



Cindy Gill
Editor in Chief
PITT Magazine

"I keep using that word."

The word, says Cindy Gill, is extraordinary.

Extraordinary print quality.
Extraordinary flexibility.
Extraordinary commitment.
Extraordinary attention to detail.
Extraordinary track record.

"This is what's remarkable," she says. "In 12 years with Lane, we've *never* had a printing error. That's absolutely extraordinary."

Gill, who joined the University of Pittsburgh's Office of Public Affairs in 1993, notes that her first eight years with the magazine weren't nearly as smooth. "Between 1993 and 2000, we worked with at least three different printers, switching every two and a half to three years. We'd start out okay and then things would get messed

up somehow: mistakes on press, late deliveries, poor customer service."

When they found Lane, she says, everything changed. "This is why I sing Lane's praises. Everything stabilized. The customer service has been consistently fantastic, they're willing to work with us *our way* — which wasn't happening with other printers — and they care as much about quality as we do."

With a circulation of more than 200,000, *PITT* reaches the university's entire alumni community — and for Gill and her staff, the goal is to offer engaging stories and art that embody the image and achievements of the university itself. "We're physically sending out what we hope represents

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the excellence of the University of Pittsburgh," she says. "We want to be the best university magazine out there. Ideally, we want to give national magazines a run for their money. And we really view Lane as our partner in this process.

"The quality of the color reproduction, the quality of the images, the overall visual quality of the magazine itself — they're all extremely important to us. Not only does Lane buy into that, but that's how *they* think about it too. Their approach is exactly in line with our philosophy about what we're sending to our audience."

Miracle workers

Despite what Gill describes as a fairly complex workflow — with native files, multiple rounds of proofs and corrections, and what she laughingly calls "rolling" deadlines — she says nothing ever seems to phase John Spittle, her customer service representative.

"I can't say enough about John. He's completely accommodating; he anticipates things; he keeps me informed."

And, she says, he works miracles.

Years ago, she explains, she and her staff had planned a special cover — an 8-page gatefold with an inside barrel-fold — featuring some of the university's "star" people. Because it was a unique project, requiring special-order paper, she'd come for

a press check. "I'd signed off on the cover," Gill remembers, "and was having a cup of coffee when I glanced at a copy of the proof and realized there was a break in someone's tie. It was in the files we'd supplied, but we'd never noticed because the stripes in the tie created an optical illusion.

"The cover was already on press, but John was *so* calm. He kept saying, 'We can take care of this,' and they did. They checked into things, fixed the problem in the image file, sent a truck somewhere to get more paper overnight, and ran other parts of the magazine in the meantime so we still met our deadline. I don't know how they did it; I still consider it to be a miracle. But John came through, and Lane came through. You can see why I love them."

Convinced that the time and effort they put into the magazine on their end wouldn't have the same effect without a "partner with the same quality-driven values we have," Gill says she's happy to be where she is.

"I truly believe that there isn't a better printer out there for us ... that there's not a printer in the world that can deliver excellence as consistently as Lane does. John — and everyone at Lane — has our back in a way that I've never felt with any other printer. To me, that's extraordinary."