

E-News Mailer



Version 1.0.41

User Manual

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Introduction

E-News Mailer was created to fill three primary needs in a time when e-mail is the leading method of communicating. One, people need a way to send multiple e-mails quickly and easily. Two, people need a way to send eye-catching e-mails that will attract their recipients' attention. Three, people need to make their e-mails personalized even when they are sending out 1000+ emails.

Broadcast E-mails

With the increase popularity of e-mailing as a way to communicate with friends, family, customers and work associates, many have sought ways to reduce the time it takes to send a single e-mail to many different people. Whether you are a home user who would like to send a weekly comic strip to 15 of your friends or a large organization that wants to send out a promotional advertisement to 1,500 of your clients, E-news Mailer is the answer. With an easy to use graphical user interface (GUI), E-News Mailer allows you to send e-mails to an unlimited number of recipients quickly and easily without tying up your own valuable space, time and resources.

Successful businesses are driven by revenue growth, cost control, customer service and quick exchange of information. E-mail has the unique ability to contribute to all of these needs. E-mail, however, has also been frustrating and laborious. With the sharp increase in technology, the expectations of businesses to improve their communication have continued to rise. With the development of E-News Mailer, that expectation will be simple to meet. E-News Mailer allows you to spend quality time creating your e-mails while not worrying about how long it will take you to send all of them out. E-News Mailer will make your day more enjoyable, productive and allow you to spend more time on tasks that matter most.

HTML E-mails

Have you ever received an e-mail that resembled a web page? It was possibly a newsletter that you subscribed to or an advertisement from your favorite department store. E-mail messages like those are considered HTML based e-mails. With increased flooding of e-mails that are crammed into recipients' mailboxes every day, it is crucial that your e-mail stands out. Regardless of your e-mails objective, an HTML e-mail will turn a simple, text-based e-mail into a message with a strong impact that presents to your recipients a powerful impression. HTML e-mails allows your creative side to show through. Whether you are sending out surveys, quizzes, contests, promos or invites, HTML e-mails allow you or your company to appear more professional, competent and dedicated to your recipients. You may be wondering if you have to learn HTML code. Absolutely not! There are many applications on the market that allow you to create professional looking HTML pages with only a little practice. One of the leading products is called Microsoft FrontPage and can be found at most computer and electronics stores. Products such as Microsoft FrontPage are sometimes referred to as WYSIWYG (pronounced "wiz-ee-wig") programs. WYSIWYG is an acronym for "what you see is what you get". WYSIWYG refers to a program that allows an interface or content developer to create a

graphical user interface or page of text so that the developer can see what the end result will look like while the interface or document is being created. These programs are simple and fun to learn. Review Microsoft FrontPage at www.microsoft.com/frontpage.

Personalized E-mails

Sending out a single e-mail to multiple recipients is one thing, but making each one unique to each recipient is another. Similar to creating a single word processing documents to send to multiple recipients, it is time consuming to insert personalized information such as the salutation for each recipient. Amazingly, E-News Mailer eliminates this step. With the use of HTML message tags, E-News Mailer is able to insert personalized information into each outgoing e-mail such as recipients name, business name, business type, and personal interests. But these are only the basics, message tags can extend as far as your imagination will allow. With the use of personalized message tags your recipients will have a stronger connection to your e-mail and its objective.

This easy to use manual will put you on the road to sending broadcast e-mails in no time. Listed below are the headings of each section. Click the heading you want to review or scroll to review the entire document.

[Installation](#)

[Overview](#)

[Input box, List Box, Radio Button and Check Box descriptions](#)

[Working with Menu Commands](#)

[Working with the Toolbar](#)

[Testing your e-mail](#)

[Sending a broadcast e-mail](#)

[Advanced Techniques: Message Tags](#)

[Troubleshooting](#)

[Glossary](#)

[Index](#)

Installation

System Requirements

Before you install E-New Mailer, make sure your computer meets the following minimum system requirements:

- 486DX, 66 MHz or higher processor.
- 16 MB of RAM. (More memory improves performance.)
- 1 MB of free space.
- VGA or higher-resolution monitor.
- CD-ROM or DVD-ROM drive.
- Mouse or compatible pointing device.
- Internet access. This will require a:
 - Connection device (e.g., dial-up modem, cable, DSL, ISDN, etc.)
 - Internet Service Provider (e.g., MSN, Earthlink, AOL, etc.)

Installation Instructions

Installation of E-News Mailer is fast and in most cases will not require a reboot. Follow the steps below to install E-News Mailer.

1. Insert the E-News Mailer CD into your CD-ROM drive.
2. Next, run the setup program by doing one of the following.
 - Click **Start**, and then select **Run**. Type D:\Setup.exe where “D” is the driver letter of your CD-ROM drive.
 - Double-click the **My Computer** icon. Next, double-click your CD-ROM drive. Finally, double-click the file titled **Setup.exe**.
3. The E-News Mailer Wizard will begin with the first screen reminding you that setup will not be able to install system files or update shared files if they are in use. Click **OK** to continue, or **Exit Setup** to close running programs and then repeat step #2.
4. The next screen will allow you to change the default directory in which the E-News Mailer is installed. Click the icon as instructed if you are satisfied with the default directory.
5. The final screen prior to installation will ask you if you want to change the default name given for the program group. The program group name is the name that will appear when you view the E-News Mailer in the programs list under Start. Click **Continue** if you are satisfied with the default name.
6. A Progress bar will be displayed during installation.
7. The final screen will notify you that E-News Mailer Setup was completed successfully. Click **OK** to end the Setup Wizard.

Overview

Who the E-News Mailer is for

The E-News Mailer was designed with an easy to use graphical user interface that allows a user to begin sending *broadcast e-mails* in no time. The E-News Mailer has been used by single users for personal use to large corporations that depend on quick and easy communication with their members and customers. If you want to be able to save time sending e-mails and deliver more effective messages with HTML e-mails, then the E-News Mailer is for you.

What you need to know before you begin

There are a few things that you will need before you begin sending broadcast e-mails. These will be crucial to the proper deliverance of your e-mail messages. First, you will need to create an e-mail. There are two types of e-mails that E-News Mailer supports. The first type of e-mail is a plain text e-mail. A plain text e-mail can be created in a word processing application such as Microsoft Word, Notepad, and Word Perfect.

The second type of e-mail is an HTML e-mail created with an HTML editor such as Microsoft FrontPage. HTML e-mails are created using clip art, graphics and word art to make e-mails look more attractive.

Warning: You must include the full path to pictures and links that are inserted into HTML e-mails in order for your recipients to view them. See [Appendix B](#) to read instructions on how to insert full paths in HTML e-mails.

After you create the document you will need to save it in a place you will remember.

► Saving a document

1. Click **File**, and then select **Save As**.
2. The Save As dialog window will appear. Type a name you want to call your document in the **File Name** input box.
3. Click **OK**.

Note: Be sure to look at the drop-down menu at the top of the save as dialog box called **Save In** to record what folder you saved your document in. Use the **Save In** drop-down arrow to change the folder.

Second, you will need to set up a database of e-mail addresses. Refer to [Appendix A](#) on the Basics of using Microsoft Access. Using Microsoft Access, you can easily create a listing of all your recipients and their e-mail address. You will also have the option of creating message tags in your HTML-based e-mails that automatically insert additional information when the e-mail is sent. This is an advanced technique and will be covered later in this manual. Using the instructions above, save your database in a location you will remember.

E-News Mailer Interface

With the use of this manual and the easy to use graphical user interface (GUI), sending broadcast e-mail will be a breeze. Let us begin by looking at the different elements of the E-News Mailer's interface. There are three primary windows that you will be working with. A window refers to the alternate views that will allow you to enter different information. As the windows change particular elements will remain the same such as the menu bar, toolbar, and E-News Mailer bar. Figure 1-1 shows and describes the different parts of the main interface that you will be working with.

- 1 Menu Bar** – By clicking on any of the menus a pull down menu will appear with commands options.
- 2 Toolbar** – Used to access some of the frequently used commands such as **Open Job** and **Save**
- 3 E-News Mailer Bar** – This bar contains links to the three different input windows and the About window.
- 4 Input Window** – The main area where you will input data. There are a total of three input windows. You can access each window by using the “E-News Mailer Bar”.

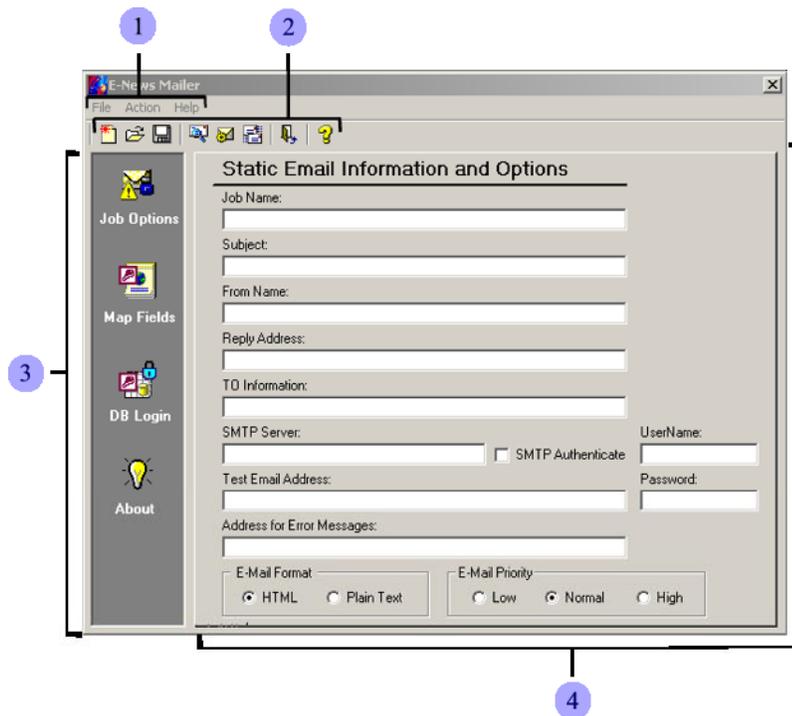


Figure 1-1: E-News Mailer Interface

Input Box, List Box, Radio Button and Check Box Descriptions

Introduction to input options

Before I begin this section, let us review the differences between the four types of input options you will be using: input box, list box, radio button and check box.

Input Box - Click in the box and type the requested information. The length of characters you can enter in an input box varies from program to program.

List Box - Notice that this box has an arrow on the right side. Click the drop-down arrow to display a list of options, and then click the option you want.

Radio Button – A radio button is always in a group of two or more. Within the group you will only be able to select one since each radio button is mutually exclusive.

Check Box - Click the box to turn on or off the option. A checked box means that option is selected; a cleared box means it's not.

E-News Mailer Input Options

There are three primary windows that you will be working with. The three windows will consist of the input options listed above. Below is a list of all the input boxes, list boxes, radio buttons and check boxes that you will need to understand before sending an e-mail. The list includes each window and their respective input options. Use the links below to move to the window you want to review or scroll to review the entire section.

[Static Email Information and Options](#)

[Database Options and Email Field Mapping](#)

[Database Security](#)

[About](#)

Static Email Information and Options

The Job Options window is the default window that will appear when you select **New Job** or when you click **Job Options** on the **E-News Mailer Bar**. In this window you will place information about the e-mail and authentication data.



Note: Use the **Job Options** icon on the E-News Mailer bar to get to the **Static Email Information and Options** window

Job Name:

Insert a name that best describes the e-mail to be sent (e.g., Job Fair). This is not the name that will be used as the default name when you save the job. Also, this name will not appear in the e-mail.

E-mail Subject:

Insert a description of the e-mail that you want to appear in the “Subject” field of your e-mail (e.g., don’t miss our job fair). The **Subject** field is the area that describes to the recipient what the e-mail is about.

Tip: The subject line is often times the first to be read and can determine whether the recipient will read or delete the e-mail. Therefore, be selective with what you put in this field.

From Name:

Insert a name that you want to appear in the **From** field in your e-mail. The **From** field is the area in the e-mail that notifies the recipient who the e-mail is from.

Reply Address:

This field serves two purposes. First, this address will serve as the reply address if your recipient chooses to reply to the e-mail. Second, all returned e-mails due to non-existent e-mail addresses will be sent to this address.

To Information:

Insert a word(s) that describes the group of people you are sending your e-mail to (e.g., customers, members).

Tip: Make the description in the **To** field as personal as possible while still representing all of your recipients.

SMTP Server:

Place the address of your SMTP server in the SMTP Server field. Your outgoing e-mail server, know as your Simple Mail Transfer Protocol (SMTP) server, is the server you will authenticate to. Ask your system administrator or Internet Service Provider if you are unsure of this address.

SMTP Authenticate:

Click to check the SMTP Authenticate check box if you are required to authenticate. Many Internet Service Providers are now requiring that you authenticate before you send e-mails. Authentication is a process of identifying an individual user, usually based on username and password. The way to find out if you need to authenticate is by sending a test message. You need to authenticate if one of the following messages appears:

this server does not allow relay

or

...Relay Denied

If you receive one of these error messages, make sure that the SMTP Authenticate check box is checked, fill in your username and password, and then resend.

Username and Password:

Insert your username in the username input box and your password in the password input box. The username and password fields allow you to authenticate. Ask your system administrator or Internet Service Provider if you are unsure what your username and password are.

Test E-mail Address:

In the Test E-mail address field, place an e-mail address you want your e-mail to go to when you are testing. This will be an address that you will be able to access (possibly your own) to determine that the e-mail appears the way you intended. This includes making sure all your graphics are present and that all your hyperlinks work properly. This is an important field since you will want to practice several times before you broadcast your e-mail to a large number of recipients.

Address for Error Messages:

Earlier you inserted an address in the **Reply Address** input box that would receive return e-mails due to non-existent e-mail addresses. There are several additional reasons why an e-mail will not reach its intended recipient. In the **Address for Error Messages** input box, insert an e-mail address that will receive these error messages. This e-mail address can be the same as the one you inserted in the **Reply Address** input box.

E-mail Format:

Located here are two radio buttons; HTML and plain text. If you are sending an HTML-based e-mail, make sure the HTML radio button is selected. If you are sending plain text e-mail, make sure the plain text radio button is checked.

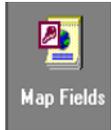
E-mail Priority:

This section contains three radio buttons. Below explains each option:

- **Low** – signified by a blue arrow notifying the recipient that the e-mail is low in priority.
- **Normal** – the e-mail will not include any symbol.
- **High** – signified by a red exclamation point notifying the recipient that the e-mail is high in priority or urgent.

Database Options and Email Field Mapping

The **Database Options and Email Field Mapping** window is the area where you will select the database of e-mail addresses you will use for your broadcast e-mail. Ask your database administrator if you are unsure of this information.



Note: Use the **Map Fields** icon on the E-News Mailer bar to get to the **Database Options and Email Field Mapping** window

Database:

Click the icon next to the Database input box to browse to the database that contains the e-mail address of your recipients. This database will be used when you broadcast your e-mail.

Tables:

Click the arrow next to the list box. Then select the table that you want to use from your database from the drop-down list. The fields in the table you selected will automatically appear in the box below.

Queries:

Click the arrow next to the list box. Then select the query that you want to use from your database from the drop-down list. The fields in the query you selected will automatically appear in the box below. Use this list box instead of the Tables list box if you have your e-mail in a query instead of a table.

Note: You will only be able to select a table or a query, not both. If you have already selected a table and try to select a query the table will be deselected.

Select Text Document or Web Page by File:

Insert the path to the text document or web page that you want to use as your e-mail or use the icon to the right of the input box to browse to the file. Use this input box only if the file is located on your hard drive or on a mapped network drive.

Select Web Page from the Internet:

Insert the URL to the web page that you want to use as your e-mail or use the icon to the right of the input box to browse to the page. Use this input box if the web page is located on a web server.

E-mail Address Field from Field Listing:

In this field you will insert the e-mail field from your table or query. This will be done by the *drag and drop* method. Follow the directions below:

1. Locate the field in the box under the queries input box that contains your e-mail addresses.
2. Move the mouse over the **E-mail** field.
3. Click and hold as you drag the field to the **E-mail Address Field** input box.

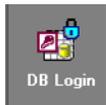
4. Release the mouse button when a plus sign appears.

Message Tag and Database Field:

This input box also uses the drag and drop method. This is an advanced skill and will require knowledge of how to place message tags in e-mails. Refer to the section title [Advanced Techniques: Message Tags](#).

Database Security

The DB (Database) Login window allows you to input information incase the database you plan to use for your broadcast e-mail is protected. Ask your database administrator if you are unsure of this information.



Note: Use the **DB Login** icon on the E-News Mailer bar to get to the **Database Security** window

Username:

If the database you want to access has security, you will place your username here.

Password:

If the database you want to access has security, you will place your password here.

System Security File:

Insert the path or browse to the file that contains the security file of the database you want to access.

About

The About window provides the you with product information such as version number, product description, product authors, registration name and serial number.



Note: Use the **About** icon on the E-News Mailer bar to get to the **About** window

Working with Menu Commands

A menu is a list of related commands. For example, the File menu contains commands for creating, opening and saving files. While the Action menu contains action events for your e-mail such as viewing, testing and broadcasting. Figures 4-1 through 4-3 show all three menus and the commands under each menu.

File Menu

1. **New Job** – Start a new Job
2. **Open Job** - Open an existing Job
3. **Save Job** – Save your current Job
4. **Exit** - Exit and close the application



Figure 4-1: File Pull Down Menu

Action Menu

1. **View E-Mail** – View the e-mail you are going to send
2. **Test E-Mail** – Send a test e-mail to the e-mail address you inserted in the test e-mail input box
3. **Broadcast E-Mail** - Send your e-mail to all the e-mail addresses in your database



Figure 4-2: Action Pull Down Menu

Help Menu

1. **Help on E-News Mailer** - Search for help topics
2. **About E-News Mailer** - Take the user to the About window. This provides the user with product information



Figure 4-3: Help Pull Down Menu

Working with the Toolbar

The toolbar includes 8 frequently used command buttons. Shown below in figures 5-1 and 5-2 are all the available command buttons.

1. Start a new Job
2. Open an existing Job
3. Save your current Job
4. View the e-mail you are going to send
5. Send a test e-mail to the e-mail address you inserted in the test e-mail input box
6. Send your e-mail to all the the e-mail addresses in your database
7. Exit the program
8. Search for help topics

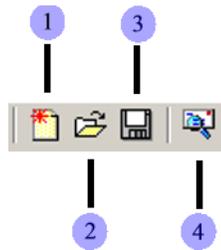


Figure 5-1

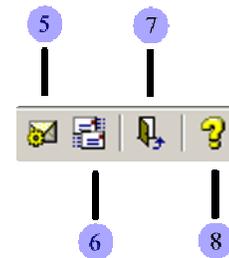


Figure 5-2

Testing Your E-mail

Testing your e-mail is single handedly the most important part of preparing for a broadcast e-mail. Aside from general missed errors in spelling and grammar, several things can go wrong when you send an e-mail. Such problems may include missing graphics, misaligned text, and broken links. It is also possible that your e-mail that you spent so much time on will be displayed as a page full of meaningless characters. Any of these problems can lead to angry or dissatisfied recipients.

Filling out input options

This section will talk you through filling out each input option and testing your e-mail. Begin with the E-News window titled Static Email information and Options (see figure 6-1). If you are not currently at this window, click the icon on the E-News Mailer bar called Job Options. Complete the following steps: (Each step will say whether the field is required)

1. Insert a descriptive name in the **Job Name** input box.
2. Insert a descriptive subject in the **Subject** input box.
3. Insert a name in the **From Name** input box that will tell the recipient whom the e-mail is from.
4. Insert an e-mail address in the **Reply Address** input box. This will be the address that the recipient will reply to.
5. Insert a name in the **To Information** input box that will tell the recipient who the e-mail is to.
6. Insert the address of your SMTP Server in the **SMTP Server** input box. Ask your Internet Service Provider or System Administrator if you are unsure. This field is required.
7. Check the **SMTP Authenticate** check box if your Internet Service Provider requires authenticating. This check box needs to be checked if you are required to authenticate. Ask your Internet Service Provider or System Administrator if you are unsure.
8. Enter your user name and password in the **Username** and **Password** input box. These fields are required if you are required to authenticate. Ask your Internet Service Provider or System Administrator if you are unsure.
9. Insert an e-mail address in the **Test E-mail Address** input box. Your e-mail will be sent to this address when you test your e-mail.
10. Insert an address in the **Address for Error Messages** input box. All technical error messages, except for undeliverable messages due to non-existing addresses, will be sent to this address.
11. Determine whether your e-mail is HTML or Plain Text. Check the corresponding radio button under **E-Mail Format**.
12. Determine whether you want to send your e-mail with low, normal or high priority. Check the corresponding radio button under **E-Mail Priority**.

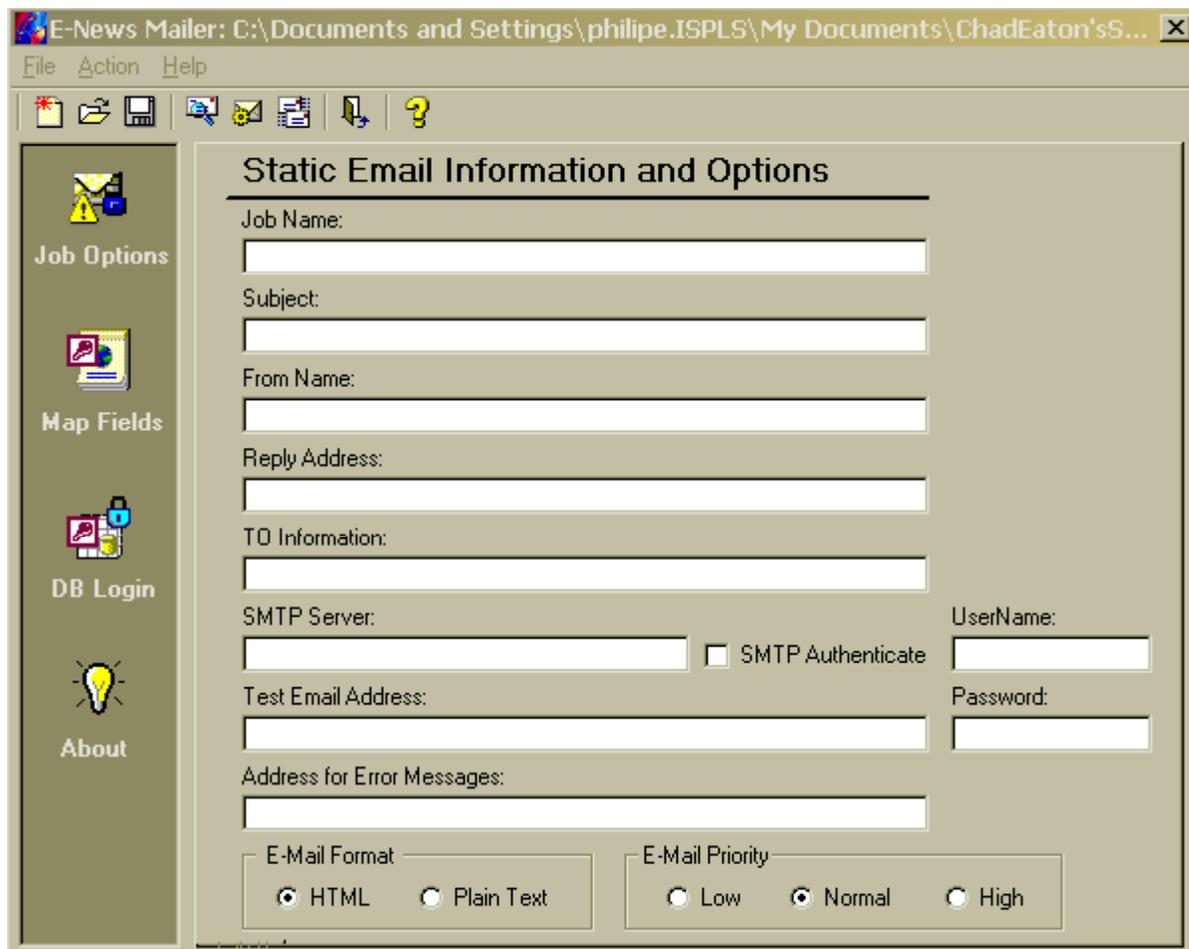


Figure 6-1: Static Email Information and Options window

Note: Contact your Internet Service Provider or System Administrator if you are unsure about the following information: SMTP Server, SMTP Username and SMTP Password. Also, ask your Internet Service Provider or System Administrator if you need to authenticate to send e-mails. If they are unsure, leave the SMTP Authenticate check box uncheck before you send your first test e-mail. If you receive the following error, check the SMTP Authenticate check box and retry.

this server does not allow relay

or

...Relay Denied

Also be sure that you have checked the correct radio button under **E-Mail Format**. Your e-mail will not be sent if this is not checked correctly.

Next, click the icon on the E-News Mailer bar called **Map Fields**. This brings up the window titled Database Options and Email Field Mapping (see figure 6-2). It is recommended that you have contacted your database administrator prior to your test or have him or her present during the testing. Complete the following steps:

13. Do one of the following:
 - In the Database input box, type in the path for your database (e.g., C:\My Document\Database\Emails.mdb)
 - Click the drive image next to the input box to browse to the database.
14. Next, determine whether your e-mails are in a table or a query. Then do one of the following:
 - If your e-mail addresses are in a table, click the arrow next to the Tables drop-down list and select the name of the table that contains your e-mail addresses.
 - If your e-mail addresses are in a query, click the arrow next to the Queries drop-down list and select the name of the query that contains your e-mail addresses.
15. Next, determine whether your e-mail is on your computer or located on a web server. Then do one of the following:
 - If your e-mail is located on your computer, use the input box titled **Select Text Document or Web Page by File**. Type in the path to the e-mail or click the icon next to the input box to browse to the file.
 - If your e-mail is located on a web server, use the input box title “Select Web Page from the Internet”. Type in the address of the e-mail, then press the button to the right of the input box.

Warning: Your e-mail will not be sent properly if you insert **http://** in front of the address. For instance, type www.ispls.com instead of <http://www.ispls.com>.

16. Next, using the [drag-and-drop method](#), drag the e-mail field located in the box under the queries drop-down list over to the input box titled “Email Address Field from Field Listing”.

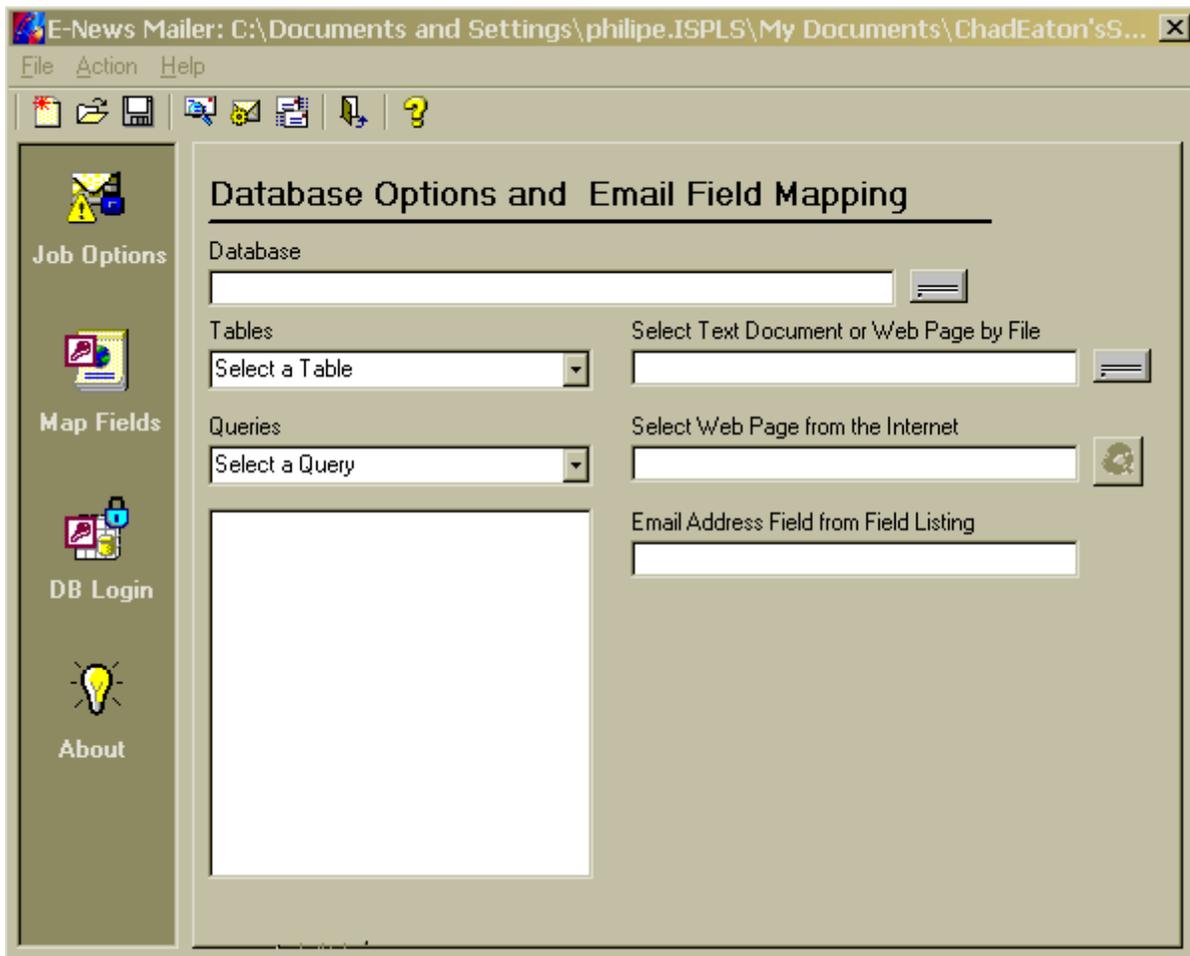


Figure 6-2: Database Options and E-mail Field Mapping window

17. Finally, click the icon on the E-News Mailer bar called DB Login. This brings up a window titled Database Security (see figure 6-3). Complete this window by completing all of the following tasks.

- Type your User Name in the input box titled **User Name**.
- Type your Password in the input box titled **Password**.
- Type the path to the file that contains username and password information in the input box titled **System Security File**. Or, click the drive image next to the input box to browse to the file.

Note: You will only need to complete this window if your database is protected. Ask your database administrator if you are unsure.

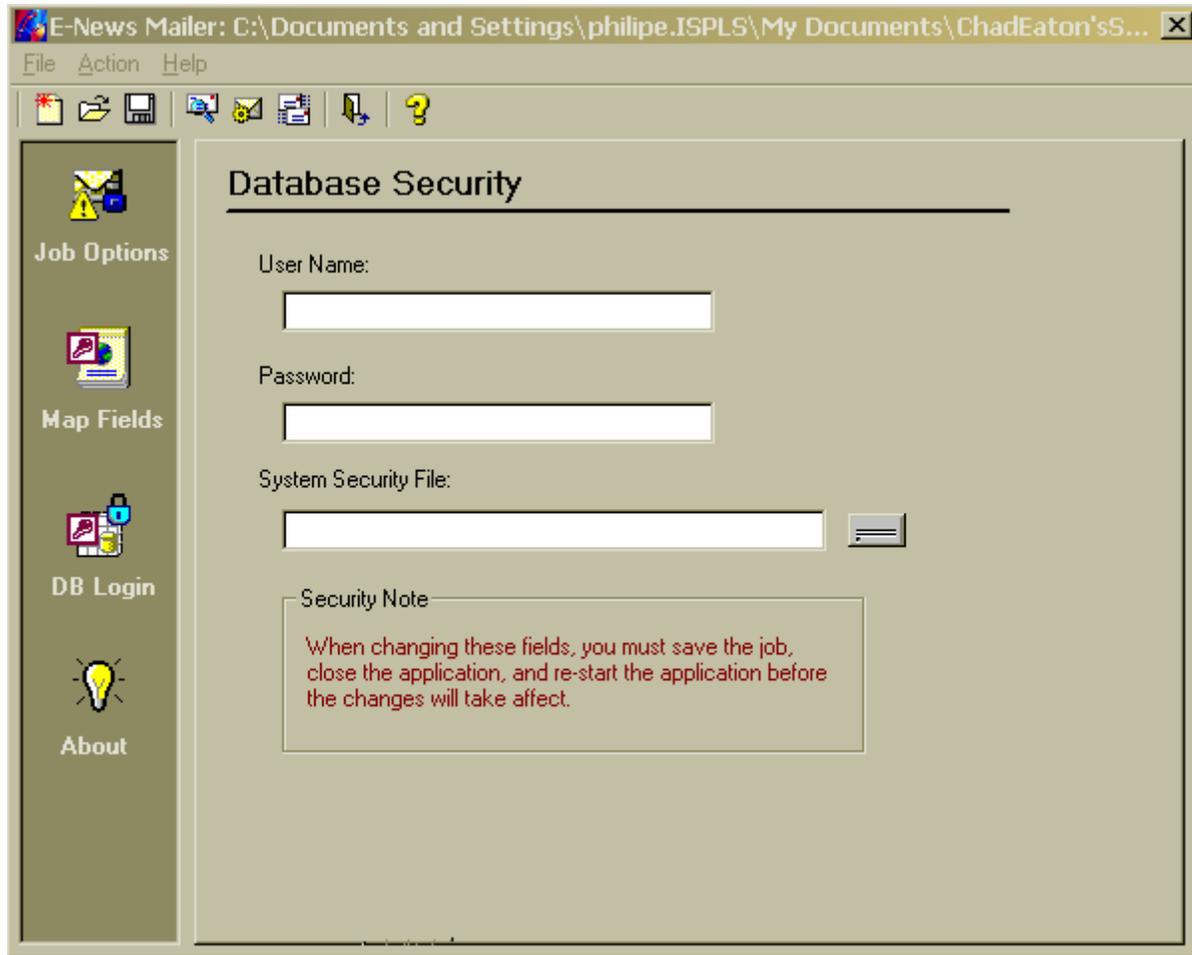


Figure 6-3: Database Security window

View and Test Your E-mail

In the next few steps you will View your e-mail, Test your e-mail, and review it for any mistakes.

1. Click Action, and then select View E-mail. A separate window will be displayed with your e-mail.
2. Finally, Click Action, then select Test E-mail. A Progress Dialog Box will be displayed to show your test e-mail's progress ([see figure 6.4](#)).

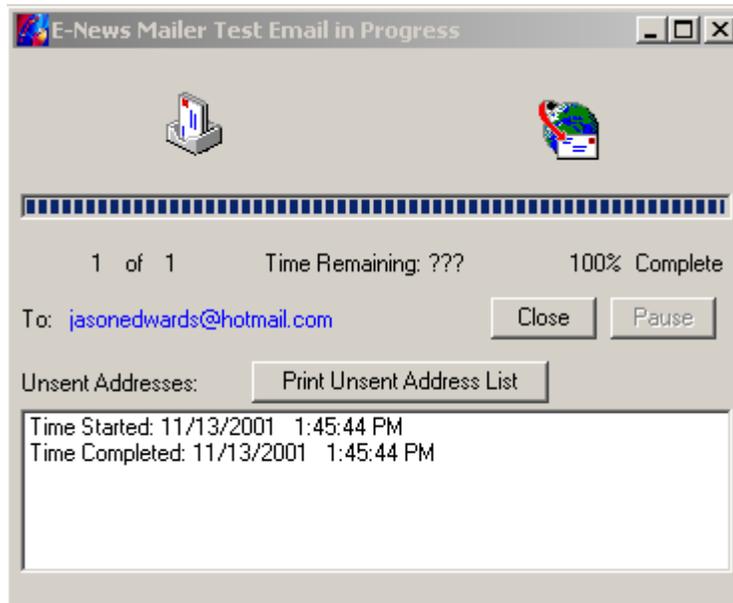


Figure 6-4: Progress Dialog Box

3. Review your e-mail for any flaws, specifically formatting flaws such as paragraph and word alignment.

Sending a Broadcast E-mail

Well, this is it. You are now ready to broadcast your e-mail out to all of your recipients. Begin by making sure that all of the input boxes, list boxes, radio buttons and check boxes are filled out the way you intended. Do this for each of the following windows (see figure 7-1): Job Options, Map Fields and DB Login.

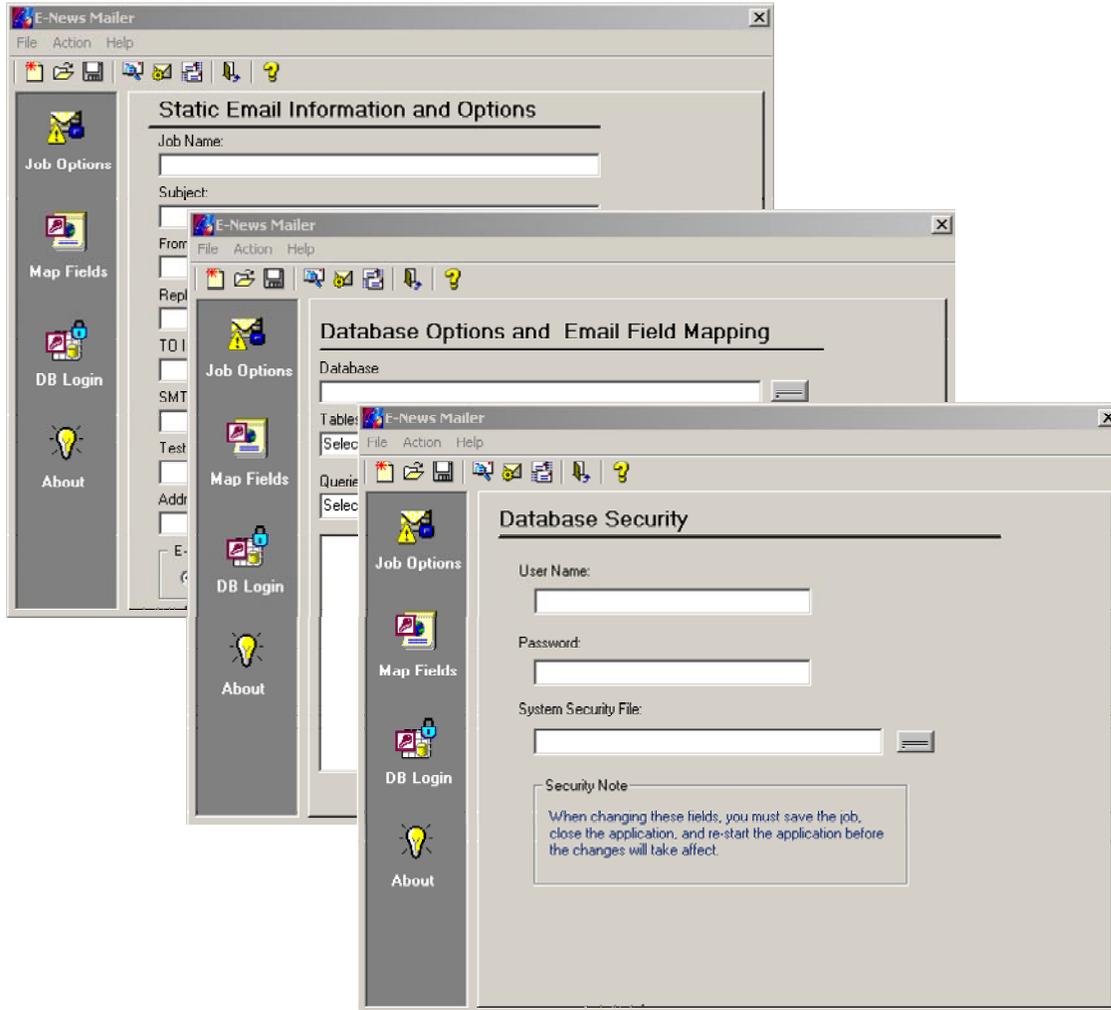


Figure 7-1: E-News Mailer windows

The final step is to click **Action** on the menu bar, then select **Broadcast E-mail**. Or simply click the **Broadcast E-mail** icon on the toolbar (see figure 5-2). A confirmation dialog box will appear (see figure 7-2). Click **Yes** to continue with your Broadcast.

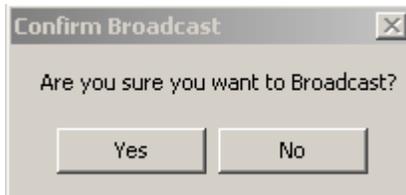


Figure 7-2: Broadcast Confirmation Dialog Box

A Progress Dialog Box will be displayed to show your test broadcast e-mail's progress (see figure below). The Progress Dialog Box will also display error messages that occur during your broadcast.

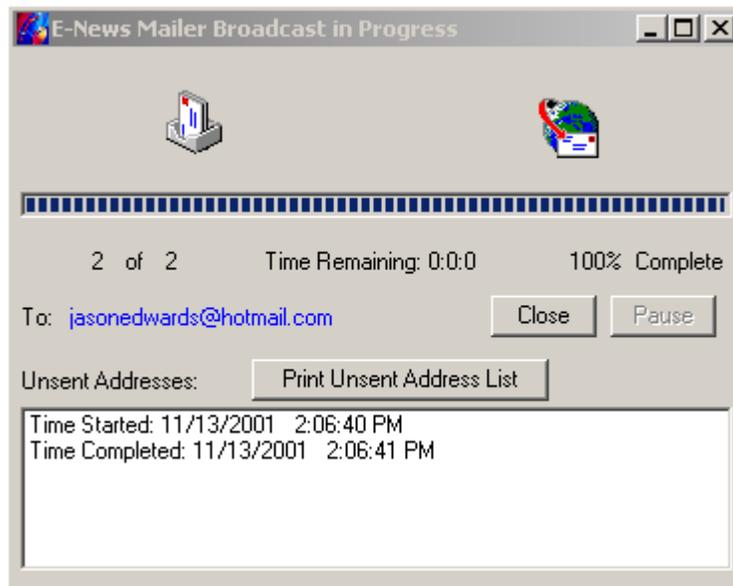


Figure 7-3: Progress Dialog Box

Advanced Techniques: Message Tags

What are Message Tags

Have you ever received an e-mail that contains your name, company, phone number, etc. in the title or body of the text. These are called message tags. Message tags are commands inserted in a document that specifies how the document, or a portion of the document, should be formatted. There are many message tags that you can insert in an HTML document. This section will discuss one message tag that will allow you to insert personalized information for each individual recipient. By using additional information in your database, such as name, company name, address, personal interests, and dates, you will be able to have the E-News Mailer automatically insert these fields wherever you place the message tags in your e-mail. Inserting message tags in your e-mails will allow your messages to be more personal and effective for your recipients. Let us begin by looking at an example. Below in figure 8-1 is a portion of an e-mail Integrated Solutions Plus designed to be broadcast to all of their customers.



Figure 8-1: Sample HTML e-mail

Placed in this portion of the e-mail are two message tags. The first one is company name and was inserted in the first line under the section titled New Duties: A likely story. The second message tag was first name and was placed in the third line of the same section. Below is a portion of the HTML code that makes up this e-mail. Highlighted are the two message tags. These will not be highlighted in your HTML editor.

```

</td>
<td width="74%" height="126" valign="top" align="left">
  <table border="0" width="100%">
    <tr>
      <td width="100%" valign="top" align="left"><font face="Arial" size="3"><b>New
Duties: A
  likely story</b></font><font size="2" face="Arial"><br>
  You are the head of public relations at <IML_company>.&nbsp;Well, maybe it
  just feels like you are since you have just been given the responsibility
  to get the word out to your 500+ customers, potential
  customers, business partners and contacts about next weeks
  golf outing.&nbsp;To top it off your boss comes in your
  office and says,&nbsp;&quot;<IML_FirstName>, why don't you
  try and spice it up a little this
  time&quot;.&nbsp;Or maybe your web site is
  about to be unveiled in a week and your boss is not about to
  let it go unannounced.&nbsp;Well, you are in luck.&nbsp;
  Integrated Solutions Plus has developed a user friendly,
  database driven software program that allows you to send out
  hundreds of html designed e-mails just like this one within
  minutes.&nbsp;The graphical interface allows a user to learn
  the product quickly and will shave hours off your work
  load.&nbsp;Let Integrated Solutions Plus know whether this
  type of product can be of use to you.&nbsp;Call us at 317-281-1096 or e-mail us at
  <a href="mailto:info@ispls.com">i<font
  color="#000080">nfo@ispls.com</font></a>.</font></td>
    </tr>
  </table>
</td>

```

How to Insert Message Tags

Message tags are inserted in the HTML portion of your e-mail. The following instructions will describe inserting message tags using Microsoft FrontPage. However, this can be done on any program that allows such tags. The example above will be referred to throughout the instructions.

1. Begin by looking at your e-mail. Determine where there is a good place to put personal information. During the creation of your e-mail, be sure to eliminate any names that you want to be included in the message tag. For instance, instead of writing “You are the head of public relations at LumberPro and Associates”, you should put write “You are the head of public relations at”. By inserting the message tag in HTML view, the E-News

Mailer will insert the company name automatically for each of your e-mails. Look at the examples below if you get stuck.

Hello <name>

GOOD MORNING <NAME>

We would like to thank you for purchasing <product> on <date>

<company> has been a valued customer

2. Second, right down on a piece of paper all the tags you want to insert into your e-mail. It would be useful to write them down in HTML code in order to get used to it. The code that is used to create message tags is **<IML_tag>** where tag is the database field that is inserted. For instance, a company message tag would be written out as follows:
<IML_company>.

Note: The name you use in the tag part of the HTML code is only a reminder for you when it comes time to match your database field with the message tag.

1. Within your HTML application, switch from normal view to HTML view. Locate where you want to place your message tag. Begin by placing your first tag in its designed place. For instance, using the example of the company tag from above, you would find the text “You are the head of public relations at”. Then place the message tag after the word “at”. The sentence would now read, “You are the head of public relations at <IML_company>”. Continue inserting all the tags you have written down in their designated places.

Note: An easier way to locate a specific portion of text is to select the text while in normal view, then switch to HTML view. The text you selected will also be selected in HTML view.

2. You are now prepared to test your e-mail. After you fill out the necessary information in the Static Email Information and Options input window, Click **Map Fields** to go to the Database Options and Email Mapping input window.
3. In the **Database** field, key in the path to you database or click the image beside the field to browse to it.
4. Determine whether you are working with a table or query. Then select the table or query from the drop-down menu. After you select your table or query, a list of fields should appear in the box below. For instance, in Figure 8-2 the fields FirstName, LastName, Company and Email all appeared in the fields box.

- Next, do one of the following: (1) Browse to your e-mail using the **Select Text Document or Web Page by File** input box. Use this option if the e-mail is located on your computer. (2) Input the address where the e-mail is located in the Select Web Page from the **Select Web Page from the Internet** input box. Use this option if the e-mail is located on a web server. After you complete the task, a list of message tags will appear in the box below. For instance, in figure 8-2 the message tags that are contained in the e-mail are Email, Company, FirstName, and LastName.

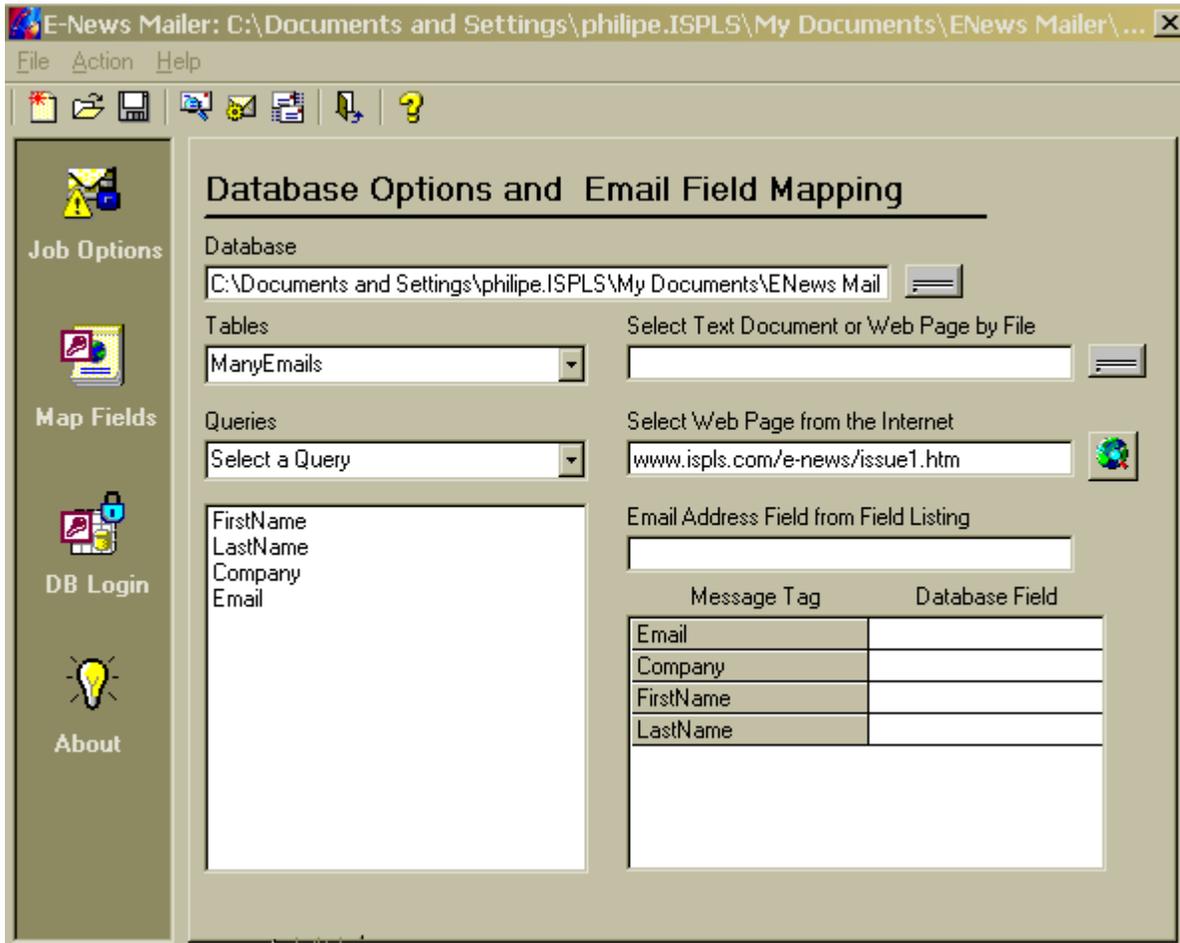


Figure 8-2: Message Tags

- Next, [drag-and-drop](#) each field in their designated place. Begin by dragging the e-mail field to the input box titled Email Address Field from Field Listing. Next, drag each field to their matching location under Database Field. Figure 8-3 shows what Figure 8-2 would look like after the Database Fields are populated using drag-and-drop.

Note: The Tag names do not have to match the Database Field Names

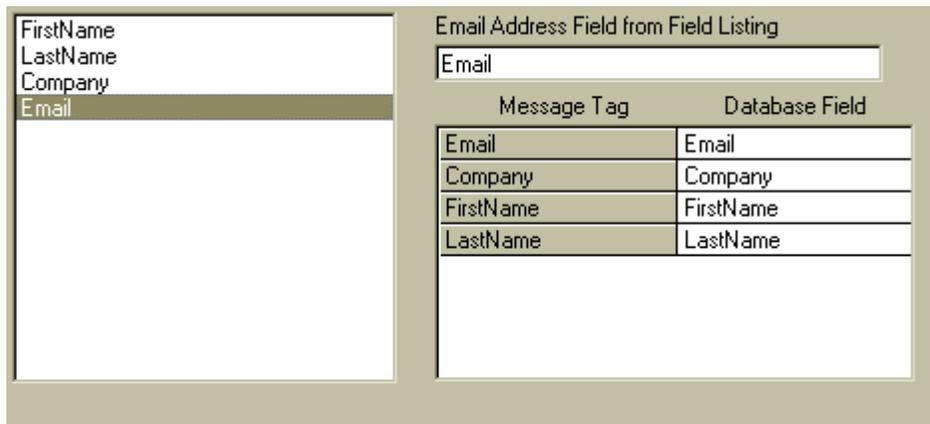


Figure 8-3: Populated Message Tags

7. **View your E-mail:** Click **Action**, and then select **View E-mail**. When you view your e-mail make sure that the message tags are inserted in their proper place.

Note: When viewing and testing an e-mail using message tags, the database will use the first record in your database to populate the message tags. Yet, the e-mail will still be sent the test e-mail.

8. **Test your E-mail:** The final step before broadcasting your e-mail is to test it. Click **Action**, and then select **Test E-mail**. When you view your tested e-mail make sure that the message tags are inserted in their proper place. Also look for any additional flaws such as character spacing problems.

Note: To be certain that your e-mail will broadcast properly, it is recommended that you broadcast your e-mail after you test it without closing the application or altering in any way. If you need to close the application or alter the setting, it is recommended that you test your e-mail again prior to broadcasting it.

9. **Broadcast your E-mail:** You are now ready to broadcast your e-mail. Click **Action**, and then select **Broadcast E-mail**.

Appendix A: Microsoft Access Basics

A database is a collection of information organized in such a way that a computer program can quickly select desired pieces of data. You can think of a database as an electronic filing system. E-News Mailer uses a table of e-mail address in a database to send out multiple e-mails.

Microsoft Access is a database application that helps you get started working with databases right away with the use of sample databases and wizards. The following instructions describes how to set up a basic table that includes a field for a company name, a field for a contact's first name, a field for a contact's last name, and a field for an e-mail address.

1. Begin by starting Microsoft Access.
2. Click the radio button title **Blank Access Database**.
3. Click **OK**.
4. Enter a file name for you new database in the File Name input box.
5. Click **Create**.

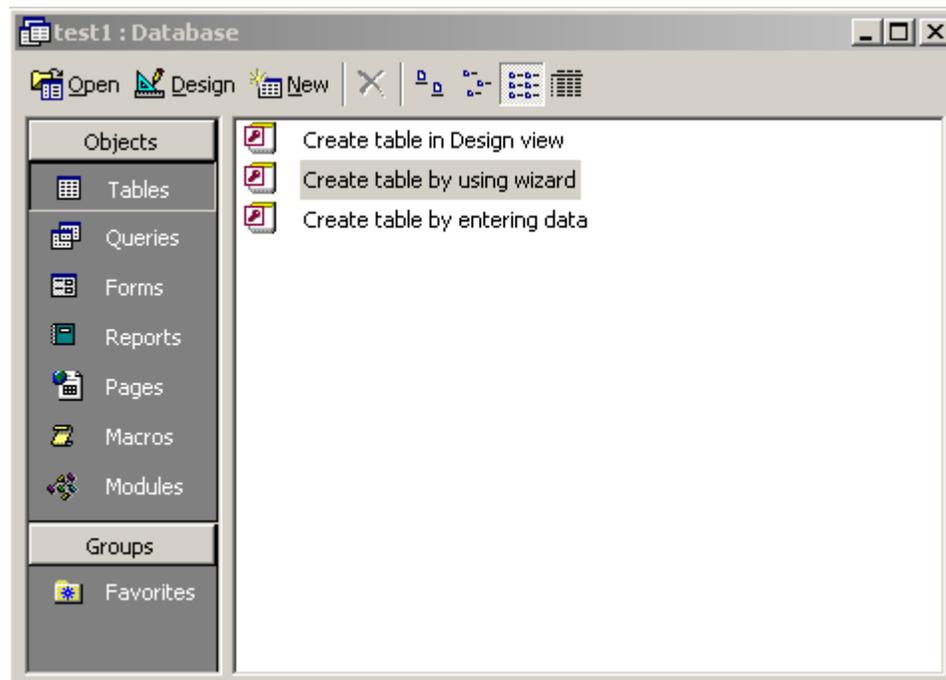


Figure 10-1: Database window

6. In the Database window (Figure 10-1), click Tables on the Objects bar, and then double-click the Create Table by Using Wizard icon.
7. Click the Business radio button.
8. Click the Customers Table under Sample Tables.
9. Double-click the following fields: **CompanyName**, **ContactFirstName**, **ContactLastName**, and **EmailAddress**. Your Table Wizard window should look like Figure 10-2.

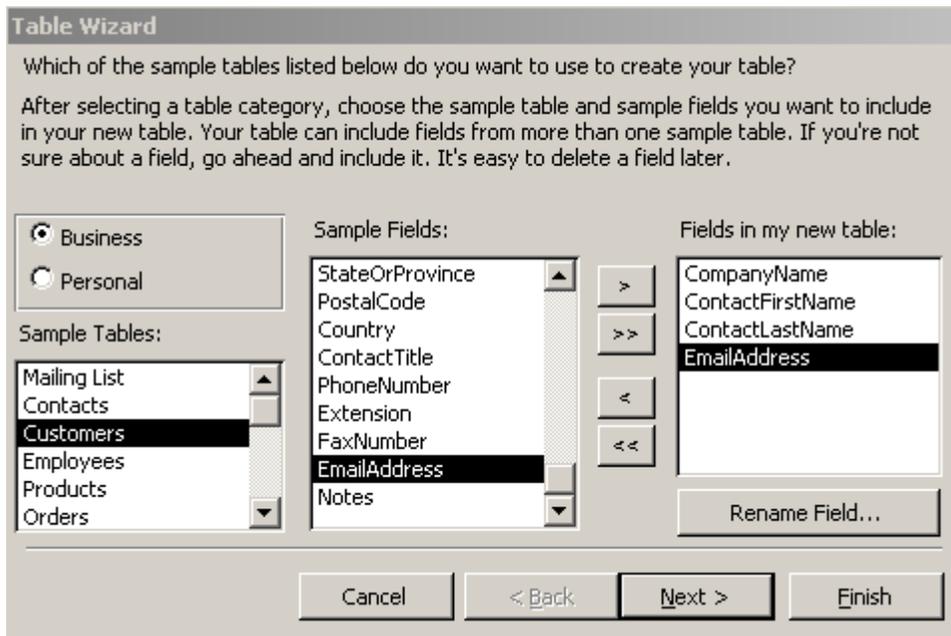


Figure 10-2: Table Wizard

10. Click **Next**.
11. Enter a descriptive name for you table in the What do you want to name your table? Input box.
12. Click **Next**.
13. Click **Finish**.
14. Begin typing information at Company Name and pressing tab after each field.
15. When you are finished typing all of your contact information, click the  icon in the top right-hand corner of your table. Click **Yes** if it asks if you want to save the layout of the table.

Note An ID field was added during the creation of the table to prevent duplication of records. This field will be automatically populated beginning with number 1. Non-duplicate records are important while working with more advanced features of Microsoft Access.

Customers : Table					
	CustomersID	Company Name	Contact First Name	Contact Last Name	Email Address
	1	LumberPro	Mark	Jackson	mj@LumberPro.com
▶	(AutoNumber)				

Figure 10-3: Database Table

Appendix B: Inserting Full Paths

There are two problems that can occur when inserting an image or link into an e-mail. First, when an image is inserted into an HTML e-mail, the path usually points to where the image is located on your hard drive. As a result, when the e-mail is sent, the image will not appear. Therefore, the path to the image will need to be changed in HTML view before sending your e-mail. Second, when a link is inserted into an HTML e-mail, the link will need to have `http://` added to the beginning before sending if it is not already present.

Shown below in figure 11-1 is a portion of an HTML broadcast e-mail. The e-mail includes two images and one link that require an altered path. The list below explains each image and the link and what the correct path should be.

1. Computer Tips is an image that was designed in PhotoDraw and inserted as the title of this section. The correct path for this image is `http://www.ispls.com/images/spacer.gif`
2. This image of a cluster of computers was inserted using clip art. The correct path for this image is `http://www.ispls.com/emages/WebSiteComp.gif`
3. The word “more” is used as a link to the ISPLS.com web site so that a recipient can be able to read the remainder of the computer tip. The full path for this link is `http://www.ispls.com/Tips.asp`

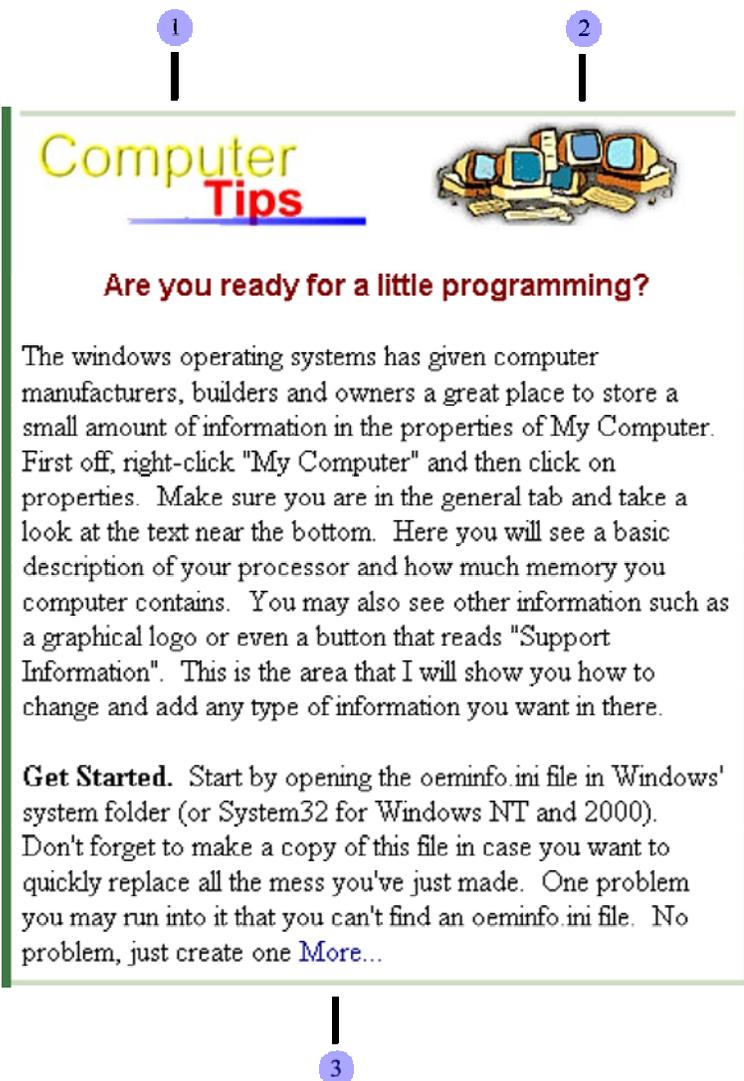


Figure 11-1: Images and links

Shown below is the HTML view of Figure 11-1. The shaded areas represent the two paths to the images and the path to the link before they were changed. If the paths were left unchanged the images would not appear for the recipient and the link would not function.

```

        </tr>
        <tr>
            <td width="50%" valign="top" align="center"></td>
            <td width="50%" valign="top" align="center"><font face="Verdana,
Arial" size="1">
                </font>
            </td>
        </tr>
        <tr>
            <td width="100%" valign="top" align="left" colspan="2">
                <p align="center"><span style=" absolute; left: 12; top: 6" position:>
                    <font face="Arial"><b>
                        <font size="3" color="#800000"><br>
                            Are you ready for a little programming?</font></b></font></span></center>
                    <p align="left"><span style="absolute: 12; top: 6" position:><font face="Times
New Roman" size="3">The
                        windows operating systems have given computer manufacturers, builders and
                        owners a great place to store a small amount of information in the
                        properties of My Computer.&nbsp;   First off, right-click &quot;My
                        Computer&quot; and then click on properties.&nbsp;   Make sure you are in
                        the general tab and take a look at the text near the bottom.&nbsp;   Here
                        you will see a basic description of your processor and how much memory you
                        computer contains.&nbsp;   You may also see other information such as a
                        graphical logo or even a button that reads &quot;Support
                        Information&quot;.&nbsp;   This is the area that I will show you how to
                        change and add any type of information you want in
                        there.</font></span><p><b><span style=" absolute; left: 12; top: 6" position:><font
                        face="Times New Roman" size="3"><span style="absolute: 12; top: 6" position:>Get
                        Started.</span></font></span></b><span style=" absolute; left: 12; top: 6"
                        position:><font face="Times New Roman"><span style="absolute: 12; top: 6"
                        position:><font size="3"><span style="absolute: 12; top: 6">&nbsp;  
                            Start by opening the oeminfo.ini file in Windows' system folder (or
                            System32 for Windows NT and 2000).&nbsp;   Don't forget to make a copy of
                            this file in case you want to quickly replace all the mess you've just
                            made.&nbsp;   One problem you may run into it that you can't find an
                            oeminfo.ini file.&nbsp;   No problem, just create one
                        </span></font></span></font><a style="color: navy; cursor: auto; text-decoration:
                        none" href="www.ispls.com/Tips.asp"><font face="Times New Roman"
                        size="3">More...</font></a></span></p>
                    </td>
                </tr>

```

Notice that both images (i.e., broadcastTips1.gif and WebSiteComp.gif) have a path that point to a folder on the hard drive or C drive. Also, the link at the bottom is not a full path because it does not include http:// in front of www.ispls.com/Tips.asp. If this e-mail was sent without changing these paths, neither graphic would appear and the link to the Tips.asp page would not function.

Shown below is the same HTML view with the altered paths for the two images and one link. Notice that each path begins with http://.

```

    </tr>
    <tr>
      <td width="50%" valign="top" align="center"></td>
      <td width="50%" valign="top" align="center"><font face="Verdana,
Arial" size="1">
        </font>
      </td>
    </tr>
    <tr>
      <td width="100%" valign="top" align="left" colspan="2">
        <p align="center"><span style=" absolute; left: 12; top: 6" position:>
          <font face="Arial"><b>
            <font size="3" color="#800000"><br>
            Are you ready for a little programming?</font></b></font></span></center>
          <p align="left"><span style="absolute: 12; top: 6" position:><font face="Times
New Roman" size="3">The
            windows operating systems have given computer manufacturers, builders and
            owners a great place to store a small amount of information in the
            properties of My Computer.&nbsp; First off, right-click &quot;My
            Computer&quot; and then click on properties.&nbsp; Make sure you are in
            the general tab and take a look at the text near the bottom.&nbsp; Here
            you will see a basic description of your processor and how much memory you
            computer contains.&nbsp; You may also see other information such as a
            graphical logo or even a button that reads &quot;Support
            Information&quot;.&nbsp; This is the area that I will show you how to
            change and add any type of information you want in
            there.</font></span><p><b><span style=" absolute; left: 12; top: 6" position:><font
            face="Times New Roman" size="3"><span style="absolute: 12; top: 6" position:>Get
            Started.</span></font></span></b><span style=" absolute; left: 12; top: 6"
            position:><font face="Times New Roman"><span style="absolute: 12; top: 6"
            position:><font size="3"><span style="absolute: 12; top: 6">&nbsp;
            Start by opening the oeminfo.ini file in Windows' system folder (or
            System32 for Windows NT and 2000).&nbsp; Don't forget to make a copy of
            this file in case you want to quickly replace all the mess you've just
            made.&nbsp; One problem you may run into it that you can't find an
            oeminfo.ini file.&nbsp; No problem, just create one
            </span></font></span></font><a style="color: navy; cursor: auto; text-decoration:
            none" href="http://www.ispls.com/Tips.asp"><font face="Times New Roman"
            size="3">More...</font></a></span></p>
          </td>
        </tr>

```

Shown below is each image and link, the original path and the altered path:



Original Path:

file:///C:/DOCUME~1/CHADE~1.PHI/LOCALS~1/Temp/FrontPageTempDir/broadcastTips1.gif

Altered Path:

http://www.ispls.com/E-news/broadcastTips1.gif



Original Path:

file:///C:/DOCUME~1/CHADE~1.PHI/LOCALS~1/Temp/FrontPageTempDir/WebSiteComp.gif

Altered Path:

http://www.ispls.com/images/WebSiteComp.gif

Original Path:

www.ispls.com/Tips.asp

[More...](#)

Altered Path:

http://www.ispls.com/Tips.asp

Follow the steps below to change the path of your images and links:

1. On a piece of paper, write down all of the images and links that are in your e-mail.
2. Switch to HTML view in your HTML editor. If you are using FrontPage, click the tab at the bottom of your e-mail titled HTML.
3. In the HTML code, locate the first image or link that you wrote down.

Tip: You may find it difficult to search through all the HTML code to locate a path. An easy way to find a path is to first select the graphic or link in normal view, then switch to HTML view. The path should be highlighted when you switch to HTML view.

4. Change the path of the image or link so that it is a full path. It must begin with http://
5. Save your changes while still in HTML view.

Warning: Save HTML changes while you are still in HTML view. Changes will not be saved if you select save after you switch to normal view.

Glossary

This glossary defines technical terms and concepts.

A

Authentication The process of identifying an individual, usually based on a username and password

B

Broadcast E-Mails To simultaneously send the same message to multiple recipients. Broadcasting is a useful feature in e-mail systems. It is also supported by some fax systems. In networking, a distinction is made between *broadcasting* and *multicasting*. Broadcasting sends a message to everyone on the network whereas multicasting sends a message to a select list of recipients.

Broken Link A Broken Link refers to a link that does not link to the intended web page/file, links to a non-existing web page/file or does not function.

Browse To navigate the Internet or the contents of your computer. Popular browsers include Explorer, Netscape, and AOL.

C

CD-ROM Pronounced *see-dee-rom*, abbreviation of *Compact Disc-Read-Only Memory*. A type of optical disk capable of storing large amounts of data -- up to 1GB, although the most common size is 650MB (megabytes). A single CD-ROM has the storage capacity of 700 floppy disks, enough memory to store about 300,000 text pages.

D

Database A collection of information organized in such a way that a computer program can quickly select desired pieces of data. You can think of a database as an electronic filing system.

Default A predefined setting. For example, normal is the default setting under E-mail Priority.

Double-Click Tapping a mouse button twice in rapid succession. Note that the second click must immediately follow the first, otherwise the program will interpret them as two separate clicks rather than one double click.

Drag-and-Drop Describes applications that allow you to drag objects to specific locations on the screen to perform actions on them. For example, in the Windows environment, you can drag a document to the trashcan icon to delete it. This is a classic case of drag-and-drop functionality.

E

E-mail Short for *electronic mail*, the transmission of messages over communications network. The messages can be notes entered from the keyboard or electronic files stored on disk. Most mainframes, minicomputers, and computer networks have an e-mail system. Some electronic-mail systems are confined to a single computer system or network, but others have gateways to other computer systems, enabling users to send electronic mail anywhere in the world. Companies that are fully computerized make extensive use of e-mail because it is fast, flexible, and reliable.

G

Graphical User Interface (GUI) A program interface that takes advantage of the computer's graphics capabilities to make the program easier to use. Well-designed graphical user interfaces can free the user from learning complex command languages. On the other hand, many users find that they work more effectively with a command-driven interface, especially if they already know the command language.

H

HTML HTML defines the structure and layout of a Web document by using a variety of tags and attributes. The correct structure for an HTML document starts with `<HTML><HEAD>` (enter here what document is about) `</HEAD><BODY>` and ends with `</BODY></HTML>`. All the information you'd like to include in your Web page fits in between the `<BODY>` and `</BODY>` tags.

I

Icon A picture representing a program, disk drive, file, folder, or other item.

Internet A worldwide network of computers. If you have access to the Internet, you can retrieve information from millions of sources, including schools, governments, businesses, and individuals.

Internet Service Provider A company that provides access to the Internet. For a monthly fee, the service provider gives you a software package, username, password and access phone number. Equipped with a modem, you can then log on to the Internet and browse the World Wide Web and USENET, and send and receive e-mail.

L

Link A Link is a pointer to a file or web page. Links make it possible to reference a file or web page by clicking a graphic or text without specifying a full path.

M

Mapped Drives Network drives that have been assigned local drive letters and are locally accessible.

Message Tags A command inserted in a document that specifies how the document, or a portion of the document, should be formatted.

Microsoft FrontPage Microsoft FrontPage, a registered trademark of Microsoft Corporation. A software program to create and manage Web pages

P

Password A secret series of characters that enables a user to access a file, computer, or program. On multi-user systems, each user must enter his or her password before the computer will respond to commands. The password helps ensure that unauthorized users do not access the computer. In addition, data files and programs may require a password.

Path The means of navigating to a specific location on a computer or network. A path can include a computer name, disk drive label, folder names, and a file name.

Program A group of instructions your computer uses to perform specific tasks. For example, E-News Mailer is an e-mail program. Programs are also called applications.

Q

Query A request for information from a database.

S

Security Refers to techniques for ensuring that data stored in a computer cannot be read or compromised. Most security measures involve data encryption and passwords. Data encryption is the translation of data into a form that is unintelligible without a deciphering mechanism. A password is a secret word or phrase that gives a user access to a particular program or system.

SMTP Short for *Simple Mail Transfer Protocol*, a protocol for sending e-mail messages between servers. Most e-mail systems that send mail over the Internet use SMTP to send messages from one server to another; the messages can then be retrieved with an e-mail client using either POP or IMAP. In addition, SMTP is generally used to send messages from a mail client to a mail server. This is why you need to specify both the POP or IMAP server and the SMTP server when you configure your e-mail application.

System Administrator An individual responsible for maintaining a multi-user computer system, including a local-area network (LAN). The system administrator is sometimes called the *sysadmin* or the *System Administrator*. Small organizations may have just one system administrator, whereas larger enterprises usually have a whole team of system administrators.

T

Table Refers to data arranged in rows and columns. A *spreadsheet*, for example, is a table. In relational database management systems, all information is stored in the form of tables.

Toolbar A set of buttons you click to perform common tasks.

U

Username A name used to gain access to a computer system. Usernames, and often passwords, are required in multi-user systems. In most such systems, users can choose their own usernames and passwords.

W

Web Page A document on the World Wide Web. Every Web page is identified by a unique URL (Uniform Resource Locator).

Window An enclosed, rectangular area on a display screen. Most modern operating systems and applications have graphical user interfaces that let you divide your display into several windows. Within each window, you can run a different program or display different data.

Wizard A tool that walks you through the steps of a complex tasks.

WYSIWYG An acronym for “what you see is what you get”. WYSIWYG refers to a program that allows an interface or content developer to create a graphical user interface or page of text so that the developer can see what the end result will look like while the interface or document is being created.

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