



# **Administrator's Guide**

**MailDJ version 1.0**



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## ***Introduction***

MailDJ is intended for anyone who needs to send regular e-mail messages to a large number of subscribers. Our users include entertainment venues, nightclubs, artists, performers and small businesses.

MailDJ software allows you to maintain up to three separate mailing lists. You can have a separate sign-up page for each list.

Through the MailDJ Administrator's Interface, you can add, edit, and delete addresses from each of your lists. You can also change the appearance of the sign-up pages, and what information is collected when people sign up.

You can download the names and information from your mailing lists at any point... *you* own the names and addresses on your list, and we will not use them for any other purpose.

You can send e-mail to the members of your mailing lists using special e-mail addresses that we provide. Each message will automatically include information on how people can remove themselves from the list, so you generally don't need to handle "remove" requests. (Note that under current law, we are required to include a postal address where people can write to be removed from the list. We've never had anyone actually do this... but on the off chance that you do, it's easy to remove an address using the MailDJ Administrator's Interface!)

MailDJ also handles e-mail "bounces" and deletes bad addresses from your list.

Finally, MailDJ is designed to make it easy for you to comply with current laws regulating commercial e-mail (the *Can Spam* legislation passed in 2003).

## ***Getting Started***

In most cases, your web designer or a LunaGraphica staff member will set up MailDJ for you. You may simply want to use MailDJ to start sending mail to your list. You can find out all you really need to know by reading the first few pages of this document, and skipping the section on the **MailDJ Administrator's Interface**.

## Signup Forms

Sign-up forms for your mailing lists are configured using the MailDJ Administrator's Interface to match the general appearance of your website. (Your website designer will generally do this for you.)

In most cases, the sign-up form should be accessed using a link from your site to display the form in a pop-up window.

Various fields may appear on the form, depending on how you have configured your mailing list. Fields may include e-mail address (always required), name, address, gender, birthdate, and up to four additional special fields.

MailDJ validates data that is entered into the form, and displays appropriate error messages if the data is incorrect (for example, if an invalid date is entered into the birthdate field).

### E-Mail

You can send any type of e-mail to your mailing lists, including HTML as well as basic text mail. Your e-mail messages may have attachments, provided the total size of the message does not exceed MailDJ limitations<sup>1</sup>.

The address you will use for sending e-mail is in a very specific form. It looks something like this: MDJ00123-1@maildj.com

The first part of the address is *MDJ* followed by your mailer ID number. This number will be given to you by your LunaGraphica account rep. Note that the



The image shows a web form titled "Mother Earth News Signup" for the "Mother Earth CLAY ART CENTER". The form includes a logo of a woman's face and a clay pot. It contains the following fields: "E-Mail:" (required), "Name:", "Address:", "City:", "State/Province:" (with a dropdown menu), and "Zip:". A "Sign Up" button is located at the bottom right. A "Privacy Policy" link is also present. The form text reads: "Sign up for our mailing list to find out about upcoming events at Mother Earth Clay Art Center! You can provide your postal address, or help us save paper by providing your e-mail address!"

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<sup>1</sup> MailDJ limits the total size of messages for two reasons: (1) most e-mail recipients don't like getting large messages – they may configure their e-mail accounts to block messages over a certain size, (2) network "bandwidth" is expensive, so we need to limit the amount of data being transferred.

zeroes in the number are required: MDJ97-1@maildj.com is *not* the same as MDJ00097-1@maildj.com!

The second part of the address, after the dash, is the list number (1, 2, or 3). Unless you or your account rep has set up multiple mailing lists, you should use 1.

You can always find the correct email addresses and test addresses for each of your lists by using the **List Summary** function in **the MailDJ Administrator's Interface** (described later in this document).

E-mail to your list must be sent from an authorized e-mail account (you'll learn how to select an authorized account in the following section). This prevents other people from sending unauthorized mail to your list.

*If you'd like to send formatted HTML e-mail message but you don't have the required design skills or software tools, consider using LunaGraphica's full-service e-mail promotion services. Contact sales@lunagraphica.com for details.*

Before sending an e-mail message to your list, you may want to test the message to see how it will look when delivered. This is especially important if you are sending formatted messages or html. You can do this by sending the message to a special test address. The test address looks just like your mailing list address, except it starts with the letters *TST* instead of *MDJ*. When you send an e-mail to your test address, it won't be forwarded on to all the addresses on your mailing list. Instead, it is sent back to the address of the authorized sender, so you can see how the message looks.

### **Delivery Time**

It's impossible to specify exactly how long your e-mail will take to be delivered, though most messages are delivered in under an hour. MailDJ runs on dual 2.8 GHz Pentium 4 processors with redundant direct OC-3 connections to an OC-182 hub, all at a major commercial data center (translation: it's fast). Nevertheless, system load and network congestion can sometimes delay the delivery of e-mail. We advise allowing 12 hours for the delivery of critical messages!

### **SPAM Blocking**

Some service providers (particularly AOL and Earthlink) may block the delivery of bulk mail messages, or may deliver them to bulk mail folders. This is unfortunately a problem for any mailing list service. We recommend that your

subscribers “white list” **maildj.com**, to be sure they receive all your e-mail messages.

Instructions for white listing are shown when someone signs up for your mailing list. You can also find the white list instructions at:

<http://www.maildj.com/whitelist.html>

## **Administrator's Interface**

The MailDJ Administrator's Interface is a special section of our website that lets you update and manage your e-mail lists. (To make things simple, we'll just say "MailDJ" instead of "MailDJ Administrator's Interface" throughout the rest of this document.)

Note that, depending on your e-mail list design, some of the features described below may not be available. This is not a deficiency in your email lists; it simply means that some of the features of MailDJ are not appropriate for your needs.

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### **Logging In to MailDJ**

There are two ways to log in to the Administrator's Interface:

- If you use LunaGraphica's SiteDJ to manage your website, you can click the **MailDJ Admin** link on the menu in the SiteDJ Administrator's Interface.
- OR, in your web browser, go to <http://www.maildj.com>. Log in using your website domain name and the User Name and Password provided to you by your LunaGraphica account rep or your website designer.

Note that you can change the name and password using the **Edit Prefs** function, described below.

Note that, if you have forgotten your password, you can enter your domain name and click the "Forgot Password" button on the login page. A new password will be sent to your e-mail address. You can then log in and change the password if you wish.

Also note: as a *security measure*, if you do not perform any functions in MailDJ, you will be automatically logged out after about an hour. Then, when you try to do something in MailDJ, you'll get an error message stating that your session has timed out. Just return to the login page and log in again.

The first time you log in to MailDJ, you will be shown the MailDJ Terms of Use. You must agree to comply with the Terms of Use in order to use MailDJ. Failure to comply with the Terms of Use will be grounds for terminating your account.

## Navigation

After you log in to MailDJ, you'll see a navigation menu on the left side of the page. The menu is divided into two parts.

The upper menu is always visible. It is used to select which LunaGraphica product or service you want to administer. The **Documentation**, **Support**, and **Log Out** functions are also included in the upper menu.

The lower menu changes, depending on which LunaGraphica product or service you are administering.

The upper and lower menus are shown on the right side of this page. We will explain the various menu functions below.

## *The Upper Menu*

### SiteDJ Admin

If you are a registered user of *SiteDJ*, LunaGraphica's website management service, this function will connect you with the SiteDJ Administrator's pages. As long as you remain logged in, you can switch freely back and forth between SiteDJ and MailDJ. There is a slight delay when switching from one server to the other.

Note that the SiteDJ menu and functions are not explained in this Guide. For information on SiteDJ, see the *SiteDJ Administrator's Guide*.

### Support

If you are experiencing problems with MailDJ, you can use this function to obtain service from the LunaGraphica technical support staff. When reporting a problem, please provide as much detail as possible.

SiteDJ Admin
Support
Pricing
Documentation
Log Out

MailDJ Admin
List Summary
Edit List Info
Add Addresses
Edit Addresses
Delete Addresses
Upload Addresses
Download Addresses
Message Queue
Edit Prefs
License
Copyright(s)

Our support hours are M-F, 9:00am to 5:00pm, Pacific Time. (Support staff may respond to problems outside of these hours when available.)

## **Pricing**

This function displays current price information for the MailDJ service.

## **Documentation**

This function allows you to download a copy of this manual as a PDF file. PDF files can be opened with *Adobe Reader* (formerly called Adobe Acrobat).

If you do not have *Adobe Reader*, it can be downloaded from the Adobe website at <http://www.adobe.com/products/acrobat/readstep2.html>

The **Documentation** function also allows you to purchase printed copies of our product documentation.

If you find a mistake in the MailDJ documentation, please go to the **Support** function (see above) to tell us about the error.

## **Log Out**

This function ends your MailDJ session. It is always a good idea to Log Out when you are through, to prevent someone else from using your computer and making changes on your website. If you don't log out, MailDJ will eventually "time out" so that other people can't use your computer to access the MailDJ Administrator's area... but it's safer not to depend on this!

## ***The Lower Menu***

### **List Summary**

This function displays the list name and the number of addresses for each of your three e-mail lists. It also shows the correct e-mail addresses to use when sending mail or testing messages for each list.

## Edit List Info

This page is used to set up the options for each of your e-mail lists. Options include the type of data to be collected, and the appearance of the sign-up page and related windows. Your web designer will usually configure the list info. *You should not make changes on this page unless you are familiar with HTML and web design.*

Note that there are three “tabs” at the top of this page; the tabs are used to select the list you want to configure. For each list, you can configure the following information:

### Descriptive Information

**List Name** [required] - the list name that will appear on the sign-up form for this e-mail list.

**Description** – the description will appear on the sign-up form. Note that the description may include simple HTML (see Appendix A).

**From** [required] – this is the name that will appear in the “From” field of all e-mail messages sent to this list. You should generally use the name of your company.

**Reply-To** [required] – this is the e-mail address that can be used by anyone who replies to your e-mail messages. Although the e-mail messages include a link that can be used by anyone who doesn’t want to be on your list, some people will send requests to the “Reply-To” address asking to be removed. You can remove addresses using the **Delete Addresses** function, described below. If you are a user of LunaGraphica’s fully managed e-mail service, our staff will handle all of these manual delete requests.

**Authorized Poster** [required] – this is the e-mail address that will be used to send e-mail to the list. (The main e-mail address on your account, which can be set using the **Edit Prefs** function, is also authorized.) If mail is sent to your list

The screenshot shows the 'Edit List Info' page for MailDJ Version 1.0. The page has a navigation menu on the left with options like 'SubID Admin', 'Support', 'Pricing', 'Documentation', 'Log Out', 'MailDJ Admin', 'List Summary', 'Edit List Info', 'Add Addresses', 'Edit Addresses', 'Delete Addresses', 'Upload Addresses', 'Download Addresses', 'Message Queue', 'Edit Prefs', 'Licenses', and 'Copyrights'. The main content area is titled 'Edit List Info' and has three tabs: 'List 1', 'List 2', and 'List 3'. The 'List 1' tab is active, showing the configuration for a list named 'WYCK Mailing List'. The form includes fields for 'List Name', 'Description', 'Client info for WYCK Software', 'From' (Bob Nicholson), 'Reply-To' (bobn@wyck.com), and 'Authorized Poster' (bobn@wyck.com). There is a 'Signup Page' section with a 'Banner' field (Choose File) and a 'Privacy Text' field. The 'Outer Color' is #CCCCFF, 'Border Color' is #0000FF, 'BG Color' is #FFFFFF, and 'Text Color' is #000000. The 'Link Color' is #0000FF and 'Text Style' is 'Sans Serif'. The 'Confirm Signups?' field is set to 'Yes' and 'STRONGLY recommended!'. The 'Additional Data' section includes fields for 'Name', 'Address', 'Zip', 'Other', 'Type of Business', 'VAR TWO', 'VAR THREE', and 'VAR FOUR'. A 'Submit' button is at the bottom right. The footer contains the copyright notice: 'Copyright 2004, 2005 LunaGraphica Inc. All Rights Reserved.'

from any other e-mail address, it will simply be discarded. We use a variety of means to validate addresses and prevent unauthorized use of your e-mail list.

## Signup Page Description

**Banner** – you can select a JPEG image file from your local disk; this file will be uploaded to the MailDJ servers and used as a banner on your signup page and on your privacy page.

**Privacy Text** – you can enter your own privacy policy for the use of your mailing list. The field may include simple HTML (see Appendix A). If you do not enter any text here, we will display the standard MailDJ privacy policy. *We advise that you use our standard policy.*



**Outer Color** [required] – the Signup page and Privacy policy are displayed in a “box” within a browser window; this color is used for the area outside the box. It must be entered as a six-digit hexadecimal number, preceded by a pound sign, e.g. #CCCCFF. Your web designer can determine the appropriate value to enter in this field.

**Border Color** [required] – the Signup page and Privacy policy are displayed in a “box” within a browser window. The Border Color is used for the outline of the box. It must be entered as a six-digit hexadecimal number, preceded by a pound sign, e.g. #0000FF. Your web designer can determine the appropriate value to enter in this field.

**Background Color** [required] – the Signup page and Privacy policy are displayed in a “box” within a browser window; this color is used as the background color within the box. The banner (if any) and the text will be displayed against this background. It must be entered as a six-digit hexadecimal number, preceded by a pound sign, e.g. #FFFFFF. Your web designer can determine the appropriate value to enter in this field.

**Text Color** [required] – the color to use for text within the Signup page and Privacy policy. It must be entered as a six-digit hexadecimal number, preceded by a pound sign, e.g. #000000. Your web designer can determine the appropriate value to enter in this field.

**Link Color** [required] – the color to use for hypertext links within the Signup page and Privacy policy. It must be entered as a six-digit hexadecimal number, preceded by a pound sign, e.g. #0000FF. Your web designer can determine the appropriate value to enter in this field.

**Text Style** [required] – style of text (*serif* or *sans serif*) to use within the Signup page and Privacy policy.

**Confirm/Notify?** [required] – You must determine whether signups will require confirmation. You have three options:

If set to *Confirm Signups*, then whenever someone signs up for your mailing list, he or she will be sent an e-mail message requesting that they confirm their signup by following a link provided in the message. If the user does not follow the link they are not added to the list. This type of sign-up is also called *double-opt-in*.

If set to *Notify*, then whenever someone signs up for your mailing list, he or she will be sent an e-mail message notifying them. The message contains a link that the user can follow to be removed from the list. If the user does not follow the link they are added to the list.

If set to *None*, the user gets no confirmation request or notification, and is automatically added to the list. A setting of *None* would allow someone to add other people to your mailing list, as a malicious prank.

*We advise you to set Confirm/Notify to Notify.*

### **Additional Data**

The most basic MailDJ signup requires an e-mail address, and nothing more. You may want to gather additional information when people sign up for your list(s). You can require specific information, or you can make



The image shows a screenshot of a web form titled "WYCK Mailing List Signup". At the top, there is a banner with the "WYCK Software" logo. Below the banner, the form is titled "WYCK Mailing List Signup" and includes a "Privacy Policy" link. The form fields are as follows:

- E-Mail:
- Name:
- Gender:
- Birthdate:
- Address:
- City:
- State/Province:  Zip:
- Type of Business:

A "Sign Up" button is located at the bottom right of the form.

it optional. Setting these fields to *None* means they will not appear on the signup form.

**Name** – request the user’s name. You can select *Required*, *Optional*, or *None*.

**Address** – request the user’s address (including street address, city, state, and Zip). You can select *Required*, *Optional*, or *None*.

**Zip** – request the user’s zip code. You can select *Required*, *Optional*, or *None*. This field is ignored if you selected Address, since Zip is already included in the address information.

**Gender** – request the user’s gender. You can select *Required*, *Optional*, or *None*.

**Birthdate** – request the user’s date of birth. You can select *Required*, *Optional*, or *None*.

### **Other Fields**

You can add up to four additional fields to your mailing list signup. You can enter a name for each field (the name will appear on the Signup page), and specify whether the field is *Required*, *Optional*, or *None*.

**Submit** – When you have completed all the data on the form, click the **Submit** button to update the database.

### **Preview Signup**

**Preview Signup** – this is a link that appears on the upper-right corner of the **Edit List Info** page. Note that it displays a preview of the Signup page as it is currently configured. If you’ve changed some of the fields on the **Edit List Info** page and you want to see the effects on the Signup page, you need to click **Submit** before you select **Preview Signup**. From the Signup page, you can click the **Privacy** link to preview your list privacy policy.

When you select **Preview Signup**, you can see the address of your Signup form in your browser’s address bar. You (or your web designer) can use this address when creating a link to your Signup form from your webpage. We advise you to display the Signup form in a popup window.

## Add Addresses

Note that, like the **Edit List Info** page, there are three “tabs” at the top of this page; the tabs are used to select the list. Please be sure you have selected the correct list before you begin adding addresses. Note that if you try to select a list that has not been previously configured in the **Edit List Info** page, you will get an error message.

Adding addresses is simple: type the requesting information into the fields on the form, and click the Submit button. The fields that appear on the form, and whether the information is *Required* or *Optional*, is determined by the settings on the **Edit List Info** page.

**Require User Confirmation** – You must determine whether addresses you add will require confirmation. You have three options:

If set to *Confirm Signups*, each address you add will be sent an e-mail message requesting that they confirm their signup by following a link provided in the message. If the user does not follow the link they are not added to the list. This type of sign-up is also called *double-opt-in*.

If set to *Notify*, then each address you add will be sent an e-mail message notifying them. The message contains a link that the user can follow to be removed from the list. If the user does not follow the link they are added to the list.

If set to *None*, the users you add get no confirmation request or notification, and they are automatically added to the list.

*We advise you to set Confirmation to Notify.*

**Submit** – When you’ve entered the information on the form, click the **Submit** button to add the address and other fields to the database. If the e-mail address is already on your list, you won’t get an error; MailDJ will simply use the information on the form to update the database.

## Edit Addresses

Note that, like the **Add Address** page, there are three “tabs” at the top of this page; the tabs are used to select the list. Please be sure you have selected the correct list before you begin editing addresses.

Once you’ve selected the list, enter an e-mail address that is currently on your e-mail list and click **Submit**. (Note that upper and lower case doesn’t matter.)

If the address is found on the list, the current information will be displayed. You can update the information and click the **Submit** button.

## Deleting the Address

If you want to delete the address from the list, click the **Delete** button. MailDJ will ask you to confirm before actually deleting the address.

## Delete Addresses

Note that, like the **Add Address** page, there are three “tabs” at the top of this page; the tabs are used to select the list. Please be sure you have selected the correct list before you begin deleting addresses.

Once you’ve selected the list, enter one or more e-mail addresses that are currently on your e-mail list and click **Submit**. (Note that upper and lower case doesn’t matter.)

## Upload Addresses

This function allows you to upload existing address lists and add them to your MailDJ lists. As in previous functions, there are three “tabs” at the top of this page; the tabs are used to select the list. After selecting a list, use the **Choose File** button to select a file on your local disk to upload. The file must be in a specific format, described below.

**Confirm/Notify?** – You must determine whether addresses you add will require confirmation. You have three options:

If set to *Confirm Signups*, each address you add will be sent an e-mail message requesting that they confirm their signup by following a link provided in the

message. If the user does not follow the link they are not added to the list. This type of sign-up is also called *double-opt-in*.

If set to *Notify*, then each address you add will be sent an e-mail message notifying them. The message contains a link that the user can follow to be removed from the list. If the user does not follow the link they are added to the list.

If set to *None*, the users you add get no confirmation request or notification, and they are automatically added to the list.

*We advise you to set Confirm/Notify to Notify.*

**Maximum Errors** – you can set the number of errors allow before MailDJ will stop processing your file. If there's a problem in the file format, you may get a lot of error messages from MailDJ. To avoid this, set the **Maximum Errors** to something like 10 or 20.

**Submit** – after you've selected a file and filled out the form, click the **Submit** button to upload your file and add the addresses to your list. Note that duplicate addresses simply replace the previous copy in the database.

## **File Format**

Your file must a *tab-delimited text file*. You can create a *tab-delimited text file* from Microsoft Excel (using **Save As**), or from most database programs. Tab-delimited means that the various text fields in each entry are separated by *tab* characters. Each address, and its associated information, must be on a separate line.

The file must have at least one text field in each row: an e-mail address. If there are additional fields (separated by tab characters), they will be interpreted, in order, as shown in the **Field Description Table** on the next page.

You don't need to include every field, but if you are missing some of the information in the middle of a line, you must leave a tab-delimited space for the missing field.

## Field Description Table

1	E-mail address	[required]
2	Name	Maximum 32 characters
3	Street Address	Maximum 32 characters
4	City	Maximum 16 characters
5	State / Province	Maximum 4 characters (use standard postal abbreviations)
6	Zip / Postal code	Maximum 6 characters
7	Gender	M or F or U (U=Unknown)
8	Birthdate	mm/dd/yyyy
9	Additional Field	As defined in Edit List Info - Maximum 32 characters
10	Additional Field	Maximum 32 characters
11	Additional Field	Maximum 32 characters
12	Additional Field	Maximum 32 characters

## Download Addresses

This function allows you to download addresses from MailDJ to your own computer. Remember, the addresses in your MailDJ lists belong to you! As in previous functions, there are three “tabs” at the top of this page; the tabs are used to select the list.

You can specify that you want all the addresses that were added to the list since a particular date, or you can leave the date field blank to download all the addresses from the list.

**Submit** – when you click the **Submit** button, MailDJ extracts the addresses from the database, but does not immediately download them to your computer. Instead, it displays a page giving you two options for downloading the addresses.

You can click the link provided on the page in order to download the addresses using your web browser. For many people, this is the simplest way to download the address list. However, depending on what web browser you use and how it is configured, it may display the addresses in the browser window, rather than saving them in a file on your local disk. If you have a lot of addresses on your list, this is very cumbersome.

Alternately, you can use any FTP program to download the addresses. Simply use the FTP information shown on the page.

---

## Message Queue

This function displays all of the messages you have sent using MailDJ (newest to oldest). If more than one page is needed for the queue, you can use the **Next** and **Previous** links at the bottom of the page to see the other entries.

The following fields are displayed for each message:

**ID** – the MailDJ ID number for the e-mail message. You really don't need to know this number!

**List** – which of your mailing lists (1, 2, or 3) a message was sent to.

**Subject** – the subject of the message.

**Queued** – the date and time the message arrived in the MailDJ queue. Note that the MailDJ servers use Central time.

**Status** – the status may be:

**Entered** – the message is currently being read and added to the queue. You will rarely see this status, because it takes just a few seconds.

**Queued** – the message is in the queue waiting for MailDJ to send it. Messages may remain in the queue for up to 2 hours, depending on system load.

**In Progress** – the message is being sent to each person on your mailing list. Depending on the size of your mailing list, this may take an hour or more.

**Complete** – the message was sent to everyone on the list.

**Failure** – a system failure has occurred. If a failure occurs, MailDJ technical support staff is automatically notified. However, feel free to contact us if you ever see a **Failure** in the Status area.

**Tested** – a message was sent to the test (*TST*) address for the specified list.

If **Status** is **Complete**, the completion date and time is also listed.

**Addr** – the number of addresses the message was sent to. This includes *all* addresses on the list. Note that there is no guarantee that all the addresses were valid. Some addresses may later be removed from the list if there are *permanent fatal errors* or multiple *bounces* when sending to the address.

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## **Edit Prefs**

This function allows you to change your login name, password, e-mail address and other contact information.

## **License**

Displays the MailDJ Software License Agreement, which is also included in this manual.

## **Copyright(s)**

Displays copyright information for MailDJ. We are legally required to post this information as part of our agreements with our development partners.

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## ***Software License Agreement***

This software is provided "AS IS" and any expressed or implied warranties, including, but not limited to, the implied warranties of merchantability and fitness for a particular purpose are disclaimed by the authors and their agents. In no event shall LunaGraphica Inc, or its officers, employees or agents be liable for any direct, indirect, incidental, special, exemplary or consequential damages (including, but not limited to, procurement of substitute good or services; loss of use, data, or profits; or business interruption) however caused and on any theory of liability, whether in contract, strict liability, or tort (including negligence or otherwise) arising in any way out of the use of this software, even if advised of the possibility of such damage.

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If license and service fees are not paid, LunaGraphica will have the right to disable this software, which may result in portions of your website not functioning.

## **Appendix A – Using HTML in Descriptions**

HTML is the language used to create web pages. It tells your browser how to display and format information.

You can format the e-mail list Description and Privacy Text that appear on your mailing list Signup forms by including the HTML tags shown in the table on the following page. *Other HTML tags may not be used in your descriptions and will result in an error!*

Many HTML tags require a start tag and an end tag. These tags affect the text between the start and end. For example, the following HTML would display the words “emphasize this” in Bold:

Please <B>emphasize this</B> text!

Start and end tags may be nested (one start/end pair inside another), but not interlinked. For example:

This <B>example is a <I>valid</I> use</B> of HTML tags.

This <B>example is <I>NOT</B> valid, </I> because the tags are interlinked. In other words, the <B> tag starts outside the <I>...</I> pair, but ends inside the pair!

The <BR>, <P><sup>2</sup>, and <HR> tags (described in the table) do not require end tags. These tags can be used to separate lines and paragraphs within your descriptions.

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<sup>2</sup> Technically, the paragraph tag <P> *does* require an end tag. In fact, you should put a <P>...</P> pair around every paragraph! However, at the risk of offending HTML purists, we will tell you that every web browser in the world will accept a starting <P> tag as a “new paragraph,” and you can leave off the ending tag.

**Table: HTML Tags supported in MailDJ**

 	Inserts a <i>return</i> character, forcing the following text to appear on a new line.
<P>	Inserts a blank line. <P> is equivalent to    The end tag, </P>, is optional.
<HR>	Inserts a horizontal line on the page. This is a good way to separate “sections” within a description.
<B>...</B>	Formats the intervening characters in <b>bold</b> . For example: Featuring <B>Wanda Smith</B>, direct from her NYC tour. becomes: Featuring <b>Wanda Smith</b> , direct from her NYC tour.
<I>...</I>	Formats the intervening characters in <i>italics</i> .
<U>...</U>	<u>Underlines</u> the intervening characters.
<H1>...</H1>	Formats the intervening characters as a level 1 (top level) heading. The specific format of the heading is determined by your site design and the user’s browser settings.
<H2>...</H2>	Formats the intervening characters as a level 2 heading.
<H3>...</H3>	Formats the intervening characters as a level 3 heading.
<H4>...</H4>	Formats the intervening characters as a level 4 heading.
<H5>...</H5>	Formats the intervening characters as a level 5 heading.
<FONT>...</FONT>	The font tag can be used to character font color, font size, and even the typeface. Using this tag is a little more complicated than the other tags. Unless you are already experienced with HTML, we advise you to avoid this tag.

## ***Appendix B – MailDJ Limits***

MailDJ limits are shown below.

Total size of e-mail messages (including attachments)	20K bytes (about 3,200 words of text)
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