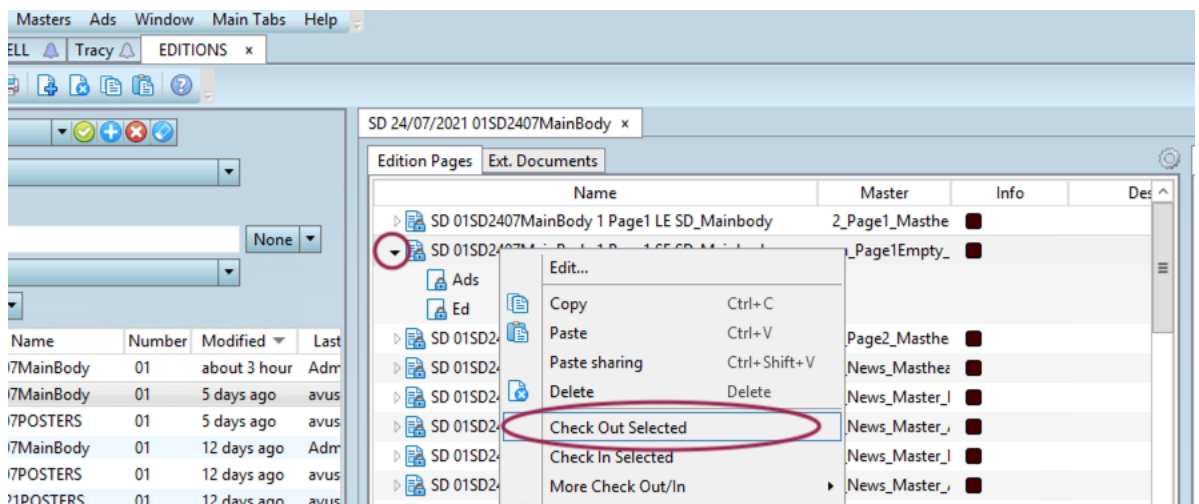
In this edition of the Saturday Dispatch, we can see that there are two page ones. One is the Local Edition (LE) and the other the Special Edition (SE). The local edition is designed and ready to go, but there is no content on the special edition.



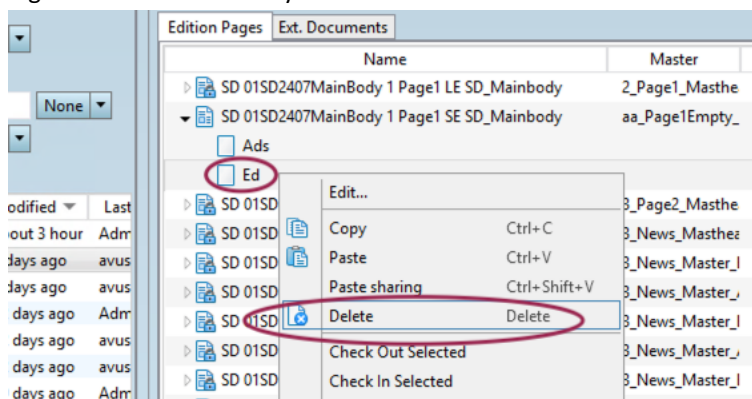
- 1) Open the edition in the Editions tab.



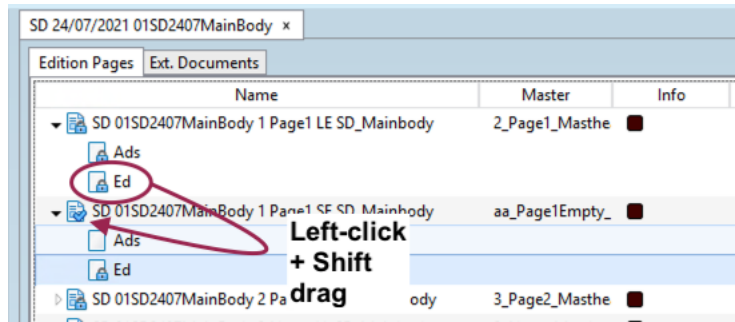
- 2) Expand the layers of page 1 SE by clicking the little arrow next to it. Right-click the page element and check out page 1 SE (make sure that no other user has the page in use, otherwise you will not manage to check out the page and its layers).



- 3) Right-click the editorial layer and delete it.



- 4) Click the little triangle next to Page 1 LE.
 - a. Left-click and hold on the editorial layer
 - b. Depress the shift key
 - c. Drag the layer onto Page1 LE
 - d. Let go the mouse button



- 5) Save the edition
- 6) If you look at your page thumbnails in the Pages main tab now, both page 1s should feature the same editorial content.