

Iguana – Newsletter module

1 Introduction

The Iguana newsletter module is used to send newsletters to the users of the Iguana site. There can be different types of newsletters (e.g. monthly newsletters, birthday letters, new member welcome letters, different types of notifications, etc.), and the list of users that should receive the letter can be set up in a flexible way.

Select the option 'Newsletters' from the left navigation pane on the Iguana CMS home page, the menu is expanded:



This document describes how to set up newsletters, how to send them, and how to keep track of the results.

Licence information

Note that this module is not a standard part of the Iguana application. It requires a specific license and must be installed and activated separately. Please contact your account manager for pricing and installation information.

1.1 Initial setup

Initial setup of a newsletter involves the following steps:

1. Create a mailing list for the newsletter
2. Create templates for the newsletter

- a. Main template
 - b. Article templates
3. Create a profile for the newsletter

Once the initial setup is done, the following steps are needed to create individual instances of the newsletter:

4. Create newsletter articles
5. Create a newsletter instance

These two steps have to be repeated for every instance of the newsletters.

The following sections describe the different steps in the above order.

Note

System newsletters are a special case. They are used to send notices to customers, e.g. overdue notices, membership expiry warnings, etc., as set up in AFO 451/452 in V-smart.

For more details about system newsletters, see the corresponding section.

2 Creation

This section describes the creation of various components.

The instances overview page is described in the chapter *Instances overview page* of the "[Management common workflow](#)" document.

The available options are the standard options (Save, Save as draft, Copy, Cancel, Show all and Hide all). These are described in the chapter *Options on the application instances detail page* of the "[Management common workflow](#)" document

2.1 Creating a mailing list

Note

For the creation of mailing lists it is required that a user with id “VGG” exists.

Creation of mailing lists is done through the CMS menu option “Newsletters -> Mailing lists”. After selecting this from the navigation menu, the list of existing instances is displayed:

	Title
<input type="checkbox"/>	444735 or 444795
<input type="checkbox"/>	Dave's test mailing list
<input type="checkbox"/>	Family Mailing List (real)
<input type="checkbox"/>	Family Mailing List User DEB - TEST ONLY
<input type="checkbox"/>	savelist Allborrowers
<input type="checkbox"/>	Selection for all borrowers for now

Each instance has basic and advanced properties.

2.1.1 Basic settings

The basic settings are:

Identifier	Family Mailing List (real)
In use	<input checked="" type="checkbox"/>
Title (English)	<input type="text" value="Family Mailing List (real)"/>
Notes (English)	<input type="text"/>
Click here for other languages	

Define the basic settings as follows:

Identifier: A unique identifier that can be set by the creator.

Title <lang>: The display title of the mailing list.

Notes <lang>: Notes for the mailing list for internal use.

2.1.2 Advanced settings

The advanced settings are:

Advanced settings

Re-initialize

For testing only

List type

List created from savelist

FAMILY [2010-02-24]

User: Deb MacLeod VS40QA [Change user](#)

List created by a selection profile

List provided by V-smart

List imported from file

Number of users 6

Define the advanced settings as follows:

Re-initialize: Flag that indicates whether any existing contents of the mailing list must be erased when a new version is generated (default is “yes”).

For testing only: Flag that marks the list as being for testing purposes only. Only mailing lists of this type will appear in the dropdown list for testing on the newsletter instance page. Typically these lists consist of only a few borrowers.

List type: The following choices are available

- List created from savelist
The list is obtained from a borrower savelist. There is a dropdown list for selection of the savelist.
The mailing list is generated at runtime when the newsletter is sent.
- List created by a selection profile
The list is obtained by the execution of a selection profile. There is a dropdown list for selection of the profile.
The mailing list is generated at runtime when the newsletter is sent.
- List provided by V-smart
This is a system generated list. It does not need to be created manually.
- List imported from file
You can import a list of users from a TAB-delimited file.
The first row contains the mapping that defines the content of each column.
The following column headers are valid :
 - EMAIL: Email address (mandatory)
 - NAME: Full name
 - LNAME: Last name
 - FNAME: First name

- TITLE: Title

You can also create a mailing list or assign a savelist to a mailing list from AFO 141 (SSP) and from V-insight (drilldown result set).

2.2 Creating a newsletter template

Newsletter templates are created through the CMS menu option “Structure & Style -> Templates”. See the document on [Structure and Style](#) for more information on defining templates.

They should all be created with “newsletter” as category, and sometimes their IDs are determined by the ID of the instance template.

A non-system newsletter has the following templates:

- **Instance template** (mandatory)
This is the main template that contains the html skeleton for the newsletter. It consists of html and embedded placeholders (see *section 6.1* for an example of such a template, and *section 6.3* for more details about placeholders).
The placeholders determine where “flexible” data is included in the newsletter (e.g. header, footer, banner, article content, etc.).
- **Default article templates** (mandatory)

Every instance template has a number of associated default article templates, whose names are derived from the instance template id. Similar to the instance template they consist of html and placeholders (for an example of such a template, see *section 6.2*).

The ids of these templates are composed as follows:

Newsletter template-id_group number_odd/even suffix

Example - template “standardletter” will expect the following default templates if there are two article groups:

- standardletter_1_odd
- standardletter_1_even
- standardletter_2

The group number is mandatory and “odd” and “even” are optional suffixes that can be used if the article group should use an alternating odd/even template.

For every group it is mandatory to define either both odd/even versions or the single version without odd/even suffix (unless every article in the group already has its own specific template assigned in its properties).

Individual articles can have their own templates – these can be assigned during the design of the newsletter instance and overrule the default template. They should belong to the “newsletter” module, but can have freely chosen ids.

System newsletters have predefined templates – they only have a single template (as they do not contain articles). Local versions of the templates may be created.

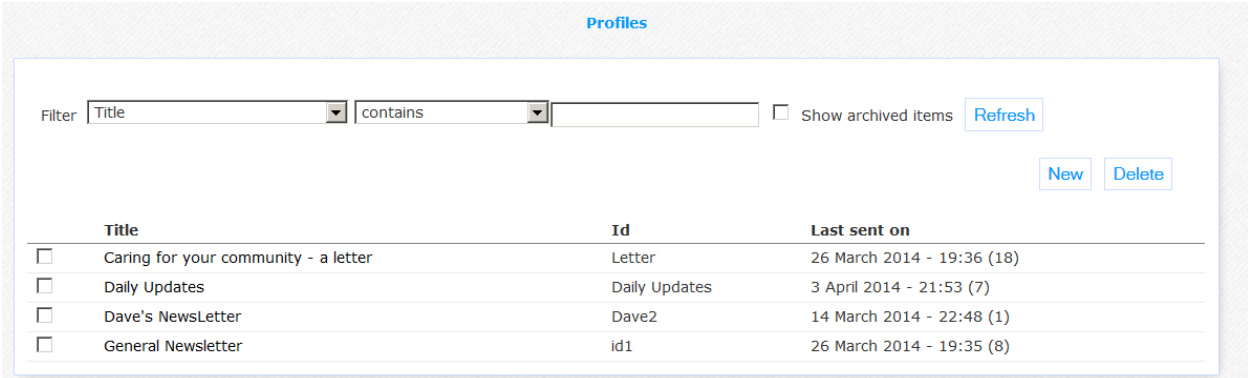
Important:

Images in templates should be accessible for the receiving email application for download. So the images must be located at a server that is “visible to the outside world”.

In the pre-defined templates there are some image references with relative paths that need to be extended with the server information.

2.3 Creating a newsletter profile

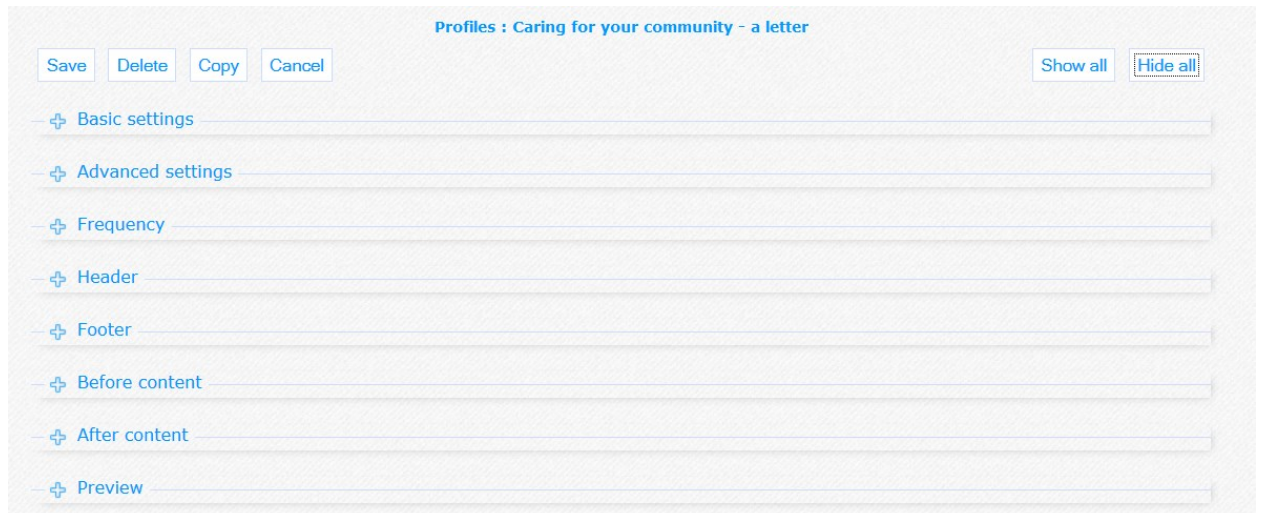
Creation of profiles is done through the CMS menu option “Newsletters -> Profiles”. After selecting this from the navigation menu, the list of existing instances is displayed:



The screenshot shows a web interface titled "Profiles". At the top, there is a filter section with a dropdown menu set to "Title", a search box containing "contains", and a "Refresh" button. To the right of the search box is a checkbox labeled "Show archived items". Below the search box are two buttons: "New" and "Delete". The main content is a table with three columns: "Title", "Id", and "Last sent on". Each row in the table has a checkbox in the first column.

	Title	Id	Last sent on
<input type="checkbox"/>	Caring for your community - a letter	Letter	26 March 2014 - 19:36 (18)
<input type="checkbox"/>	Daily Updates	Daily Updates	3 April 2014 - 21:53 (7)
<input type="checkbox"/>	Dave's NewsLetter	Dave2	14 March 2014 - 22:48 (1)
<input type="checkbox"/>	General Newsletter	id1	26 March 2014 - 19:35 (8)

Each instance has the following properties.



2.3.1 Basic settings

The basic settings are:

Profiles : Caring for your community - a letter	
Save	Delete
Copy	Cancel
Show all	Hide all
+ Basic settings	
+ Advanced settings	
+ Frequency	
+ Header	
+ Footer	
+ Before content	
+ After content	
+ Preview	
= Basic settings	
Identifier	Letter
In use	<input checked="" type="checkbox"/>
Title (English)	Caring for your community - a letter
Notes (English)	
Subject (English)	Subject for the letter - caring for your community By selection
Click here for other languages	

Define the basic settings as follows:

Identifier: A unique identifier that can be set by the creator.

In use: A flag that indicates whether the profile is currently in use.

Title <lang>: The display title of the profile.

Notes <lang>: Notes for the profile for internal use.

Subject <lang>: Subject for the email subject field.

2.3.2 Advanced settings

The advanced settings are:

Advanced settings

Last sent on: 26 March 2014 - 19:36 (18)

Creation type: User External

Send multiple instances to the same address:

Mailing lists: 444735 or 444795 Family Mailing List (real) Selection for all borrowers for n... savelist Allborrowers

Newsletter template: letter

Banner:

Email from-address:

Iguana profiles that may show this newsletter: Default Profile kidsa FlandersRed(2) kidsb kidsc(2) * = All

Define the advanced settings as follows:

Creation type: Either “User” or “External” (for system newsletters only).

Send multiple instances to the same address: Flag indicating whether more than one letter will be sent to the same email address if there are users with the same address.

Mailing lists: A selection of one or more mailing lists for this newsletter.

Newsletter template: This is the instance template for the newsletter (see previous section).

Banner: An optional banner that will be displayed above the newsletter contents.

E-mail from-address: The address that will be used as sender address for the newsletter. This is mandatory for sending newsletters.

Iguana profiles that may show this newsletter: A selection of profiles for which this newsletter may be shown and offered for subscription.

2.3.3 Frequency

The frequency settings are:

Frequency

Select days of the month

1 2 3 4 5 6 7 8 9 10
 11 12 13 14 15 16 17 18 19 20
 21 22 23 24 25 26 27 28 29 30
 31 All

Month
 Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec All

Select days of the week

Mo Tu We Th Fr Sa Su All

Week
 1 2 3 4 Last All

Start at

You can either select one or more days of the month, or one or more days of the week.

In the month/day selection you can also select which months the letter should be sent.

To select the last day of the month, select day 31 (even though not all months may have 31 days, it will be interpreted as the last day).

In the week day selection you can also select which weeks of the month the letter should be sent.

Finally for both types of selection you can select the start time of the send job.

Note

Newsletters may also be sent manually (option available at the newsletter instance page).

2.3.4 Other settings

There are RTI's to define the following information:

- Header (multi-lingual)
Rich text field containing the (optional) header for the newsletter.

- Footer (multi-lingual)
Rich text field containing the (optional) footer for the newsletter.
- Before content (multi-lingual)
Rich text field containing text that appears above the newsletter, typically for a link to an online version, e.g.

You cannot read the email? Click [here](#) to view the online version

“here” has a link to the online version (replace “server”):

[http://server/iguana/www.main.cls?surl=GenericWidget&fu=Newsletter#action=ViewOnline&id=\\${!ViewOnline}](http://server/iguana/www.main.cls?surl=GenericWidget&fu=Newsletter#action=ViewOnline&id=${!ViewOnline})

- After content (multi-lingual)
Rich text field containing text that appears under the newsletter, typically for a link to unsubscribe from the newsletter, e.g.

Click [here](#) to unsubscribe from this newsletter

“here” has a link to the subscription page (replace “server”):

[http://server/iguana/www.main.cls?surl=GenericWidget&fu=Newsletter#action=Unsubscribe&id=\\${!Unsubscribe}](http://server/iguana/www.main.cls?surl=GenericWidget&fu=Newsletter#action=Unsubscribe&id=${!Unsubscribe})

After the property sections there is a preview section that shows an image of the newsletter including some fake articles.

Newsletter layout:


Preview

Refresh

Before CONTENT

If you cannot read this message, [view online](#) or try this one without the hyperlink required [view online \(these will not work because they are in the application... they are in the profile instead as part of the profile\)](#)

Header Caring for your community - letter format (by selection)



Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat
Footer in Profile as address type

this mailbox is not monitored - Please do not reply here.

Update [preferences](#) or if you no longer wish to receive these emails or [unsubscribe](#)

This email was sent from Iguana Newsletters because you have requested it. If you have recieved this in error, please contact us immediately.

Iguana QA team

Note

Not all URL links are valid in all sections of a newsletter. The chart below outlines where the links are valid:

	Before content	Header	Article	Footer	After content
View online	Yes	No	No	Yes	Yes

Unsubscribe	Yes	No	No	Yes	Yes
Preferences	Yes	Yes	Yes	Yes	Yes

2.4 Creating newsletter articles

Newsletter articles are rich text items, and are created with the standard rich text item interface in the CMS. However, if you select the CMS menu option “Newsletter -> Articles” some unnecessary sections in the interface are hidden, thus simplifying the creation of the article.

Articles can also be created or modified “on-the-fly” during the creation of the newsletter instance.

Any rich text item can be used as an article. So it is possible to have the same rich text item in a widget on a page in Iguana as well as in one of the newsletter instances. Note that links to images or web pages should point to a location that is accessible from “the outside world”, else it will not be possible to show them.

2.5 Creating a newsletter instance

Creation of instances is done through the CMS menu option “Newsletters -> Instances”. After selecting this from the navigation menu, the list of existing instances is displayed:

	Title	Profile	Status
<input type="checkbox"/>	CFC number 2 letter for scheduling	Letter	Sent
<input type="checkbox"/>	daily Updates Issue	Daily Updates	Sent
<input type="checkbox"/>	Kids newsletter issue 1	id1	Sent
<input type="checkbox"/>	March 2014	Dave2	Sent

Each instance has the following properties.

Instances : Kids newsletter issue 1

Save Delete Copy Cancel Show all Hide all

+ Basic settings

+ Advanced settings

+ Content settings

2.5.1 Basic settings

The basic settings are:

Basic settings

Newsletter profile: General Newsletter

Issue (English): Kids newsletter issue 1

Subject (English): subject for newsletter (Issue 8) with banner and languages

Click here for other languages

Banner: http://nlbawqavubis/iguana30qa/uploads/image/sky.jpg Search

Define the basic settings as follows:

Newsletter profile: The profile to which this instance is linked.

Issue <lang>: The issue of this instance (e.g. "March 2014", "Summer 2014").

Subject <lang>: Subject for the email subject field. This overrides the setting in the profile.

Banner: An optional banner that will be displayed above the newsletter contents. This overrides the setting in the profile.

2.5.2 Advanced settings

The advanced settings are:

Advanced settings

Status: Staging Finished Sending Sent [Next time scheduled on 16 April 2014]

Send on: [] 00:00 Send now!

For testing only: [] Test now

Identifier: 67e9cd42-e41a-40ea-a939-5c3b15cb076f

Status: the choices are:

- Staging: in the process of being designed
- Finished: design completed
- Sending: currently being sent
- Sent: emission completed

The last two status values can only be set by the system.

Once the newsletter instance has the “Finished” status, you can schedule it for emission or even send it immediately. If you do not use this option at the instance page, it will be sent according to the frequency settings in the linked profile.




You can test sending the newsletter using a special mailing list created for this purpose. This will create the newsletter and send it to the user(s) in the test mailing list, but it will not be included in reports and statistics. This is a good way to verify how the newsletter looks when it is in the user’s mailbox.

2.5.3 Designing the newsletter

The most important section on the instance page is the newsletter design section. This is a “WYSIWYG” interface where you can drag and drop articles to the newsletter. It displays the newsletter as it will be seen by the recipient. Articles can be added, removed and moved to another place. Additionally there is an option to create new articles “on-the-fly”.

Interface for article selection and creation:

Select an article and add it to the page by dragging the image

Filter  Coming next : Exhibitions, Activities  

[Click here to create a new article](#)

Every article in the newsletter has a little toolbar attached to perform additional article-related functions:



- Cross arrow: drag and move the article to some other position in the newsletter
- Pen and paper: update the article contents in the rich text editor
- Tools: modify the article properties:
 - Optional template (overrides default template)

- Optional rules (selection of profile that determines whether article should be shown)
- From – Until: optional date range during which the article should be shown
- Red cross: remove the article from the newsletter (this will not delete the article itself)

Content settings

Zoom 100% Language English

What's happening at your library ?

variables for newsletter header

\$(IDate)

Dear \${NAME}

This newsletter is coming from Iguana30qa and is being sent to you at \${EMAIL}

If you cannot read this message, [view online](#)

Update Newsletter [preferences](#) or [unsubscribe](#)

daily letter side panel

\${FNAME} you are receiving this email because you have subscribed to our daily newsletter in Iguana30qa / VS40QA

3 System newsletters

System newsletters are used to send notices to customers, e.g. overdue notices, membership expiry warnings, etc., as set up in AFO 451/452 in V-smart.

The profiles are delivered with the standard installation but may be modified. The same is true for the templates. The mailing lists are generated by the system and should **not** be modified.

Important: you *must* assign the “From address” property for the system newsletter profiles before they can be used.

The mailing lists are generated automatically by the V-smart application.

System newsletter profile and template ids start with “!system_” ; the following system newsletters exist:

- !system_4 Overdue notices
- !system_7 Reservation pickup notices
- !system_51 Courtesy notices
- !system_57 Membership expiry notices
- !system_14 Automatic recalls
- !system_15 Manual recalls

4 Sending newsletters

Newsletters can be sent in different ways:

1. Using the “Send now” button on the newsletter instance page
2. Using the schedule option on the newsletter instance page
3. Using the frequency settings on the newsletter profile page

For 2 and 3 a daemon program must be run as a background task.

(* this task should be configured by Infor – it is important that the Caché user that starts the task has sufficient SQL privileges assigned for the creation of result sets).

The command that starts the daemon is:

```
Job ##class(Newsletter.Profile.View).TaskDaemon()
```

System newsletters do not need any scheduling, they will be triggered from the V-smart application.

Note

An email address is required in the borrower record to be able to use the newsletter method.

I.e. if Contact method for a borrower is set in V-smart to Iguana newsletter and the borrower has no email address, the newsletter can obviously not be sent.

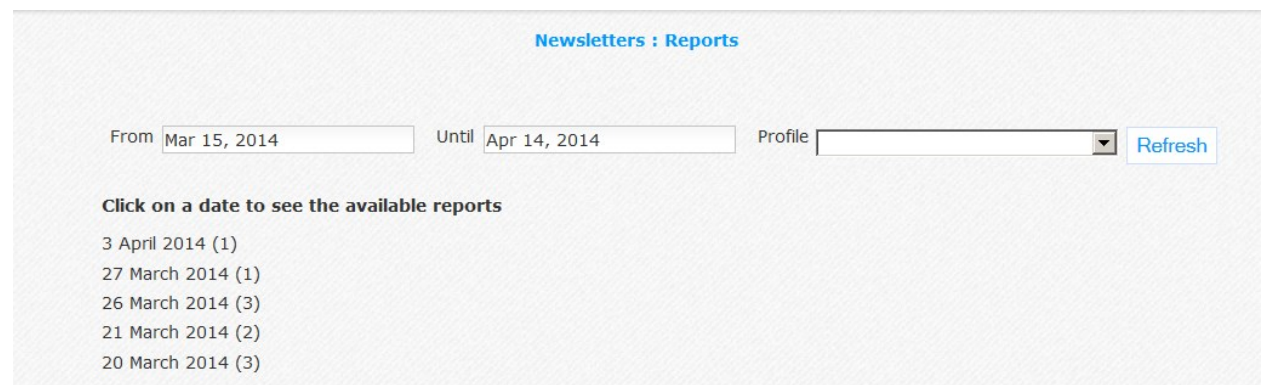
5 Newsletter related

This section describes various tasks and options related to newsletters.

5.1 Newsletter reports

The reports for the newsletters can be viewed through the CMS menu option “Newsletters -> Reports”.

Reports can be filtered by period and by newsletter profile.



The screenshot shows the 'Newsletters : Reports' interface. At the top, there is a title 'Newsletters : Reports'. Below the title, there are three input fields: 'From' with the value 'Mar 15, 2014', 'Until' with the value 'Apr 14, 2014', and 'Profile' with a dropdown arrow. To the right of these fields is a 'Refresh' button. Below the filters, there is a heading 'Click on a date to see the available reports'. Underneath, there is a list of dates with the number of reports in parentheses: '3 April 2014 (1)', '27 March 2014 (1)', '26 March 2014 (3)', '21 March 2014 (2)', and '20 March 2014 (3)'.

On the initial screen a list of dates on which newsletters have been sent is shown. You can click on a date to see more details. If for some reason the process of sending the newsletter was interrupted, you have the option to either resume the process, or to mark it as “completed”. Also every newsletter instance has a “Delete” option, to be used with care because when you delete an instance it will no longer be accessible online.

An example:

Newsletters : Reports

From Until Profile

Click on a date to see the available reports

14 March 2014 (2)
10 January 2014 (1)
9 January 2014 (1)

Overdue notices [e6ea54e1-0c3d-47dc-957b-8b08a77b5f4d]

Started : 9 January 2014 - 15:49
Finished : 9 January 2014 - 15:49
Number sent : 1

2014-01-09 15:49:11 : Sending started
2014-01-09 15:49:13 : Sending complete (1)

11 December 2013 (1)

Standard newsletter [61e4e482-5dd9-4455-aff2-a08c03c38552]

Started : 11 December 2013 - 12:17
Finished :
Number sent : 1

2013-12-11 12:17:54 : Sending started

Note

The system newsletters cannot be resumed from within the reports interface – all control of system newsletters is in V-smart (AFO 451/452).

5.2 Newsletter subscription

Newsletter (un)subscription is done on a standard subscription page, where all the newsletters that are valid for the current profile are shown. Every newsletter has a checkbox that can be checked to subscribe and cleared to unsubscribe.

A user can access the subscription page in the following ways:

- From the newsletters option in the user activities menu
- From the online newsletter view page (link only available if the user is logged in)
- Through a link on another page – if the user is not logged in (s)he must do that first
- Through the unsubscribe link in a newsletter
- Through the “newsletters” option in the main borrower screen in AFO 431 (only for staff)

Example of a newsletter subscription screen:

Newsletter - subscriptions

Select your subscriptions and store the selection with the OK button

Monthly newsletter	<input checked="" type="checkbox"/>
Standard newsletter	<input checked="" type="checkbox"/>

> OK

Note

There is a tool to subscribe borrowers to standard newsletter based upon a flag in a global. Please contact support for more information as this cannot be done via the Iguana or V-smart application.

5.3 Newsletter displays in Iguana

Newsletters can be displayed in Iguana using the following link:

http://server/iguana/www.main.cls?surl=GenericWidget&fu=Newsletter#id=profile^^*&action=ViewOnline

The newsletter that will be initially displayed is the most recent one for the profile that is specified in the URL.


The newsletter subscription page can be displayed using the link:

<http://server/iguana/www.main.cls?sUrl=GenericWidget&fu=Newsletter#action=Subscription>

If the current user is not logged in, (s)he will be asked to do so first.


A user can also see and update his/her subscriptions from the newsletters option in the user activities menu.

5.4 Newsletters in V-smart

You can link a savelist to a mailing list with the option “Populate mailing list” with toolbar button . You will get a list of mailing lists to select from. You also have an option to create a new mailing list – this option will take you to the standard mailing list creation page in the Iguana CMS.



AFO 431

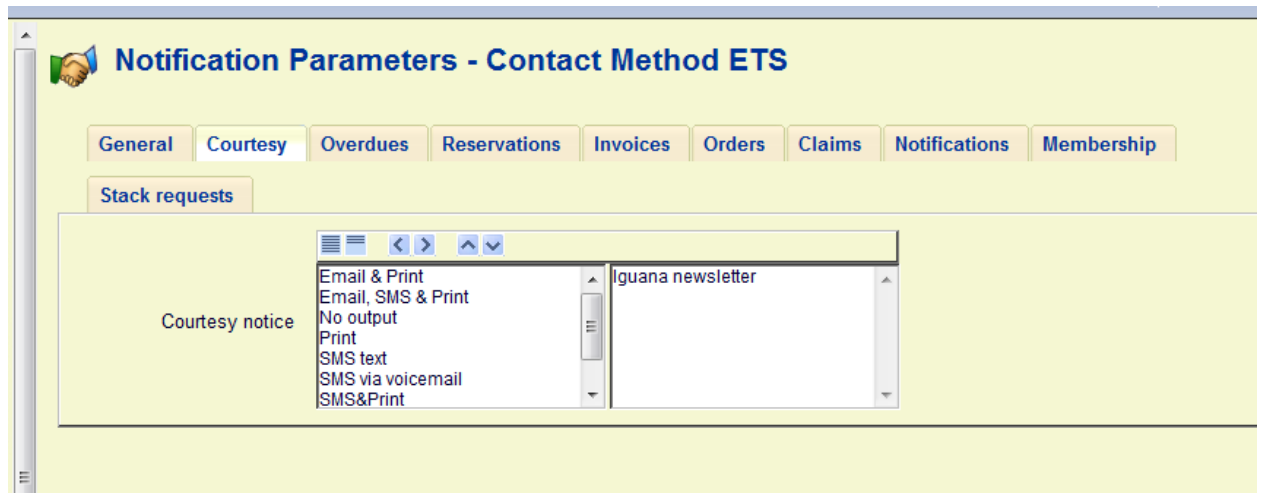
The newsletter subscriptions of a user can be accessed from AFO 431, through the  button on the toolbar of the main screen.

This will lead to the standard subscription page in Iguana.

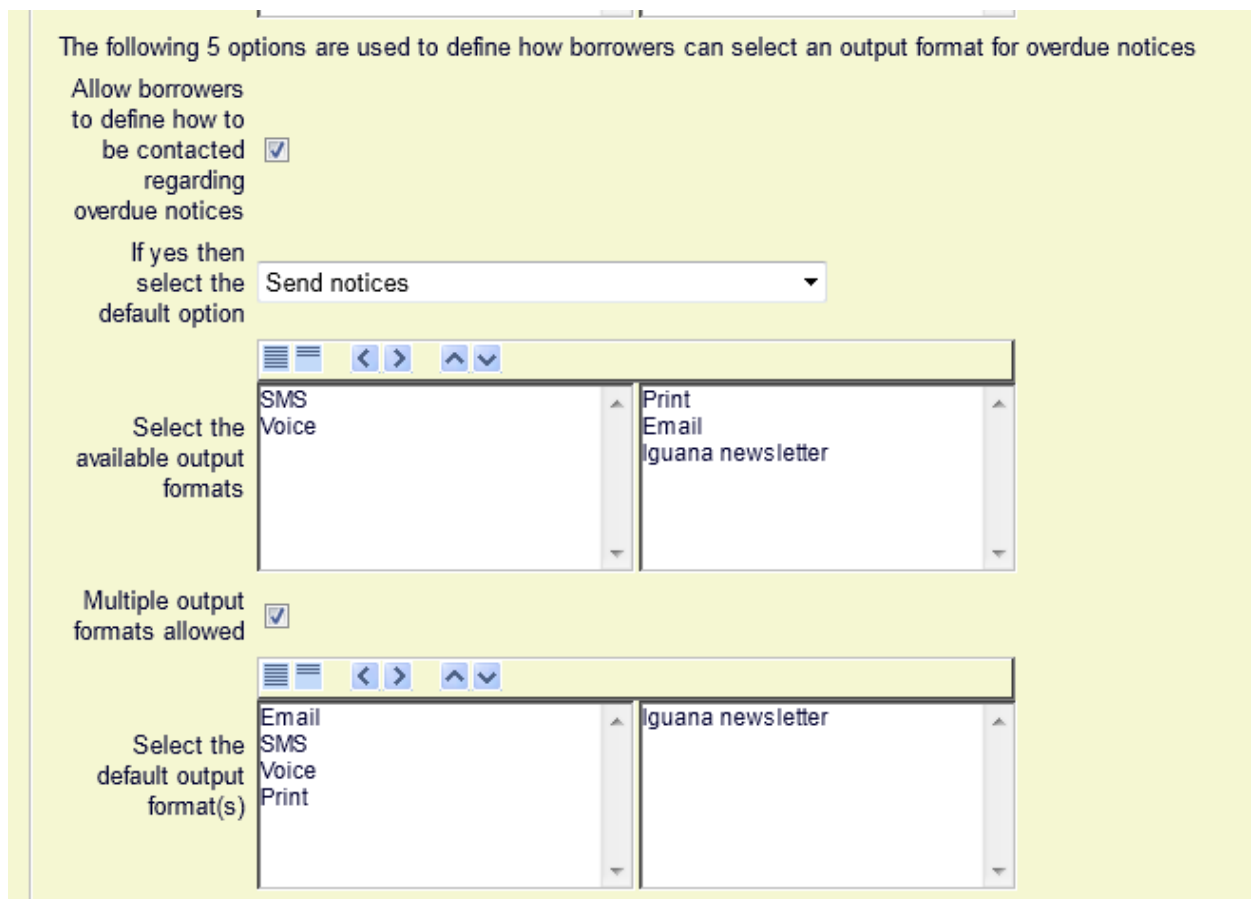
AFO 451/452

System newsletters are created in AFO 451/452. An output type “Iguana newsletter” is available in AFO 616 (“Physical output format methods”).

This type is available for selection in the Borrower contact methods:




Also this output format will be available for selection (by the borrower) via the WebOpac. The setup is done in AFO 616 – Contact methods, button Circulation:



AFO 434

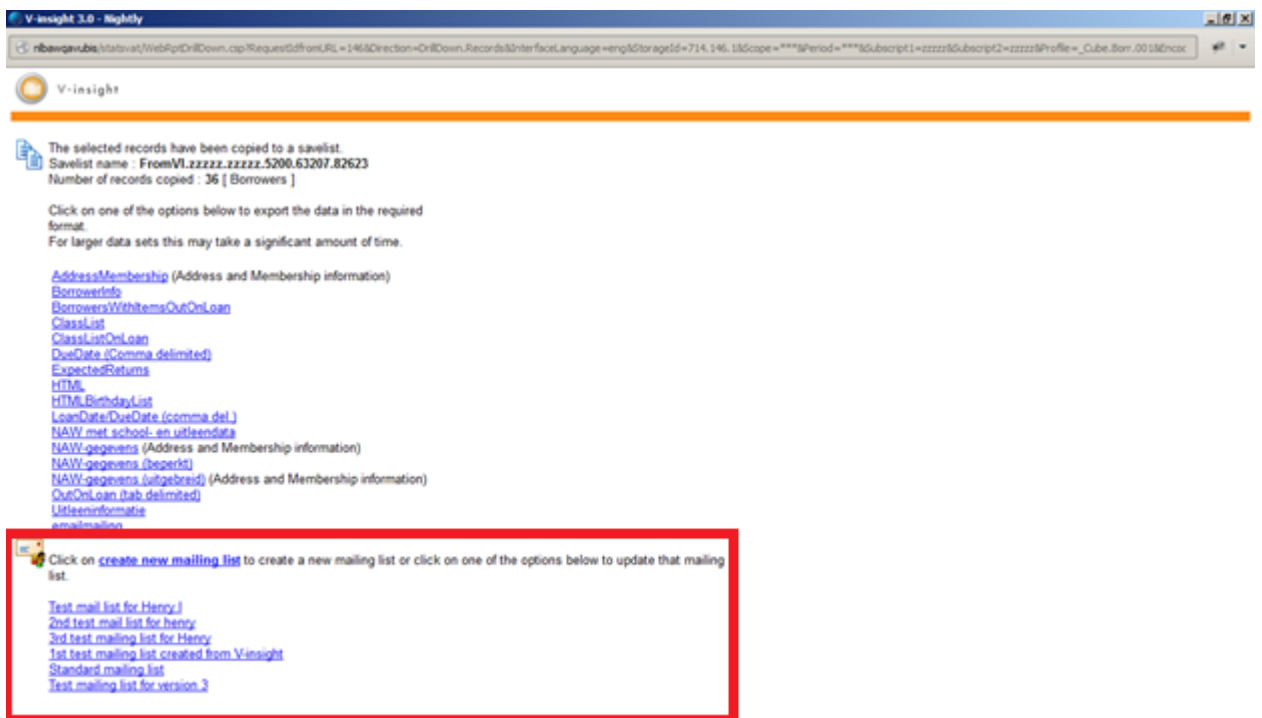
In AFO 434 all newsletters sent to the user will have an entry in the list, that looks like

29 201	MacLeod, Alice	62	Iguana newsletter-Overdue notices	Iguana CRM	Iguana CRM	Pending Iguana	High (1) Email only	2014-01-08 - 2014-01-08	Overdue notices
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There is a toolbar button  to view the contents of the selected newsletter in Iguana.

5.5 Newsletters in V-insight

At the bottom of the drilldown result set savelist there is the option to assign it to a mailing list or to create a new mailing list.



The screenshot shows the V-insight 3.0 interface. At the top, a message states: "The selected records have been copied to a savelist. Savelist name : FromVL_ZZZZZ.ZZZZZ.5200.63207.82623. Number of records copied : 36 [Borrowers]". Below this, there are several options to export data in different formats, such as "AddressMembership", "BorrowerInfo", "BorrowersWithItemsOutOnLoan", etc. At the bottom, a red box highlights a section with the text: "Click on **create new mailing list** to create a new mailing list or click on one of the options below to update that mailing list." Below this text are several mailing list names, including "Test mail list for Henry", "2nd test mail list for henry", "3rd test mailing list for Henry", "1st test mailing list created from Vinsight", "Standard mailing list", and "Test mailing list for version 3".

6 Examples

This section contains various examples.

6.1 Newsletter template

Note: do **not** include `<html>` and `</html>` attributes.

```
<head>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<title>Newsletter</title>
<style type="text/css">
td,td strong {
font-family:Arial, Helvetica, sans-serif;
```

```

        font-size:11pt;
        color:#333333;
    }
    td strong {
        font-weight:bold;
    }
</style>
</head>
<body style="background-color:#FFFFFF; margin:0px;">
<table width="100%" border="0" cellspacing="0" cellpadding="0" bgcolor="#ffffff">
<tr>
<td height="10" colspan="5" valign="top" align="center" style="color:#666666; font-size:12px;">${!PreContent}</td>
</tr>

<tr height="20px">
<td width="" valign="top"></td>
<td width="10" align="right" valign="bottom" background="http://nlbavwvbis4.infor.com/iguana/img/newsletter/TopLeft.png"></td>
<td width="750" style="line-height:10px" valign="top" align="left" background="http://nlbavwvbis4.infor.com/iguana/img/newsletter/Top.png"></td>
<td width="10" align="left" valign="bottom" background="http://nlbavwvbis4.infor.com/iguana/img/newsletter/TopRight.png"></td>
<td width="" valign="top"></td>
</tr>

<tr height="">
<td width="" valign="top"></td>
<td width="10" align="right" valign="bottom" background="http://nlbavwvbis4.infor.com/iguana/img/newsletter/Left.png"></td>
<td width="750" valign="top" align="center" bgcolor="#FBFBFB">
    ${!Header}
</td>
<td width="10" align="left" valign="bottom" background="http://nlbavwvbis4.infor.com/iguana/img/newsletter/Right.png"></td>
<td width="" valign="top"></td>
</tr>

<tr height="">
<td valign="middle"></td>
<td width="10" align="right" valign="bottom" background="http://nlbavwvbis4.infor.com/iguana/img/newsletter/Left.png"></td>
<td width="750" style="line-height:10px;" valign="top"><table width="100%" border="0" cellspacing="0" cellpadding="0" style="line-height:normal;">
<tr>
<td width="75%" valign="top" bgcolor="#FBFBFB">${!Content1}</td>

```

```

        <td width="" valign="top" bgcolor="#666666">${!Content2}</td>
    </tr>
</table>

</td>
<td align="left" valign="bottom" background="http://nlbavwvbis4.infor.com/iguana/img/newsletter/Right.png"></td>
<td valign="middle"></td>
</tr>

<tr height="">
<td width="" valign="top"></td>
<td width="10" align="right" valign="bottom" background="http://nlbavwvbis4.infor.com/iguana/img/newsletter/Left.png"></td>
<td width="750" valign="top" align="center" bgcolor="#FBFBFB">
    ${!Footer}
</td>
<td width="10" align="left" valign="bottom" background="http://nlbavwvbis4.infor.com/iguana/img/newsletter/Right.png"></td>
<td width="" valign="top"></td>
</tr>

<tr height="10px">
<td width="" valign="top"></td>
<td width="10" align="right" valign="top" background="http://nlbavwvbis4.infor.com/iguana/img/newsletter/BottomLeft.png"></td>
<td width="750" style="line-height: 10px;" valign="top" align="center" background="http://nlbavwvbis4.infor.com/iguana/img/newsletter/Bottom.png"></td>
<td width="10" align="left" valign="top" background="http://nlbavwvbis4.infor.com/iguana/img/newsletter/BottomRight.png"></td>
<td width="" valign="top"></td>
</tr>

<tr>
<td height="30" colspan="5" valign="top" align="center" style="color:#666666; font-size:12px;">${!PostContent}${!Beacon}</td>
</tr>
</table>
</body>

```

6.2 Article template

```

<table width="100%" border="0" cellspacing="0" cellpadding="0">
<tr><td height="20" colspan="3"></td></tr>

```



```

        <tr>
            <td width="10" rowspan="3"></td>
            <td width="*"><strong style="font-family:Arial, Helvetica, sans-serif; font-
size:12pt; color:#FFFFFF;">${!Title}</strong></td>
            <td width="10" rowspan="3"></td>
        </tr>
        <tr>
            <td height="10"></td>
        </tr>
        <tr>
            <td style="font-family:Arial, Helvetica, sans-serif; font-size:10pt;
color:#FFFFFF;">${!Content}</td>
        </tr>
        <tr><td height="20" colspan="3"></td></tr>
    </table>

```

6.3 Placeholders

Every placeholder is placed between “\${“ and “}”, e.g. \${!Title}

Main template

- **!PreContent**
Will be inserted *before* the actual newsletter, e.g. a link to the online version of the newsletter. The contents are defined in the newsletter profile. The pre-content is not included in the online version.
- **!PostContent**
Will be inserted *after* the actual newsletter, e.g. an unsubscribe link. The contents are defined in the newsletter profile. The post-content is not included in the online version.
- **!Header**
The header as defined in the newsletter profile.
- **!Footer**
The footer as defined in the newsletter profile.
- **!Banner**
The banner as defined in the newsletter profile or newsletter instance.
- **!Beacon**
To insert a beacon into the newsletter.
- **!Unsubscribe**
Token for an id that is automatically generated for unsubscribe info, typically part of the “post-contents”. For example:
Use the following link for unsubscribe:
...
- **!ViewOnline**
Token for an id that is automatically generated for view online info, typically part of the “pre-contents”. For example:
Use the following link for online view:

`<a href="http://server/iguana/www.main.cls?url=GenericWidget&fu=Newsletter
#action=ViewOnline&id=${!ViewOnline} >...`

- **!Title**
The title of the newsletter
- **!Issue**
The issue information of the newsletter
- **!Content#**
An article group, where # is the number of the group, e.g. `${!Content2}`

Article template

- **!Title**
Article title
- **!Content**
Article content

Article content

- **! Date**
Current date
- **Pre-defined tokens for user fields:**
 - **NAME** (full display name)
 - **LNAME** (last name)
 - **FNAME** (first name)
 - **TITLE** (title)

System newsletters

Borrower:

- BorrowerBarcode
- Address
- Postcode
- BorrowerName
- BorrowerDisplayName
- BorrowerLastName
- BorrowerFirstName
- BorrowerMiddleName
- MembershipRegistrationDate
- MembershipExpiryDate
- MembershipLastRenewalDate
- CirculationNote
- BlockNote
- SuspensionNote

Item:

- SrcTitle
- SrcAuthor
- SrcDate
- SrcEdition
- SrcISN
- SrcPublisher
- SrcPlace
- ItemBarcode
- ItemLocation
- ItemMaterialType
- ItemShelfmark
- [serials] Enumeration
- [serials] Chronology
- [serials] Numbering
- [reservation] PickupLocation
- [reservation] PickupLocationPhoneNo
- [overdue] OverdueNumber
- [on loan] LoanDate
- [on loan] DueDate
- [on loan] IssuingLocation

Repeatable groups of tokens (system-use only)

Notices sent by V-smart can have multiple items of one type, for instance the title data for overdue documents. These are handled as follows:

A special field “[Group:*identifier*” indicates the start of a group in the template, while the end of the group is marked by “Group:*identifier*”]. The identifier is a node name that is used for the retrieval of the items of the group.

Example:

```
#{Group:Record}<p><strong>#{Title}</strong><br />#{Author}</p>#{Group:Record}
```

For a group with node name “Record” and group fields “Title” and “Author”.

6.4 Pre-installed newsletter templates

The following newsletter templates are pre-installed. You can copy or adjust them for your own purposes.

- newsletter
Standard newsletter template
- newsletter_1_even
Standard newsletter article template, even rows

- newsletter_1_odd
Standard newsletter article template, odd rows
- newsletter_2
Standard newsletter article template (if no odd/even used)
- letter
Standard letter template
- letter_1
Standard letter article template
- !system_#
Templates for system newsletters (see section *System newsletters*)

- **Document control - Change History**

Version	Date	Change description	Author
1.0	February 2014	Creation as draft	Willem Alberda
1.1	April 2014	Reformat for online help doc part of 3.0 updates	
2.0	April 2016	Notes on subscribe, unsubscribe, contact method part of 4.0 updates	