

## Manual



copyright 2009-2010 stephan schulmeister

<http://aconcahua.com/postnewsletter>

## PostNewsletter

The application „Post Newsletter“ sends personalized html-based E-Mails to a huge amount of recipients. Therefore it uses SMTP/AUTH to send the e-mails. Because most smtp hosts limit the number of mails or data per connection, you can specify how many mails should be send per smtp-connection.

The personalisation is done by using replacement tags in the html-newsletter file. The address data file lists the replacement data beside the recipients e-mail adress. Any kind of text based information in replacement-tags may be used.

The e-mail content which is send, html, an optional plain text content (if you choose an optional plain text file) is send via mail.

## Textecoding

When opening the replacement file and optional plain text file, you will be asked in what textencoding the file is written. On Mac OS X, this is normally UTF-8, on Windows it is normally WindowsLatin1. The html file has to be encoded in ISOLatin1 (see content 'text/html; charset=ISO-8859-1'), because this encoding is used to send the mail.

## The newsletter html-file

This must be a „plain“ html-file not using any javascript. All links to images or url references need to be absolute to enable the recipients e-mail client to reload images after recieving or to enable the recipient to click the url to get there. Image references should look like this:  
<http://www.newsletter.de/images/bild.jpg>

To send personalized newsletters you need to embed the replacement tags in the html-file like this: `//replace_hello// //replace_gender// //replace_name//`,

## Send personalized mails - setup

To send personalized mails you need to set up a replacement file, a tab-seperated text file. Most Spreadsheet Editores can export tab-delimited text.

Macintosh users should use a texteditor like Textwrangler, which supports different textencodings to convert the textecnodng of the files.

The first line of the file lists the replacement tags. The first column always lists the e-mail adress of the recipient. The replacement tags are embedded in double-slashes. The file content should look like this.

If you don't want to send personalized mail, you may just setup e file containing only one column: the e-mail adresses.

E-Mail	<code>//replace_hello//</code>	<code>//replace_gender//</code>	<code>//replace_name//</code>
<a href="mailto:harry@aconcahua.com">harry@aconcahua.com</a>	Hallo	Mr.	Peterson
<a href="mailto:john@aconcahua.com">john@aconcahua.com</a>	Moin	Mrs.	Harris

## Example files

2 Testfiles are provided with PostNewsletter. The html-file „TestNewsPersonal.html“ shows how to build up a newsletter file and the file „EMailReplaceDataFile.txt“ holds the e-mail addresses of the recipients.

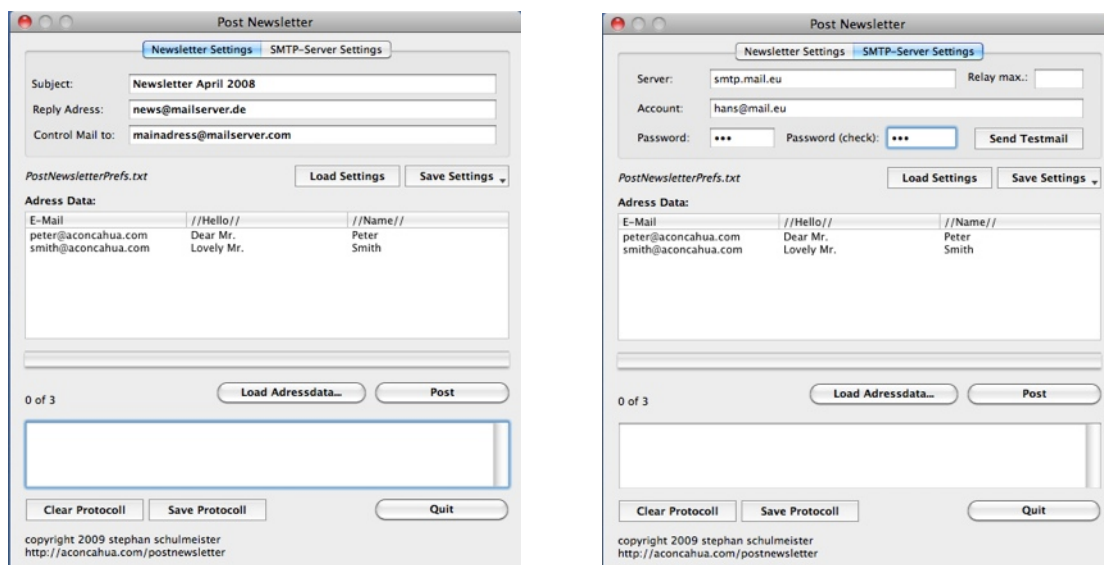
## Tracking

Because your newsletter references images on your internet host, you can easily track how many times the newsletters images have been loaded.

If the newsletter contains URLs or other references, you should add an additional parameter to the link, that enables you to directly track how many recipients clicked the appropriate link in the newsletter.

## The Newsletter Application

The application consists of only one main window, which looks like this:



The following settings must be set in the newsletter application:

### Subject:

This is the e-mail subject of your newsletter

### Reply Address:

Enter the reply adress of your newslette e-mails.

### Control Mail to:

A control e-mail is send to this email-adress.

### SMTP-Server:

Enter the adress (url) of your smtp-server

### SMTP-Account:

Enter the smtp-account

**SMTP-Password:**

Enter the smtp-accounts password here

**Relay max:**

Enter the maximum Count of Messages which the SMTP Server accepts per smtp-connection.

You can save the settings by using the buttons „Save Settings“, und „Load Settings“.

**Test smtp-Connection**

Click the Button „Send Testmail“ to send a test e-mail to yourself (Response Adress) to test the smtp settings and connection to the server.

**Sending**

Now you can click the button „Load Adressdata“ and choose your replacement-e-mail adress and data file. The e-mail addresses and replacement data is listet in the upper listbox.

Then click the „Post“ Button to choose your newsletter html file. Now the file is being posted. The results of the posts are shown in the lower textarea(protocol). You may save the protocol by clicking the button „Save Protocol“.

**Freeware (Demo)-Limitations**

You may only load an addressfile limited to 3 e-mail addresses with an unregistered copy. Visit <http://aconcahua.com/postnewsletter> to get a full version.