

Newsletter Manager Plus.Attach

V.5.35

User's Guide

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1 Introduction

1.1 What the Newsletter manager Plus.Attach can do for you

Newsletter manager Plus.Attach is an Active Server Pages (ASP) application built for running email campaigns, email marketing or sending bulk emails in html or text to your subscribers. It is one of the most simple and easy to use, powerful bulk mailing solutions.

With Newsletter Manager Plus.Attach you can also **send attachments** with your newsletters.

What is new in version 5.35

1. Import utility added

What is new in version 5.20

2. New **improved html editor**
3. New options in editing "Save", "Save & exit" and "Send"
4. **Unlimited personalization:** You can place anywhere in the text variables like the subscriber's email and name and all of your company's details. Using several variables you can define in the editing area things such as where you want the subscriber's name to appear, where you want to place the unsubscribe link, all of your company's details and more. Everything is 100% customizable. Nothing hidden is appended in the body of the newsletter.
5. The look and feel of the **unsubscribe link** and message is 100% customizable.
6. When you want to place an unsubscribe link you only need to type one word: unsubscribelink. The program takes care of the rest.
7. All these features apply both to html and text emails.
8. Several email components have been revised and improved.
9. New upload utilities added.
10. Administrator management improved.
11. Online help system.

Although it is configured to run as a standalone application, it can easily be integrated with an existing web site provided that ASP is supported by the host server. This is explained later in this guide.

It is ready for use as is. No special technical knowledge is required for installation. Basic knowledge of html is required in case you want to integrate it with your existing web site. The code is appropriately commented on every step so it is clear for developers to understand it. However, a web site is not needed in order to use the Newsletter manager Attach. Hosing on a web server (and a mail server) is sufficient.

In this guide you will find everything you need to get started. Even if you are not familiar with ASP we will show you how to get most of this application in the following pages.

1.2 Requirements

The newsletter manager can be used with any of the following email components:

- Soft Artisans Smtplib mail
 - Jmail
 - Server Objects ASPMail
 - Persits AspEmail (or AspEmail)
 - CDONTS
 - CDO
 - Dundas Mail
 - AspSmartMail
 - EasyMail (by quickSoft)
- If you are already hosted at Windows 2000/2003 servers then CDONTS/CDO is already installed on the server. With this enhanced support for all these email components you can be sure that even if you change host there will be at least one of the above components available and supported. If your component is not listed let us know and we will include it at no additional cost.

The dynamic Html editor used for composing and editing your html newsletters works with Internet Explorer 5.5 or higher.

Your server must support Active Server Pages (ASP). If you are hosted on windows servers then you are ready to go.

1.3 Features

- You can send both **Html** and **Text** newsletters. There are two different forms to use for this purpose.
- You can **archive** and **preview** your newsletters.
- You can **add attachments** to your messages. Two upload utilities are included.
- Can work with **large databases** (MS Access, SQL Server, mySQL). You can send a virtually unlimited number of emails with one click. The number of emails that can be sent per hour depends on your server's load and capacity and on the email component used. This number varies from 5000 to 35000 emails per hour.

- A dynamic **html editor** is included to compose your html emails. You can also compose your message in MS Word or MS FrontPage and copy-paste it directly into the dynamic editor.
- You can add/remove, sort your subscribers and **export** your subscribers to a csv file.
- The outgoing messages are **personalized**. E.g. You can append the subscriber's name and email anywhere in the body of the email
- You can append an unsubscribe link just by typing [unsubscribe link](#) anywhere in the body of the email. This is very important if you wish to be law-abiding especially with the recently introduced anti-spam act in United States.
- You can customize the message look and feel of the unsubscribe link and change it to anything you like.
- Comes ready to use with **MS Access 2000**. It is also ready to run with SQL Server and mySQL. We give you the scripts to create these databases for free.
- The necessary **opt-in and opt-out forms** for customers to subscribe and unsubscribe are included and you can place these in your existing web site. You will find instructions on how to integrate the newsletter manager attach with an existing web site further below.

1.4 Upgrade information & pricing

Users of Newsletter manager or Newsletter Manager Plus who wish to upgrade need only pay the difference. If you are using Newsletter Manager Plus then it is easy to upgrade using an upgrade package that we supply.

2 Installation

2.1 Going live in 5 minutes

The Newsletter manager Plus.Attach does not require installation in the typical sense. All you have to do is unzip the files you received and copy the folder [nmanagerAttach](#) in your [wwwroot](#) directory at your host server.

To run the application simply type in your browser's address bar:

www.yoursitename.com/nmanagerAttach

This will take you directly to the administration area of the newsletter manager as shown in the picture below:



The screenshot shows a light green rectangular box containing the text "Administrator Log in" in red. Below this, there are two labels: "User:" and "Password:", each followed by a white rectangular input field. At the bottom left of the box is a button labeled "Log in".

Use the following to log in for the first time:

User: [admin](#)

Password: [123](#)

The next screen you will see is the following:



The screenshot shows the dashboard for "Newsletter Manager Plus.Attach". At the top is a dark red navigation bar with white text links: "Home", "Subscribers", "Html archive - New", "Text archive - New", "Tools", and "Log off". Below the navigation bar, the word "Home" is written in red. The main content area displays two rows of statistics. The first row shows "Subscribers: 9" with links "View" and "Add", and "HTML newsletters: 3" with links "View", "Edit", and "Create new". The second row shows "Subscriber forms" with a "View" link, and "TEXT newsletters: 2" with links "View", "Edit", and "Create new".

There are two important tasks to complete:

Click on [Tools](#) then on [Company info & configuration settings](#) and enter your own particular information in the following screen:

Company info & configuration settings

Required info	
Your company name as you want it to appear in outgoing newsletters.	<input type="text" value="Acme Inc"/>
Your email	<input type="text" value="info@acmemail.com"/>
SMTP server. Normally it should be: mail.yourdomainname.com	<input type="text" value="mail.yourdomainname.com"/>
Site location like www.yoursitename.com.	<input type="text" value="www.yourdomainname.com/nmanager"/>
Unsubscribe message. You may use it together with the unsubscribe link. Optional.	<div style="border: 1px solid black; padding: 5px;"><p>You are receiving this newsletter because you have expressed interest in our services and products. Click on the link below to be removed:</p></div>
This is the location of the unsubscribe form. Subscribers are directed there when they click on the unsubscribe link.	<input type="text" value="www.yourdomain.com/nmanager/forms/RemoveEmailFromNewsletterExec."/>
The wording of the unsubscribe link. Like: Remove, unsubscribe etc. Applies only to html emails. In text emails it is only a link.	<input type="text" value="Get me out please"/>
Email component for TEXT emails.	<input type="text" value="CDONTS"/>
Email component for HTML emails.	<input type="text" value="CDONTS HTML"/>
Select YES to debug email and see outgoing messages. Select NO for normal operation.	<input type="text" value="NO"/>
Upload component. Ask your host which ones are supported.	<input type="text" value="Persist AspUpload"/>
Records per page in Subscribers listing.	<input type="text" value="4"/>
Physical address	
Optional. Write your company address.	<input type="text" value="myAddress 123"/>
Optional. Write your company zip/postal code	<input type="text" value="55333"/>
Optional. Write the city where your company is.	<input type="text" value="myCity"/>
Optional. Your state	<input type="text" value="California"/>
Optional. Your country	<input type="text" value="USA"/>
Optional. Your company's phone number.	<input type="text" value="+102030405060"/>
Optional. Write your company's fax number.	<input type="text" value="110566778899"/>

When testing the newsletter manager set [debug emails](#) to YES. Likewise you will see if you have selected the right email component. Debug email should be set to NO when sending emails normally.

Required info: These fields are required in order for the Newsletter manager to function properly. Please complete accordingly.

Site location: if you followed the installation instructions given before then enter `www.yoursite.com/nmanagerattach` [without `http://`]

Unsubscribe message: Just enter the message that you would like to use to prompt visitors to unsubscribe. Consider that this field can also be used for any other kind of custom message. To display the content of this field in the email body simply type: `unsubscribemessage`.

Location of the Un-subscribe link: Here you type the location that you want to redirect your email recipients when they click on the un-subscribe link. To display the un-subscribe link in the email body simply type: `unsubscribelink`. If you use the un-subscribe file we provide (found inside the forms folder) then this link should be like: www.yourdomain.com/nmanagerattach/forms/RemoveEmailFromNewsletterExec.asp

You will find details on how to integrate the forms in your website later in this guide.

[Upload component](#): Here you can select the upload utility that you may use to upload your attachments. Consider also that there are also two extra upload utilities that you can open and use directly from the page where you edit your newsletters. One is for the assets and the other for the attachments.

Another thing you must do is to go to [Tools](#) then on [Edit administrator profile](#) then on [Modify name and password](#) and change with your own username and password.

This is all the personalization that you need to do. You are now ready to send your emails.

2.2 Choosing the right email component

Go to tools/settings where you will find a utility that automatically checks what email components are supported from your server and hosting plan. You should perform this test after you define your email and smtp server in the configuration settings.

This utility sends emails trying to use all the available components. Then check your mailbox and see what worked. You can also ask your host about which email components are available (installed on the server) and so you can use. Some hosts offer more than one email components. If this is the case, try all your options and see which one works better for you.

2.3 Description of folders

When you unzip the file you received you will see a folder named [nmanagerAttach](#) that contains the following folders:

Admin – Contains the files that you (the administrator) will use to operate the newsletter manager.

Database – Contains an MS Access 2000 database with four tables:

1. [subscribers](#) (the names and emails of subscribers are stored here).
2. [admins](#) (contains the username and password of the administrators)
3. [settings](#) (these are the settings that you used above to personalize the newsletter manager).
4. [Newsletter](#) (The newsletters you created are stored in this table).

Forms – Contains the 'subscribe' and unsubscribe' forms that you can place at your web site pages. Your visitors can use these forms to subscribe or unsubscribe to your newsletter.

Includes – Contains the files with the necessary functions for the operation of the newsletter manager.

Attachments – This is the folder where your attachments must be placed. The upload utilities place the files you upload automatically in this folder.

Assets – This is a new feature of Newsletter Manager Plus.Attach. The new html editor has a feature that enables you to insert assets in the email body. Assets may be images, audio or video files, flash animations etc.

3 Operation

3.1 Newsletter subscribers

All the major links appear in the Home page of the administration area as well as on the menu on top. From this page you can:

- Go to your subscribers list
- Add a new subscriber
- Go to your HTML and Text newsletters list or compose a new one.
- Go to the subscriber forms that you can place in your site

3.1.1 Adding a subscriber

Each time you add a new subscriber the following checks are performed:

- A check for missing values in name and email
- A check if the email entered is of a valid format
- A check for duplicate entries according to the email entered

You will get a message if any of these checks fail.

Click on [View subscribers](#) and the following screen appears.

Newsletter subscribers

[Add a new](#) subscriber. [Search](#) for a subscriber.

Showing 3 records/page. Show [10](#), [50](#), [100](#), [200](#), [500](#), [1000](#) records/page.


Name ▲ ▼	Email ▲ ▼	Delete?
Joe	joe@qkoe.com	
mary	mary@dar.com	
bbb	ccc@bbb.com	

Page 1 out of 3



The number of records displayed per page can also be adjusted from the Tools/configuration & settings menu.

The up and down arrows next to name and email will sort your subscribers alphabetically ascending or descending according to name or email.

If you click on the trash bin icon  your subscriber will be permanently deleted.

3.1.2 Exporting subscribers

You can export your subscribers' list to a CSV file. A CSV file is a Comma Separated Values file. This file can be opened or imported into MS Excel or with a text editor like notepad. The contents of this file look like this:

```
Name,email  
Jim,j@j,j  
Paul,p@p.p  
mary,m@m.m  
jeena,e@e.e
```

Note: This file is named automatically subscribers.csv and is stored into your database folder. This feature may not work if you are testing the newsletter manager in your localhost.

3.1.3 Changing the number of subscribers displayed per page

We have added a paging feature that makes it efficient working with large databases. Imagine you have a list of 10000 subscribers. It would be awkward and time consuming to display all of them into a single page.

You can set the number of records shown both in this page as well as from [Tools/Company info & configuration settings](#).

3.1.4 Searching for a subscriber

Click on search for a subscriber and you will be taken to the following screen:

Find a subscriber

Search by name:

Search by email:

Please enter a search criterion.

You can search by name or by email. You only need to enter part of the name or email. If there are no matches you will get a message. If there are matches to your query the subscribers that matched your request will be listed.

Displaying results for (a)









Name	Email	Remove from list?
mary	mary@dar.com	Remove
aaa	aaa@aaa.com	Remove
laura	mlaura@mlaura.de	Remove

3.2 Sending an Html email

Click on the '[Html archive](#)' link on the top menu and the following table will appear:




Your HTML newsletters

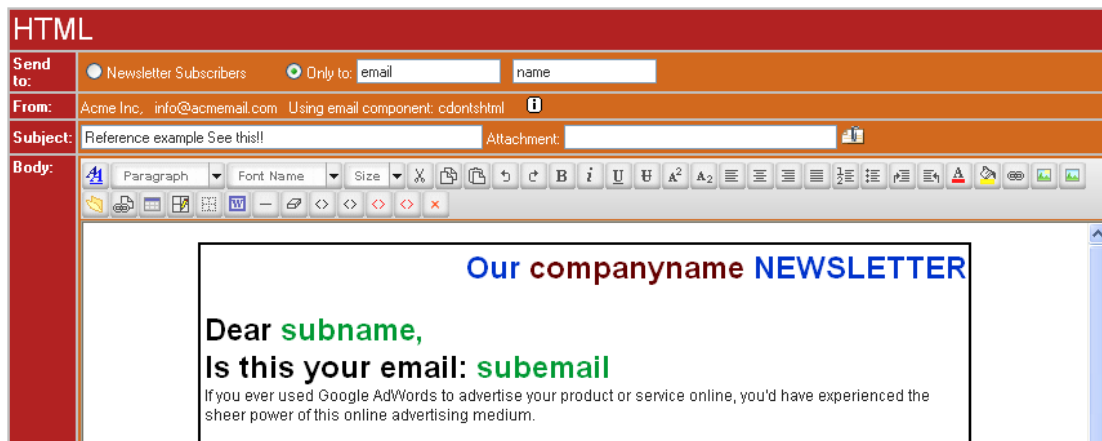
Click [here](#) to create a new HTML newsletter.

Newsletter Subject ▲ ▼	Delete	Preview	Edit & Send	Sent	Date sent	Attachment
Features Comparison				YES	13/2/2004	--
My First Newsletter				YES	13/2/2004	test.zip
February update				NO	--	--

Here you can see a list of all your Html newsletters.

When this page loads the newsletters are sorted by Date sent from recent to old. You can click on the up or down arrows next to the subject to sort them alphabetically by the subject ascending or descending.

If you click on the trash bin icon  the newsletter will be permanently deleted. If you click on the preview icon  a new window will open and you will preview your newsletter. If you click on the envelope icon  you will see the following form:



The values [From](#), [Email](#), [email component](#) are taken automatically from the database table settings that you personalized earlier in the configuration settings. The [Only to](#) button is checked by default. In this way the risk of sending a half-finished email to your subscribers by accidentally clicking on [Send](#) is eliminated.

Look at the picture below. This is the bottom of the above form. There you can either click on [Save](#) (the newsletter is saved and archived with the changes you made) or [Send](#) (the newsletter will be sent). Make sure that you click [Send](#) on only once. When you click on [Send](#) the newsletter is also saved and archived in the database. When you are working on an existing newsletter you also have the option of [Save & Exit](#).



3.2.1 Composing your html emails

You can compose your message directly in the editor area. For more advanced editing you may use MS FrontPage, MS Word or any other graphical html editor.

The new html editor of Newsletter Manager Plus.Attach gives you many features and options when composing your html newsletters.

You really enjoy advanced formatting capabilities, handling of pictures. Several self-explanatory menus pop up when you use this editor.


3.2.2 Inserting a picture into an html email

You can insert pictures into your html emails. However make sure that the pictures you insert are physically located on a web server and the path to the pictures is defined correctly.

Now, using the asset manager we have made it really easy to handle pictures. By default your pictures are uploaded in the assets folder and when you insert them in the email body the full physical path to the picture is defined correctly. This feature really helps users who found it a bit difficult to handle pictures in html newsletters.

Copying and pasting a picture directly from a web page is also a typical way to insert a picture in your newsletter. Suppose you' re looking at your site's home page. Right click on your logo, click on copy and then go to the newsletter html editor and click on the paste icon. The image (your logo) will appear automatically in the editor area.

It is very easy to verify if you have defined the right path to a picture. When you are working online, being connected to the Internet, in case you haven't defined the path

correctly the following icon will show in the editor:  .

3.2.3 Appending an unsubscribe link

This section applies both to html and text newsletters.

If you want to append an unsubscribe link then you only need to type, anywhere in the email body: [unsubscribe link](#). You can also customize the color and font of the link.

The **wording** of the link (*Remove, Stop, No more mails*) can also be defined in the configuration settings. In case of text emails then there is no wording. The subscriber will see an html string.

This link points to the location you defined in the configuration settings. If you use the forms we provide, it will appear as:

<http://www.yourdomain.com/nmanagerattach/forms/RemoveEmailFromNewsletterExec.asp?email=xx@xxx.xx>, where [xx@xxx.xx](#) is the email of the subscriber which is appended automatically when the emails are sent. You will find tips and instructions about how to integrate our forms in your existing pages later on in this guide. However, if you are not integrating the Newsletter manager with your existing site, simply leave the [forms](#) folder as is. Your subscribers will still be able to find the link to unsubscribe.

Here's an example:

This is what you type in the editor:

Looking forward to hear from you **subname**.
unsubscribemessage
[unsubscribe link](#)

This is what you will see in the email:

Looking forward to hear from you **Joe**.
Please click below to be removed:
[Remove me please.](#)

FAQ: When I click on the unsubscribe link the form cannot be located.

Answer: Go to Tools/settings and define correctly the location of the unsubscribe form. You don't need to enter http:// before of the unsubscribe link. Start with www... The program automatically takes care of the rest.

You can also define an **unsubscribe message** as a variable. An example is shown in the pictures above. To **change the wording of the unsubscribe message** simply go to [Tools/Configuration settings](#) and type the message as you like. Change the wording to anything you wish. Make sure that it is self explanatory to your subscribers and not longer than 255 characters.

Attention: Click on [Send](#) only once. Otherwise you will send duplicate emails. It will take some time (depending on the number of subscribers, server load and capacity) until the next confirmation screen is displayed:

Starting distribution. Please wait...

Total messages sent: 9
Finished sending mails.

3.3 Sending a Text email

Click on [Text archive](#) found on the menu on top and the following screen appears:




Your Text newsletters

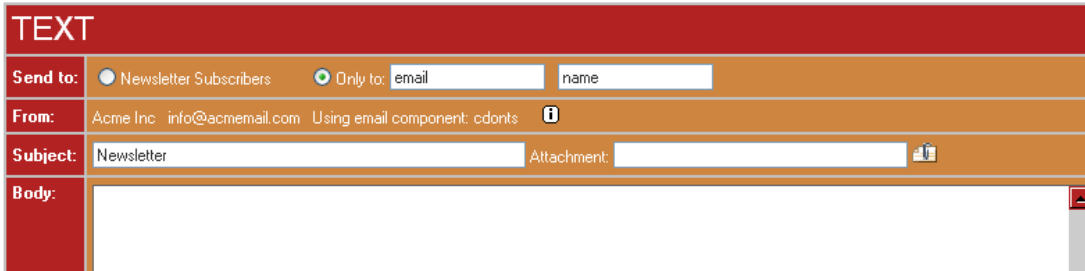
Click [here](#) to create a new Text newsletter.

Newsletter Subject ▲ ▼	Delete	Preview	Edit & Send	Sent	Date sent	Attachment
February update				YES	13/2/2004	test.doc
NewsletterManagerPlus upgrade info				YES	6/1/2004	--

Here you can see a list of all your Text newsletters.

When this page loads the newsletters are sorted by Date sent from recent to old. You can click on the up or down arrows next to the subject to sort them alphabetically ascending or descending.

If you click on the trash bin icon  the newsletter will be permanently deleted. If you click on the preview icon  a new window will open and you will preview your newsletter. If you click on the envelope icon  you will see the following form:



Similarly to sending an html email, the values [From](#), [Email](#) and [email component](#) are taken automatically from the database table [settings](#) that you personalized earlier. The [Only to](#) button is checked by default. In this way the risk of sending a half-finished email to your subscribers by accidentally clicking on [Send](#) is eliminated.

Note: You cannot use pictures in a text email and no rich text formatting is possible.

Note: The text editor above uses [hard wrapping](#). This means that the line breaks are preserved when the newsletter is saved and/or send. It is very easy to turn this off. However we recommend the use of hard wrap since it is the only way to be sure about the exact width of a line. In other words, what you see is also what you get with this editor.

The way to **add and personalize the unsubscribe message and the unsubscribe link** is similar to that explained earlier when sending an html email. You use exactly the same variables.

The unsubscribe link points to the same file as that of the html emails located in the [forms](#) folder. This file is [RemoveEmailFromNewsletterExec.asp](#).

Attention: Click on [Send](#) only once. Otherwise you will send duplicate emails. It will take some time (depending on the number of subscribers, server load and capacity) until the next confirmation screen is displayed:

Starting distribution. Please wait...

Total messages sent: 9
Finished sending mails.

If you click on [Save](#) then the Newsletter is saved and archived in the database.

Note: never rush when sending a newsletter. Take your time. Save it first and read it again. First send it to yourself and verify the result. If you are totally satisfied with the result then send it to your subscribers.

3.4 Using variables

One exciting new feature of Newsletter Manager Plus.Attach in version 5.35 is that it allows for unlimited personalization of your newsletters. Everything is configurable.

The available parameters that you can use are:

1. **subname:** subscriber's name.
2. **subemail:** subscriber's email.
3. **unsubscribemessage:** the un-subscribe message that you defined in settings.
4. **unsubscribelink:** places an unsubscribe link which points to the location you defined in settings.
5. **companyname**
6. **companyemail:** recommended instead of writing your email
7. **companysite:** recommended instead of writing your url
8. **companyaddress**
9. **companyzip**
10. **companycity**
11. **companystate**
12. **companycountry**
13. **companyphone**
14. **companyfax**

Remember that you must define the above parameters in the configuration settings.

Attention: Although it is evident that one can write his phone number instead of [companyphone](#) we **highly recommend** that you use **variables 4, 6, 7** instead of trying

to edit (write) this information yourself. The Newsletter manager is configured to automatically format these variables so they appear correctly in the outgoing emails.

These variables are used in exactly the same way both in text and html newsletters.

This is how it looks in the editor area:

Our companyname NEWSLETTER

Dear subname,
Is this your email: subemail

If you ever used Google AdWords to advertise your product or service online, you'd have experienced the sheer power of this online advertising medium.

Please note:
This letter is from: **companyname**
Our email is: **companyemail**. To visit our site go to: **companysite**.
Our address is: **companyaddress, companyzip, companycity, companystate, companycountry**.

In fact, more and more online marketers, both large organizations and 'one-man' companies alike, use Google AdWords for a variety of purposes, including but not limited to:

Please note:
You can call us at: **companyphone**. GMT-5. Alternatively you may send a fax to: **companyfax**.

Looking forward to hear from you subname.
[unsubscribemessage](#)
[unsubscribelink](#)

This is what you will receive:

Our Acme Inc. NEWSLETTER

Dear mary,
Is this your email: mary@dar.com

If you ever used Google AdWords to advertise your product or service online, you'd have experienced the sheer power of this online advertising medium.

Please note:
This letter is from: **Acme Inc.**
Our email is: info@youremail.com. To visit our site go to: www.yourdomain/nmanagerplus.
Our address is: **yourAddress 123, 55333, myCity, CA, US.**

In fact, more and more online marketers, both large organizations and 'one-man' companies alike, use Google AdWords for a variety of purposes, including but not limited to:

Please note:
You can call us at: **102030**. GMT-5. Alternatively you may send a fax to: **405060**.

Looking forward to hear from you mary.
[Please click below to be removed:](#)
[Remove me please.](#)

3.5 Attachments

With Newsletter Manager Plus.Attach you can add attachments to your newsletters. For this reason there is a new folder named "Attachments", four upload utilities and since version 5.20 an **attachments manager**. Please note that your server must support these upload components (utilities). Even if your Host doesn't support them you can still upload your attachments through FTP.

When you upload attachments these are automatically placed in the attachments folder. Now with the **attachments online file manager** you can upload and see what files you have in the attachments folder directly from the page where you edit your newsletter.

Then when sending the email simply write the file name in the input field as shown in the picture below (example):



Any type of file can be attached (doc, pdf, text, images etc).

The attachment is saved in your database and you can see it when you click on Html or Text archive. In this way you know exactly what you have sent.

Avoid using breaks in a file name. Eg. The file name must be <NewFeatures.doc> or <New_Features.doc> or <New-Features.doc> instead of <New Features.doc>.

4 Security issues

4.1 Protecting your database

Security in the context of the Newsletter Manager Plus.Attach application is defined as preventing unauthorized access to the administration area of the application and preventing a download of your database from people who know that you are using the Newsletter manager.

Anybody who knows your site location and knows that you are using the application could type www.yoursite.com/nmanagerAttach/database/designerfree.mdb and download your database. Try it to see what happens.

It is very easy to prevent this by doing the following:

1. Rename your database folder and/or the database itself. Give them any names that you want and
2. Open the file [includes/settings.asp](#) go to line 17 where you will see:

```
pDatabaseConnectionString="Driver={Microsoft Access Driver (*.mdb)};DBQ="
&server.MapPath("../database/designerfree.mdb")&";"
```

This is the default connection to the MS Access database that is included in your Newsletter Manager. Change `/database/designerfree.mdb` to the names you selected in (1) above and that is all.

In case you want to use the MS SQL or mySQL databases please refer to the paragraph [Using MS SQL and mySQL](#).

4.2 Preventing unauthorized use of the Newsletter manager

First, and as already mentioned before, change the administrator username and password. You can also rename the folders `nmanagerAttach` and/or `admin` and give them any names that you want. This makes it impossible for a “hacker” to find the path to the administration area of the component.

5 Using MSSQL and mySQL

The Newsletter manager uses generic ANSI Structured Query Language (SQL) and it is ready to use with more professional and powerful databases such as MS SQL Server and mySQL. You can connect to these databases both through a connection string and by a DSN connection. A DSN connection can also be used with MS Access. If you want to use a DSN connection you must define the DSN in your server. You can do this through the control panel that your Hosting Company provides you and of course the possibility to use mySQL or MS SQL must be available in your hosting plan.

If you need the scripts for creating the tables for these databases please contact us and we will send them at no additional cost. Assuming that you know how to create the tables here's how you should configure the Newsletter manager to work with these.

5.1 String Connection to MS SQL

1. Open the file [includes/settings.asp](#) using a text editor

2. Find these lines:

```
' database (Access, SQLServer, mySQL)
pDataBase= "Access"
```

In the line above replace Access by SQLServer or mySQL.

3. Then go to this line: 'SQL Server local or remote IP in SERVER'. The line under this specifies a string connection to MS SQL. Here it is:

```
' pDatabaseConnectionString = "Driver={SQL
Server};UID=user;password=password;DATABASE=yourdb;SERVER=127.0.0.1"
```

You must uncomment this line in order to activate it and replace the values highlighted above with your own particular user, password, database name (yourdb) and server IP.

4. In addition you must comment the line that currently connects to MS Access database to de-activate it. This line is exactly under the line:

```
' DSN less connection for Access database. This is the current active setting.
```

Simply comment the line that follows to deactivate it.

5.2 String Connection to **mySQL**

1. Follow steps (1) and (2) as described above.
2. Find this line: 'mySQL Server'. The line under this specifies a string connection to mySQL. Here it is:

```
' pDatabaseConnectionString =
"Driver={mySQL};Server=localhost;database=yourdb;Uid=Root;Pwd=pwd"
```

You must uncomment this line and replace the values highlighted above with your own particular server IP (instead of localhost), database name (yourdb), username (instead of Root) and password (instead of pwd).

Don't forget to comment the line that connects to MS Access database to deactivate it. Similarly like step (4) above.

5.3 DSN connection

Similarly as above do the following:

1. Open the file (using a text editor) [includes/settings.asp](#)
2. Find these lines:

' database (Access, SQLServer, mySQL)

pDataBase= "Access"

In the line above type Access or SQLServer or mySQL.

3. Then find these two lines:

' DSN connection, you must define the DSN first in your server

' pDatabaseConnectionString = "DSN=yourdsnnamehere"

Un-comment the second line to activate it and replace the highlighted yourdsnnamehere by the DSN name you defined in your server.

Don't forget to comment the line that connects to MS Access database to deactivate it as explained in step (4) in paragraph 5.1.

6 Important note for email marketers

Recently (12/16/2003) a bill became public federal law in United States known as "The CANSPAM Act". You can find the full details here:

<http://thomas.loc.gov/cgi-bin/bdquery/z?d108:s.877>:

It is beyond the scope of this manual to explain this bill. Briefly we highlight some key points below. Please pay attention that we are not experts in law interpretation. We provide the following points for general information purposes, the list is indicative and it is the responsibility of each individual email marketer to be properly informed, seek expert advice and decide for his own practises. We would also like to point out that the following key points have been copied and adapted from a very respectful and highly rated web site for web masters and e-business specialists. Many of us may have missed the latest developments so, why not, provide a starting point here:

1. The full and valid physical postal address of the sender must be included in every email message.
2. The subject line must describe the nature and the content of the email. Subject lines must not be deceptive.
3. The "from" line should display the business name or the senders name and it should not be a marketing buzzword.
4. A reply address that will be active for at least 30 days after sending the email must clearly exist.
5. An unsubscribe link must be included in every email
6. Unsubscribe requests must be validated within ten days
7. Lots of other details that can be found here:

<http://thomas.loc.gov/cgi-bin/bdquery/z?d108:s.877>:

The Newsletter Manager Attach from DesignerFreeSolutions is technically ready and compliant with all these new regulations. Of course, it always depends on how you use it.

7 The subscriber forms

When you click on [View subscriber forms](#) a new window opens. There you find two links, one that leads to the [Subscribe form](#) and one that leads to the [Un-subscribe form](#). All these files are located in the folder [forms](#).

Even if you don't have a functioning web site, these forms are active and assuming that you follow the installation instructions in this guide, the [un-subscribe link](#) in the

outgoing emails is valid, points to the right location and will give the ability to a recipient to un-subscribe. Try it!

7.1 Integration with an existing html web site

If you are an experienced ASP developer you may find the following section redundant. The next section would be useful however for Html developers and/or beginners in ASP. Consider that a prerequisite for using the Newsletter manager is hosting that supports Active Server Pages (ASP).

Suppose that your pages reside inside a folder called [myWeb](#) and that this folder is located directly in your [wwwroot](#) directory.

When you unzip the Newsletter manager you see the folders [admin](#), [forms](#), [includes](#), and [database](#). Place these folders in parallel to the [myWeb](#) folder. In other words when you open your ftp location you will see the five following folders:

[Admin](#), [forms](#), [includes](#), [database](#) and [myWeb](#).

Now move all the files from the [forms](#) folder and place them inside the [myWeb](#) folder.

Description of these files:

1. [NewsletterSubscribeForm.asp](#): This file allows a user to subscribe to your newsletter. It is fair to say that this is simply an html form that posts its values to the file [addemailtoNewsletterExec.asp](#). You can copy this form and place it in any of your existing pages.
2. [addemailtoNewsletterExec.asp](#): The user never sees this file. What this file does is to collect the values from the form, check for missing data (name, email), check the validity of the email and check if the email exists already in the database. If any of these checks fail the user is redirected to the page [message.asp](#) that shows the appropriate message.

If the checks pass, the email is inserted in the database. **A confirmation email is generated and sent to the user** and the user is redirected to the page [message.asp](#) that shows a positive confirmation. If you open the file [addemailtoNewsletterExec.asp](#) with a text editor you will realize how clearly every step is explained. In this file we explain how to deactivate the confirmation email and/or how to include unsubscribe instructions in the confirmation email.

Perhaps it is evident now that it would be a good idea to start by editing the file [message.asp](#) so it feels like the rest of your pages. Another thing that you

may need to do is to look for the lines: `response.redirect "message.asp?message=...` and replace the `message.asp` with another file so that the user is redirected somewhere else.

3. [NewsletterUnsubscribeForm.asp](#): This file allows the user to unsubscribe from your newsletter. This is also a simple html form where the user only enters an email and the form posts its values to the file [RemoveEmailFromNewsletterExec.asp](#). You can copy this form and place it into any of your pages.
4. [RemoveEmailFromNewsletterExec.asp](#): The user never sees this file. What this file does is to collect the email posted from the form, check for missing data (email), check the validity of the email, and check if the email entered is actually subscribed in the database. If the checks fail the user is redirected to the message page. If these tests pass the user gets a confirmation. There is no outgoing email in this case.

Basically this is all you need to do to integrate the newsletter manager with your existing web site.

If you followed the steps in this chapter then remember that in order to access the administration panel of the Newsletter manager you should type [www.yoursite.com/admin](#) and as `<siteLocation>` you should only enter [www.yourdomain.com](#).

In any case keep in mind that the files [admin](#), [includes](#), [database](#) and [forms](#) should be placed in parallel. If for some reason you need to change these then you should modify these statements: `<!--#include file="../includes/settings.asp"-->` in a way that these "included files" can be found by the pages that need them according to the path specified.

8 Other products by DesignerFreeSolutions

As of end April 2004, DesignerFreeSolutions offers the following products:

1. A ready to use highly flexible web site suite, specifically designed for services businesses.
2. 4 versions of Newsletter manager.
3. We also provide full e-commerce application deployment services and consulting. Please contact us for details.

9 Acknowledgments and final notes

Throughout this guide we have used several brands and company names. We would like to point out that they are all either trademarks or brands of the respective corporations. MS Access, Windows and SQL Server are products of Microsoft Corporation. mySQL database is a product of mySQL AB (www.mysql.com). It is an open source project and can be downloaded from mySQL AB website for free.

This guide has been revised for Newsletter Manager Plus.Attach v5.35.

Thank you for downloading the Newsletter Manager Plus.Attach User's guide.

Happy mailing!

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