

# WHITEPAPER

# LAGO SQUINCH

Automatic calculation of the space occupied by products

**The LAGO Squinch module calculates the space occupied by your products down to the last pixel in any print project. „Squinch“ stands for „square inch analysis“ and is a space-based analysis. The proportionate costs can be calculated after publication using the amount of space a product takes up on a page. Additional marketing decisions can be based on a comparison of these costs to product profits.**

## The module

The space taken up by an advertised product costs money. Consequently, it is important to know which product placement proved profitable and which didn't. Comosoft's LAGO Squinch is a tool that helps you decide on the right product placement based on a solid analysis.

## Calculating the product space

A product advertised on a page consists of various elements, such as images, logos, text, tables, etc. These components can be used to calculate a product's space. LAGO recognizes overlapping space, elements of products placed in a text frame, space that overlaps margins or even clipping paths of images. The calculation is accurate down to the last pixel and the analysis' level of detail can be defined individually. We are happy to assist you in finding the right settings for your analysis.

## Relative space calculation

A product always takes up a certain amount of space in the page or double-page spread. LAGO Squinch also automatically calculates this relative space. During the space allocation process, you have undoubtedly at some point asked how much space a product takes up relative to the entire page or what is not directly product related and is only necessary for the advertising layout. In LAGO Squinch, you define how the page area is allocated to include in or leave out from the calculation images or headlines or defined page margins.

## Automatic calculation

During the page production workflow you define when the space-based analysis is run. This way you can automatically calculate all spaces for example shortly before or after completing the project to be produced.

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### **Review the calculated space allocation**

The calculated values are naturally stored in the database and can be viewed, checked and analyzed. LAGO Squinch integrates into the LAGO Proof module and provides a visual display of the areas on the corrected document. Do you need to correct the relative space calculation for the products? No problem since the relative proportion for the page can be adapted in a later step.

### **Export of the space allocation**

An export of the space allocation is relevant for calculating advertising costs and analyzing product sales. The export can be controlled automatically or manually. Downstream systems compare the calculated spaces as well as the placement of their products to advertising costs and sales. If the space per article is needed, you can aggregate the export of the space allocation to the article.

### **List of Features**

- Pixel-accurate calculation of the space allocation
- Automatic space calculation in the workflow
- Calculations in LAGO can be viewed at any time
- Calculate and modify space percentage to page
- Different calculation modes
- Calculation of actual space of images with paths
- Consideration of products placed in closed groups
- Exporting of calculated spaces to other systems
- Integration in LAGO Proof