

*Portal Prodigy*<sup>™</sup>  
**Publications Manager Feature in Detail**

Chapter Excerpt from Software User & Administration Guide

January 2007 Update

[www.portalprodigy.com](http://www.portalprodigy.com)

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## 1.1 Introduction

Provides a publishing facility which fosters the regular publication of newsletters, releases, briefs, reviews, etc. with consistent format from issue to issue. An unlimited number of custom Publication Templates may be created ahead of publication for printed format, HTML format and email text format publications. Multiple content and editorial contributors can participate simultaneously adding and updating content at their convenience until date of publication. Publications can be automatically broadcast to specified individuals, contact types or interest groups via email. Print format Publications can be merged with name and address data from the Contact Database for specified individuals, contact types or interest groups and printed on any remote users printer or saved to a digital file and brought to a digital printing service such as Staples, Sir Speedy, Kinkos, etc. for printing. Past publications may be displayed online in public or private archives based on type and topic.

Publications Manager feature benefits include:

- Supports an unlimited number of user defined publication templates
- Email publications can be Text or HTML format.
- System generates printable versions formatted for two sided 8.5" X 11" or 11" X 17" paper sheets.
- Automatically creates publication archives separated by user defined type and sub-sorted by date.
- Archives as well as individual publications can be set to public or private.
- Multiple content and editorial contributors may participate simultaneously, adding and updating content at their convenience until date of publication.
- Publications are created, updated and managed remotely from any web browser.
- Automatically broadcasts publications to specified individuals, contact types or interest groups via email.
- Merges printed publications with name and address data from the Contact Database for custom mailings.
- HTML and Print Format templates include customizable color scheme setup, .gif or .jpg graphic header capability, side bars, automated contents creator, feature formatter, and advertisement form.
- Auto formats multiple columns.

Some of the components, fields and settings of the Orders feature, discussed in detail in this chapter, are:

**Newsletter Types**

Add Icon

Browse Icon

**Newsletter Type**

**Management**

Newsletter Name Field

Newsletter Template

Date Range of Volume Field

Starting Volume Number  
Field

Starting Issue Number Field

Sender's Email Field

Header

Title Image Field

Text-Only Electronic

Delivery Template

HTML Electronic Delivery  
Template

HTML Printed Template

Newsletter Issue Selection

Newsletter Issue Name

Increase Volume #

Date Text

**Newsletter Issue**

**Components**

Features

Sidebars

Advertisements

**Issue Components**

**Management**

Heading Bar Title

Headline

Sub Headline

Sort Order

Author

In This Issue Text

Choose Content From

Content Field

Feature Resource URL

Text to Display for URL

Feature Image

BreakoutBoxContent

**Newsletter Issue Management**

Choose Recipients

View Recipients

Revise

Preview

Send

**Newsletter Color Scheme**

Components

Background

Font

Advertisement: None, Image  
and Text

Advertisement Headline

Advertisement Image

Advertisement Content

Advertisement Contact Info

Advertisement URL

Text to Display for URL

---

## 1.2 The Visitor Experience

The following sections describe the Publications visitor experience.

### 1.2.1 Overview

Presently newsletters are delivered via electronic mail or printed postal mail. Recipients can receive text or HTML formatted email. Or, the system generates printable versions formatted for two sided 8.5" X 11" or 11" X 17" paper sheets.

An automatic newsletter Archive is in development. Once implemented, visitors will click on a menu link such as [Newsletter Archive](#). A page opens with choices based on Newsletter Types created by Administration.

Example:

#### Newsletter Types

Click on any of the newsletter types below to view specific issues

[Weekly Member Text Email](#)

[Weekly Executive Board Text Email](#)

[Monthly Member Emailed HTML](#)

[Quarterly Printed and Mailed](#)

[Quarterly Board of Directors Newsletter](#)

[Annual Printed and Mailed](#)

[Annual Emailed HTML](#)

Visitor clicks on Newsletter Type and list of newsletters is displayed.

Example:

#### Newsletter Issue Selections

**Type = Monthly Member Emailed HTML**

Click on any of the newsletters below to view it in your browser

[January 2003](#)

February 2003

March 2003

When visitor clicks on an issue, it will be displayed in the browser.

### 1.2.2 Sample Email Text Newsletter

Weekly Art News from Demo Organization  
July Week 1 - Volume 1, Issue July 1, 2003  
Visit Our Web Site  
<http://smre500.demosite/>

## IN THIS ISSUE

1. Art Prices Tumble according to Barron's
2. Legal Experts Panel for Art Retailers
3. European Renaissance Sculptures

## The Art World

### Art Prices Tumble

According to Barron's prices on collectable art are down 30%.

By Maximilian Matisse

According to Barron's prices on collectable art are down 30%. Blah blah blah blah. Blah blah blah blah. Blah blah  
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<http://www.bairons.com>

Visit Barons for more info

## Education

## Legal Experts Panel for Art Retailers

Demo Organization Presents Legal Experts Panel for Art Retailers

NPO Demo Organization Presents Legal Experts Panel for Art Retailers

At the Hilton Philadelphia Airport 4509 Island Ave Philadelphia PA (215) 365-4150

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### 1.2.3 Sample Email HTML Newsletter

# Demo Organization Newsletter

Summer 2003 - Volume 1, Issue 1 July 2003

Visit Our Web Site [smre500.demosite](http://smre500.demosite)

## IN THIS ISSUE

1. [Sculpture Show](#)
2. [Art Prices Tumble according to Barron's](#)
3. [Member Biography of the Quarter](#)

### Big Deals

**Picasso \$2 million**  
*Felices Napkin*  
 Found in an old attic, a cagony sketch of Marilyn Monroe on a cloth restaurant napkin sold at Christie's.

### Demo

**Demo Sidebar Headline**  
 This demo replicates the content of a single sidebar content entry.

### Now Members

**Tony Soprano**  
 New Jersey's gift to the art world passed paid last week. Tony's dealerships are known world-wide for their uncanny ability to turn up art treasures that few have been expecting for centuries. Yo! Toooooo. Welcome.

### Salvy Smith

Ms Smith is the Art Curator for the San Diego Zoo. Who knew the zoo collected art? Welcome Salvy!

### Johnny Gonzalez

John is the new CEO of "Art is Life" and our newest member from Miami, Florida.

## Sculpture Show

### Jacovits Center Announces Sculpture Show

European Renaissance sculptures will arrive in July at the Demo Sculpture Show

**By Big Steve**

According to Public Relations manager Steve Smart, European Renaissance sculptures will arrive in July at the Demo Sculpture Show. The Demo Sculpture Show will feature a variety of European Renaissance sculptures, including a large sculpture of a woman by Michelangelo. The Demo Sculpture Show will be held at the Demo Sculpture Show.

Michelangelo's sculpture of a woman, known as the "David," is a masterpiece of Renaissance art. It is a large sculpture of a young man, standing and holding a stone. The sculpture is made of marble and is located in the Demo Sculpture Show.

"This is the greatest European method in 40 years," Donald Trump.



Michelangelo's sculpture of a woman, known as the "David," is a masterpiece of Renaissance art. It is a large sculpture of a young man, standing and holding a stone. The sculpture is made of marble and is located in the Demo Sculpture Show.

[Visit Jacovits Center](#)



Don't be left out!  
Order tickets today

[Click here to buy tickets today!](#)

[Back To Top](#)

### The Art World

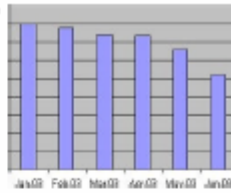
Art Prices Tumble

According to Barron's prices on collectible art are down 30%.

CONTINUED

By Maximilian Markowski

According to Burton's prices on collectible art are down 30%. Black black blackblack. Black blackblack black. Blackblack black black. Black black black black. Black blackblack black.

[illegible][illegible]Make To Time

### Biography of the Quarter

## Stephen Reuning Is a Great Guy

You really should get to know him

Stephen M. Roaring, CPCU has resided in Milford Township in New Jersey since 1990. Past personal, business and nonprofit experiences include:

- Partner, CEO or Founder of nine businesses or enterprises over twenty years including a company that was ranked number 139 on the Inc.500 list, Inc. Magazine's annual list of the nation's top 500 private companies. Companies include Ciedro Iron Corporation, Inc., Non Profits Only, CardState Seeker, Inc., Carls in Cappuccino, Inc., Middlesex Office Personnel, Pharmex, Inc., Affordable Personnel, Inc., Brilling Almeida, and Light Construction and Design, Co.
- Two years on the executive board of the Thomas A. Edison Council of Boy Scouts of America

- One year serving as advisor to the New Brunswick Republican Committee
- Seven years as training consultant to Fortran groups for YEO.
- Six years serving on the Board of Directors of the Mid Atlantic Association of Personnel Consultants, representing over one hundred eighty firms. Officers held include a President.
- Seven years serving on the Board of Trustees of the Young Entrepreneurs' Organization of New Jersey.
- Over eighteen years active public speaking.

Here's what some notables have written about Stephen:

**NWPS Board of Directors, Chairman, MaryBeth Elmer, CPCU, CTS**

"Your commitment, dedication and hard work for the NARPS Certification Program is producing tremendous results. The success of our new study materials, exams and the introduction of the Continuing Education program is due in large part to your personal belief in Certification. Your volunteer work for NARPS and our Certification program are greatly appreciated. You have helped me have a very successful year as the Chairman of the Board and it is wonderful to have you on the team."

Young Entrepreneurs' Organization International, VA, from Katherine Hoagy, Education Director

"Thank you so much for your tremendous contribution to the 33th Annual YEC International University in Montreal! The abundance of positive feedback which we received during and after the conference was absolutely incredible ..."

Tom Richman is his feature article, "Up From Drudgery", for Inc. Magazine.

\*. Reining, is a college drop-out who devours ideas like a kid eating popcorn...

The Assembly State of New Jersey, from James H. Smith, *Assemblyman*

\* Mr. Rouring represents what I consider the finest qualities of an American entrepreneur. His contribution to the community is well documented, as well as his active involvement as a well known spokesman. He has strived to maintain the highest levels of integrity and professionalism in his profession in this state and others."

The Learning Annex, New York, NY from Harry Jover, National Program Director

... as National Program Director for The Learning Annex, I attended over one hundred seminars a year. Your presentation was, without a doubt, one of the best I've witnessed.

Your material was informative, your anecdotes fascinating, your handout was excellent. Your message was organized and most of all, you were dynamic! I usually force myself to sit through these hours, but I was on the edge of my chair for most of the evening. . ."

Tulane University, New Orleans, from Daniel S. Fogle, PhD, Director, Executive Education Center

CONTINUED

"...Your inspiration has overwhelmed us..."

Fairleigh Dickinson University Association of Collegiate Entrepreneurs, Glenn T. Nicolosi, President

"...I have been to over two dozen [ACE] conferences and lectures but never to one that has been so personalized and informative... I spoke with several attendees and their opinions concurred with mine. You were terrific!"

Leonard N Stern School of Business, New York University, Entrepreneurial Exchange Group, Jennifer Lai, Vice President

"...You have shown us that success is not an amount of money, but a way of thinking..."

Young Entrepreneurs Organization of New York, Johannes Gaudohr, Chairperson

"...Thank you for participating in last week's panel discussion on 'How to Hire and Retain Excellent Employees.' Your contribution was invaluable, and feedback I have received on your talk has been overwhelmingly positive..."

The White House, Washington, D.C., Carol H. Russo, Assistant to the President for Domestic Policy

"...On behalf of the President and Mrs. Clinton, I would like to thank you..."

[Back To Top](#)

#### **Help Wanted - Gallery Sales**

Major art gallery seeks an experienced sales representative for retail gallery on Ocean Blvd. in South Beach. Must have experience with sophisticated art collector and the eccentricities of that crowd. Contact Williams Herrera Gonzalez Rodriguez Perez

(800) 555-5555

#### **The Best in Art Catalogs Costs so Little!**

For only pennies a day you can be updated weekly on the latest investment opportunities the art world has to offer. No collector should be without a subscription to Best Art Catalog!

Call Sales and Subscriptions at (800) 555-5555

[Visit our site for more information.](#)

END



#### 1.2.4 Sample 8.5" X 11" or 11" X 17" Paper Sheet Printed Newsletter

Page 1 Sample 8.5" X 11" or 11" X 17" Paper Sheet Printed Newsletter



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## Art Funding Takes a Hit

Congress lowers art funding in massive budget cuts.

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End and end and.

**NPO Demonstration Organization**  
510 Horizon Ctr  
Robbinsville, NJ  
08691

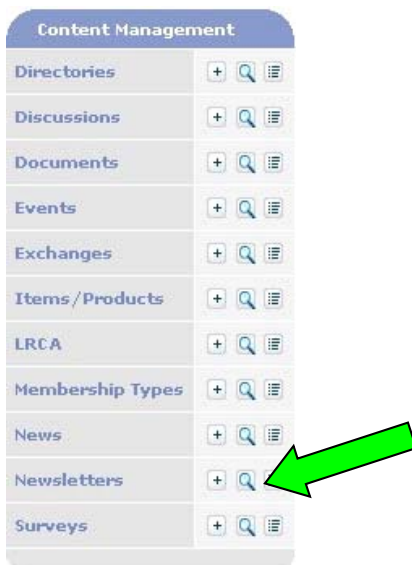
Mrs. Stephen Reuning  
510 Horizon Ctr  
Robbinsville, NJ  
08691

## 1.3 Components

The Newsletter system components provide Administration the ability to manage all newsletter production and delivery. Administration uses Newsletter Types and Newsletter Type Management to set up an unlimited number of Newsletter templates in assorted delivery formats. Individual Newsletter issues are managed through Newsletter Issue Selection and they are created and assembled using Issue Components Management. Final publishing is managed through Newsletter Issue Management.

### 1.3.1 Newsletter Types

An organization may create many different Newsletters Types within three categories:



**+ Add Icon** - Activates the News Management Page which is used to add a Newsletter Type..

**🔍 Browse Icon** - Accesses the Newsletter Types Page.

The NewsLetter Types Page lists all the Newsletter Types created by Administration



Add New

Clicking on the Add New button accesses the NewsLetter Type Management Page where the Administrator can create a new Newsletter Type.

Print

Prints the website page to the visitor's local printer.

Main Menu

Returns the browser to the Site Administration window.

### 1.3.2 Newsletter Type Management

The screenshot shows a web form titled "NewsLetter Type Management". The form has a tabbed interface with the "NewsLetter" tab selected. The fields are as follows:

- NewsLetter Name:** A text input field containing "Quarterly HTML Electronic Delivery".
- NewsLetter Template:** A dropdown menu showing "HTML-Electronic Delivery".
- Date Range of Volume:** Two date pickers. The first is set to "07/01/2003" and the second to "06/30/2004", with a "to" label between them.
- Starting Volume Number:** A text input field containing "1".
- Starting Issue Number:** A text input field containing "1".
- Sender's Email:** A text input field containing "newsletter@demoorganizationxx.org".
- Header:** A text input field containing "Test of Header".
- Title Image:** A text input field followed by a "Browse..." button and the filename "demoorghead.jpg".

At the bottom right of the form is a link labeled "Color Scheme". Below the form are five buttons: "Save", "Delete", "Print", "Cancel", and "Close".

- **Newsletter Name Field** – Administrator enters a descriptive title for the custom newsletter type in this field. The title entered into this field will appear in the Newsletter Types on the Administration portion of the site and on the Newsletter Types list on the Public portion of the site.
- **Newsletter Template** – The Administrator selects one of the 3 different newsletter templates in this selection field: Text-Only Electronic Delivery, HTML Electronic Delivery or HTML Printing. The Electronic Delivery templates compile Newsletters which are delivered by electronic mail. The HTML Printing Template compiles newsletters for printing on 8.5" X 11" or 11" X 17" paper sheets.
- **Date Range of Volume Field** – The Administrator indicates the date range of a volume. The system will automatically calculate volume numbers based on this range each time a new issue is created.

- **Starting Volume Number Field** – Sometimes the newsletter type will be replacing a former newsletter production system and the organization may wish to continue with the previous volume and issue numbering sequence. In such a case the active volume number may be entered here. Otherwise, the volume may start with “1”. When the Date Range of the Volume field value is exceeded, the next sequential volume number will be assigned to new issues.
- **Starting Issue Number Field** - Sometimes the newsletter type will be replacing a former newsletter production system and the organization may wish to continue with the previous volume and issue numbering sequence. In such a case the active issue number may be entered here. Otherwise, the issue may start with “1”. When the Date Range of the Volume field value is exceeded, the next issue will be assigned an issue number of “1”.
- **Sender’s Email Field** – Since the Electronic Delivery template are broadcast by email, the newsletter type requires a sender’s email address. The address will appear in the *From:* field of the electronic email header.
- **Header** – This field effects the Text-Only Electronically Delivered template and determines the top line of the Email Text.



Weekly Art News from Demo Organization  
July Week 1 - Volume 1, Issue 1 July 1, 2003  
Visit Our Web Site  
<http://smre500/demosite/>

IN THIS ISSUE

1. Art Prices Tumble according to Barron's
2. Legal Experts Panel for Art Retailers
3. European Renaissance Sculptures

The Art World  
Art Prices Tumble  
According to Barron's prices on collectable art are down 30%.  
By Maxamillian Matisse  
According to Barron's prices on collectable art are down 30%.  
.....

- **Title Image Field** – This field affects the HTML Electronically Delivered template and the HTML Printed template. It determines the header and is always an image.



Save

Saves the Newsletter Type and the data entered into the fields.

Delete

Deletes the Newsletter Type Record

Print

Prints the website page to the visitor's local printer.

Cancel

Closes the page without saving or updating values.

Close

Closes the page and prompts the visitor to save the data.

### 1.3.3 Text-Only Electronic Delivery Template

Text-Only Electronic Delivery Template compiles a newsletter which is broadcast via electronic mail to recipients selected from the Contacts Database. It delivers text messages only. No hyperlinks, pictures, etc can be included. (Some email readers are smart enough to automatically create hyperlinks in the text for URL's and email addresses suggesting that hyperlinks were sent but it is the mail reader that creates them.)



Weekly Art News from Demo Organization  
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#### The Art World

##### Art Prices Tumble

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<http://www.barons.com>  
Visit Barons for more onfo

### 1.3.4 HTML Electronic Delivery Template

Text-Only Electronic Delivery Template compiles a newsletter which is broadcast via electronic mail to recipients selected from the Contacts Database. It delivers messages in HTML which allows for a rich experience that includes color, images, sophisticated page layout, hyperlinks and other HTML enable capabilities. However, there is a downside. HTML formatted email involves larger files which requires more bandwidth for delivery. This can increase delivery costs. Furthermore, many email readers cannot properly display HTML format email. Other email servers and readers refuse HTML files because of their size.



### 1.3.5 HTML Printed Template

[illegible][illegible][illegible]

The HTML Printed template compiles a 4 page newsletter which can be printed on 8.5" X 11" or 11" X 17 paper sheets. The fourth page reserves the bottom third for mailing information. Printing on 11" X 17" sheets allows for a fold down the gutter between pages one and four and pages two and three resulting in a standard four page 8.5" X 11" folded newsletter format. Folding the 8.5" X 11" format in thirds provide for easy mailing.

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08691

The fourth page can be merged with contact data to print each individually addressed page instead of using stick on labels.

While the Electronically Delivered templates have virtually no limit on newsletter length, the HTML Printed template has narrow size requirements because it must fit exactly into the paper size allotted. The template is structured into space for four feature articles, up to four advertisements and 14 inches of sidebars. The four feature restriction can be by passed by including more than one feature in a single Feature Component and/or overlapping content from one Feature Component to another.

### 1.3.6 Newsletter Issue Selection

Clicking on a label in the Newsletter Types list accesses the Newsletters Selection Page for the selected Newsletter type.

## NewsLetter Types

**NewsLetters**

- [Quarterly HTML Electronic Delivery](#)
- [Semi-Annual Printed Version](#)
- [Semi-Annual Printed Version 2](#)
- [test](#)
- [Weekly Text Newsletter](#)

Add New

Print

[Main Menu](#)

A Newsletter Issue is a specific single publication identified by a title, volume number, issue number and date. A single issue may be comprised of one or more feature articles, sidebars and advertisements. Feature articles and advertisements may include images.

The Newsletter Issues Selection Page displays the Newsletter Type customization values and lists created issues below. Often Issues will be created well in advance of publication to provide anticipatory structure to production of Newsletters. Administrators can insert content as it becomes available or at their convenience.

**NewsLetter Issues Selection**

NewsLetter

NewsLetter Type Name:	Quarterly HTML Electronic Delivery
NewsLetter Template:	HTML-Electronic Delivery
Date Range of Volume:	07/01/2003 - 06/30/2004
Starting Volume Number:	1
Starting Issue Number:	1
Header:	Test of Header

Issues

NewsLetter Issue	Volume	Issue
• <a href="#">Spring 2004</a>	1	4
• <a href="#">Winter 2004</a>	1	3
• <a href="#">Fall 2003</a>	1	2
• <a href="#">Summer 2003</a>	1	1

New Issue

Edit Type

Close

Clicking on an Issues label such as [Spring 2004](#) accesses the Newsletter Issue Component Page for the specific issue selected. Clicking on 

New Issue

 accesses the NewsLetter Issue Management Page which is used to start a new newsletter issue.

**NewsLetter Issues Management**

NewsLetter

NewsLetter Issue Name:	<input type="text"/>
Increase Volume #:	<input type="radio"/> Yes <input checked="" type="radio"/> No
Date Text:	<input type="text"/>

Save

Print Screen

Close

- **Newsletter Issue Name Field** – The Administrator enters the name of the issue in this field. For example, Spring 2003, or July 2004, or Annual Review 2004. The name entered into this field will appear in the list on the Newsletters Issue Selection list of the Administration



portion of the website and the Newsletter Issues Selection list on the public portion of the website.

- **Increase Volume # Field** – If desired, the Administrator can begin a new volume by clicking the Yes radio button.
- **Date Text** – The date text is printed in the header of the newsletter on each page.



### 1.3.7 Newsletter Issue Components

A single *Newsletter Issue Component* is either a feature article, a sidebar item or an advertisement. A single newsletter issue is typically composed of multiple components. Components are initiated and managed from the Newsletter Issue Components Page. Building a newsletter is a process of creating components which the system assembles into a complete newsletter upon publication.



The Newsletter Issue Components page consists of three sections for HTML Electronic Delivery Template and the HTML Printed Template. Those component sections are Edit Features, Edit

Sidebars and Edit Advertisements. The Newsletter Issue Components page consists of two sections for the Text-Only Electronic Delivery Template. Those component sections are Edit Features and Edit Advertisements. Sidebars cannot be displayed in text format.

Each of the Edit Components list sections consists of a Headline Column and a Sort # column. Clicking on a Headline accesses the Issue Management Component Page for the selected component. Clicking on [Add Feature](#) creates a new feature article component for the issue. Clicking on [Add Sidebar](#) creates a new sidebar item for the issue. Clicking on [Add Advertisement](#) creates a new advertisement for the issue. Clicking any of the latter described Add buttons accesses the Issue Component Management page for that component.

**NewsLetter Issue Components**

NewsLetter Issue Name: Summer 2003  
Volume Number: 1  
Issue Number: 1

**Edit Features**

Headline	Sort #
<a href="#">Jacovits Center Announces Sculpture Show</a>	0
<a href="#">Art Prices Tumble</a>	1
<a href="#">Stephen Reuning is a Great Guy</a>	3

[Add Feature](#)

**Edit SideBars**

Headline	Sort #
<a href="#">Picasso Napkin Fetches \$2 million</a>	0
<a href="#">Tony Soprano</a>	0
<a href="#">Sally Smith</a>	0
<a href="#">Johnny Gonzalez</a>	0
<a href="#">Demo Sidebar Headline</a>	0

[Add Sidebar](#)

**Edit Advertisements**

Headline	Sort #
<a href="#">Help Wanted - Gallery Sales</a>	0
<a href="#">The Best in Art Catalogs Costs so Little!</a>	4

[Add Advertisement](#)

### 1.3.8 Issue Components Management

The Issue Components Management Pages vary for each of the Component Types (Features, Sidebars and Advertisements) but consist of all or some of the forms and fields described below. When the newsletter is published, the content entered into the fields on the Issue Components Management page is formatted and compiled into the newsletter issue according to the Newsletter Template that was selected on the Newsletter Type Management page.

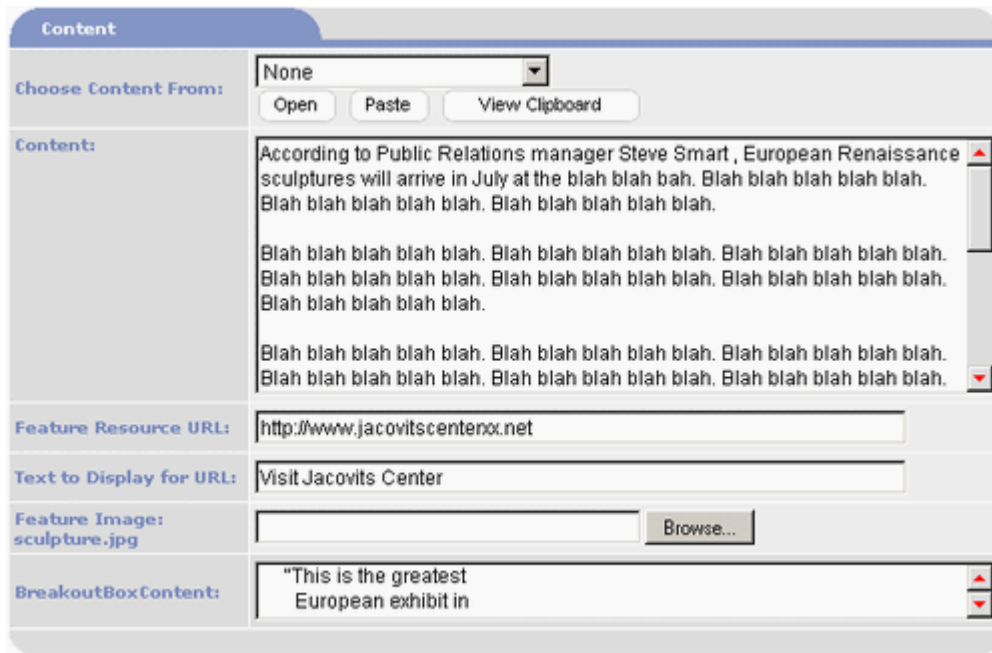
Headline	
Heading Bar Title:	<input type="text" value="The Art World"/>
Headline:	<input type="text" value="Art Prices Tumble"/>
Sub Headline:	<input type="text" value="According to Barron's prices on collectable art are down 30%."/>
SortOrder:	<input type="text" value="1"/>
Author:	<input type="text" value="Maximillian Matisse"/>
In This Issue Text:	<input type="text" value="Art Prices Tumble according to Barron's"/>

- **Heading Bar Title: Field** – The entry in this field appears in the Article Header Bar of the newsletter.




- **Headline: Field** – The article/item headline is entered into this field and appears at the top of the associated feature article.
- **Sub Headline: Field** - The article/item sub-headline is entered into this field and appears at the top of the associated feature article just below the headline
- **Sort Order: Field** – The number entered into this field decides the order of the articles/items within the issue. If items have the same Sort Order number entered then they will be sorted alphabetically.
- **Author: Field** - The article Author's name is entered into this field and appears at the top of the associated feature article just below the sub-headline.
- **In This Issue Text: Field** - PORTALPRODIGY builds a table of contents called *In This Issue* and inserts it into each newsletter. The In This Issue table appears at the beginning of newsletters compiled from the Text-Only Electronic Delivery template. The In This Issue table appears at the top of newsletters compiled from the HTML Electronic Delivery template just below the header and issue identification bar. The In This Issue table appears at the bottom of the sidebar of newsletters compiled from the HTML Printed template.

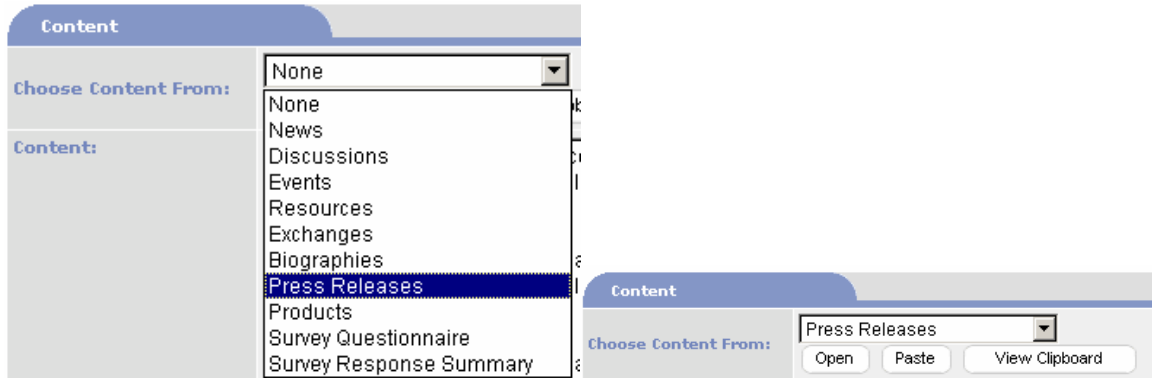




- **Choose Content From: Field** – Most organizations have multiple staffers or committee persons administering different features of PORTALPRODIFY. For example, the Events Committee administers the event feature, the News Committee administers the news feature, the Legislative Committee administers the LRCA feature, the Education Committee administers the knowledgebase, etc. Such administrators can input lots of current and interesting content into the website during the normal course of their duties. That content can be an ideal source of content for regular newsletters. The Choose Content From field aids the Newsletter Administrator in quickly reviewing the latest content additions to the organization's PORTALPRODIFY website in order to collect content.



When the Administrator clicks on the Choose Content From field, a selection list is displayed. Clicking on an item in the list and then clicking the  button activates the search or list mechanism for that feature in a fresh browser window. The administrator can search for appropriate content by navigating the list or operating the search mechanism in order to display content.

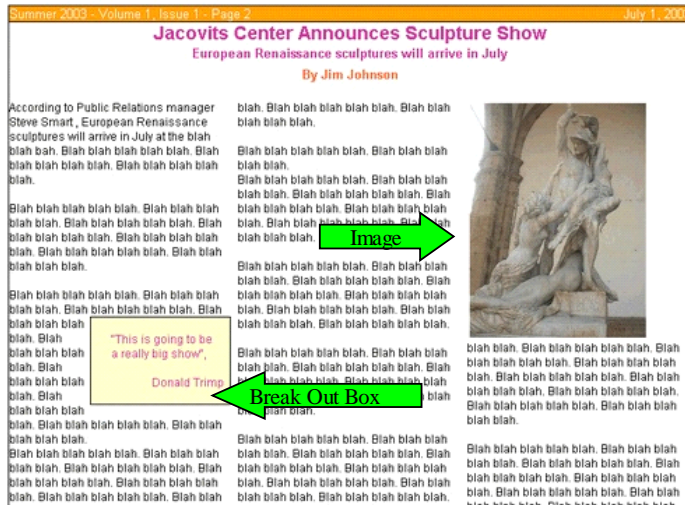


Since the search or list mechanism for the selected feature is opened in a fresh browser window (Target Window), the Newsletter administrator can easily copy content from the Target Window and then paste it into the Content field of the Issue Components Management page. Using this feature, the Newsletter Administrator can build an entire newsletter in minutes.

- **Content Field** – The main content text or body of an article/item is entered here. When the newsletter is published, PORTALPRODIGY automatically formats the text into columns appropriate for the newsletter template selected as well as wrapping around images, breakout boxes, etc.
- **Feature Resource URL: Field** – If a “for more information click here” type hyperlink is required to be associated with an article/item, it is entered here and the associated text that will appear as a the clickable link must be entered into the Text to Display for URL: Field.
- **Text to Display for URL: Field** - If a “for more information click here” type hyperlink is required to be associated with an article/item, the clickable text is entered here and the associated URL must be entered into the Feature Resource URL: Field.



- **Feature Image: Field** – An image can be imported into the component item. Images are displayed within the component in the newsletter.



- **BreakoutBoxContent: Field** - Entering text into this field adds a breakout box to a feature item.

Advertisement	
Advertisement:	<input checked="" type="radio"/> None <input type="radio"/> Image <input type="radio"/> Text
Advertisement Headline:	<input type="text"/>
Advertisement Image:	<input type="text"/> <input type="button" value="Browse..."/>
Advertisement Content:	<input type="text"/>
Advertisement Contact Info:	<input type="text"/>
Advertisement URL:	<input type="text"/>
Text to Display for URL:	<input type="text"/>

Advertisements can be stand alone, in which case they appear at the end of the newsletter, or they can be related to a feature article in which case they appear at the bottom of the article. To add an advertisement to the bottom of an article, click the Image or Text radio button on the Advertisement form included on the Edit Feature Issue Components Management page. To create an independent advertisement which appears at the end of the news letter, click on the  button on the Newsletter Issue Components page.

- **Advertisement: None, Image and Text Radio Buttons** – If there is to be no advertisement associated with the related feature article then this should be selected as *None*. If an advertisement will be included there are two options for inserting the advertisement: Import an already created advertisement in the form of a digital file. As a matter of fact, HTML-Electronic Delivery Newsletters can include video presentations.



- **Advertisement Headline: Field** –

**Help Wanted - Gallery Sales**  
 Miami art gallery seeks an experienced sales representative for retail gallery on Ocean Blvd. in South Beach. Must have experience with sophisticated art collectors and the eccentricities of that crowd. Contact Willamena Herrera Gonzalez Rodriguez Perez  
 (800) 555-5555

**The Best in Art Catalogs Costs so Little!**  
 For only pennies a day you can be updated weekly on the latest investment... art world has to offer. No collector should be without a subscription to Best Art Catalog!

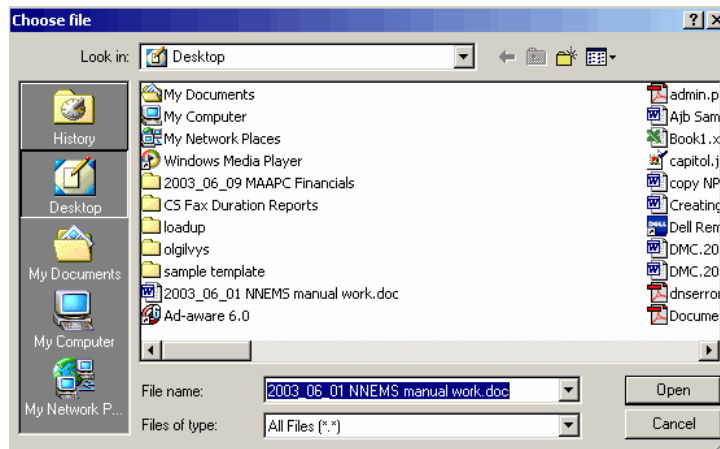
**Call Sales and Subscriptions at (800)555-5555**  
Visit our site for more information.

Callouts: Headline, Content, Contact Info, URL

- **Advertisement Image: Field** – If the Administrator selects *Image* on the Advertisement: None, Image and Text Radio Buttons, the following fields do not affect the advertisement. If the Administrator selects *None* or *Text* on the Advertisement: None, Image and Text Radio Buttons, this field does not affect the advertisement.

Advertisement Image:


Clicking the  button, activates the Windows *Choose File* dialog box. The administrator locates the desired image file on his computer or network and clicks on open. Or, the Administrator can type the path to the file directly into the Advertisement Image field.



- **Advertisement Content: Field** – The advertisement content or body is entered into this field. If the Administrator selects *Image* on the Advertisement: None, Image and Text Radio Buttons, this field does not affect the advertisement. If the Administrator selects *Text* on the Advertisement: None, Image and Text Radio Buttons, this field does affect the advertisement.
- **Advertisement Contact Info: Field** - The advertisement contact information or close statement is entered into this field. If the Administrator selects *Image* on the Advertisement: None, Image and Text Radio Buttons, this field does not affect the advertisement. If the Administrator selects *Text* on the Advertisement: None, Image and Text Radio Buttons, this field does affect the advertisement.

- **Advertisement URL: Field** - If a “for more information click here” type hyperlink is required to be associated with an advertisement, it is entered here and the associated text that will appear as the clickable link must be entered into the Text to Display for URL: Field. If the Administrator selects *Image* on the Advertisement: None, Image and Text Radio Buttons, this field does not affect the advertisement. If the Administrator selects *Text* on the Advertisement: None, Image and Text Radio Buttons, this field does affect the advertisement.
- **Text to Display for URL: Field** - If a “for more information click here” type hyperlink is required to be associated with an advertisement, the clickable text is entered here and the associated URL must be entered into the Advertisement URL: Field. If the Administrator selects *Image* on the Advertisement: None, Image and Text Radio Buttons, this field does not affect the advertisement. If the Administrator selects *Text* on the Advertisement: None, Image and Text Radio Buttons, this field does affect the advertisement.

### 1.3.9 Newsletter Issue Management

When all articles, sidebars and advertisements have been entered and the Administrator is ready to preview the newsletter, select recipients, print the newsletter or broadcast the newsletter, he clicks on the  button on the bottom of the Newsletter Issue Components page for the selected issue, which accesses the Newsletter Issue Management page.

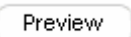
#### NewsLetter Issue Management

The NewsLetter Issue is ready for delivery. Please enter criteria for recipients and verify recipient list. To change the newsletter, select Revise. You may also Cancel delivery. When you are ready to publish and deliver this issue, press Send.



For issues compiled from the HTML Electronic Delivery template and the Text-Only Electronic

Delivery template clicking on the  button opens a fresh browser window where the newsletter is displayed in its compiled and complete form. For issues compiled from the HTML

Printed template clicking on the  button opens a slightly different Newsletter Issue Management page which lists each of the four 8.5” X 11” pages separately. The pages are displayed separately so their printing can be handled independently. This capability is especially important if recipient addresses are being mail merged into the fourth page. Clicking on the title of a page opens a fresh browser window where the newsletter page is displayed in its compiled and complete form.

## NewsLetter Issue Management

The NewsLetter Issue is ready for printing. Select one of the links below to view the file and print it.


- [Legal Experts Panel for Art Retailers](#)
- [Jacovits Center Announces Sculpture Show](#)
- [Art Prices Tumble](#)
- [Art Funding Takes a Hit](#)

Choose Recipients

View Recipients

Revise

Close

For issues compiled from the HTML Electronic Delivery template and the Text-Only Electronic Delivery template clicking on the  button accesses the Broadcast Recipients management page.

Recipients can be selected by Contact Type, Special Interest Group, or Security Group. Selecting down a column affects an “OR” search while selecting across columns affects an “AND” search. For example, selecting the boxes Client, Contractor and Contributor would select contacts that are stored in the contact database with the values Client OR Contractor OR Contributor and not necessarily a member of each Contact Type. On the other hand, checking Member, Finance and Accounting, and Admin would select contacts that are Members but must also be in the Financial and Accounting Special interest Group and must have Admin privileges.

### Broadcast Recipients

Check each Contact Type or Group whose members you want to receive your Broadcast template:

Groups

☐ Include Deactivated Records

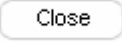
Contact Types:	Special Interest Group:	Security Group:
<input type="checkbox"/> Client	<input type="checkbox"/> Finance and Accounting	<input type="checkbox"/> Admin
<input type="checkbox"/> Contractor	<input type="checkbox"/> Health and Welfare	<input type="checkbox"/> Employee
<input type="checkbox"/> Contributor	<input type="checkbox"/> Production	<input type="checkbox"/> Members
<input type="checkbox"/> Employee		<input type="checkbox"/> Users
<input checked="" type="checkbox"/> LRCA		
<input type="checkbox"/> MailingList		
<input type="checkbox"/> Manufacturer		
<input type="checkbox"/> Media		
<input checked="" type="checkbox"/> Member		
<input type="checkbox"/> NonProfit		
<input type="checkbox"/> Prospect		
<input type="checkbox"/> Vendor		
<input type="checkbox"/> Volunteer		
<input type="checkbox"/> VolunteerInterest		


Save


Print

Cancel

Close

Clicking on the  button saves the selections and returns the browser to the Newsletter Issue Management Page.


Clicking on the  button located on the Newsletter Issue Management Page, displays the list of recipients identified by PORTALPRODIGY based on the selection criteria entered into the Broadcast Recipients page.

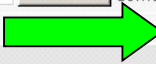
Clicking on the  button, causes the PORTALPRODIGY Broadcasting Feature to deliver the newsletter via electronic mail to the selected recipients.






### 1.3.10 Newsletter Color Scheme

Newsletter types based on the HTML Electronic Delivery and HTML Printed templates can be customized with a variety of colors. Each newsletter type created by Administration may have its own Color Scheme. The [Color Scheme](#) link is located on the Newsletter Type Management page. Clicking on the Color Scheme link accesses the Newsletter Color Scheme page.

**NewsLetter Type Management**

NewsLetter	
NewsLetter Name:	<input type="text" value="Quarterly HTML Electronic Delivery"/>
NewsLetter Template:	<input type="text" value="HTML-Electronic Delivery"/>
Date Range of Volume:	<input type="text" value="07/01/2003"/> to <input type="text" value="06/30/2004"/>
Starting Volume Number:	<input type="text" value="1"/>
Starting Issue Number:	<input type="text" value="1"/>
Sender's Email:	<input type="text" value="newsletter@demoorganizationxx.org"/>
Header:	<input type="text" value="Test of Header"/>
Title Image:	<input type="text" value="demoorghead.jpg"/> 
<a href="#">Color Scheme</a>	






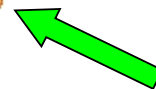
### NewsLetters Color Scheme

Issue Bar Background Color:	<input type="text" value="#ffffcc"/>	Advertisement Background Color:	<input type="text" value="#ccff99"/>
Issue Bar Content Font Color:	<input type="text" value="#6633cc"/>	Advertisement Headline Font Color:	<input type="text" value="#993300"/>
In This Issue Border Color:	<input type="text" value="#ff0000"/>	Advertisement Content Font Color:	<input type="text" value="#000000"/>
In This Issue Title Font Color:	<input type="text" value="#ffff00"/>	Advertisement Contact Info Font Color:	<input type="text" value="#336633"/>
In This Issue Content Font Color:	<input type="text" value="#000000"/>	Advertisement URL Font Color:	<input type="text" value="#000000"/>
Visit Our Website Title Font Color:	<input type="text" value="#66cc66"/>	Sidebar Background Color:	<input type="text" value="#ffffcc"/>
Visit Our Website URL Font Color:	<input type="text" value="#0066cc"/>	Sidebar Category Font Color:	<input type="text" value="#ff6633"/>
Feature Heading Bar Title Font Color:	<input type="text" value="#000000"/>	Sidebar Headline Font Color:	<input type="text" value="#993399"/>
Feature Heading Bar Title Background Color:	<input type="text" value="#ccffff"/>	Sidebar Content Font Color:	<input type="text" value="#000000"/>
Feature Headline Font Color:	<input type="text" value="#9933cc"/>	Breakout Box Background Color:	<input type="text" value="#66ffff"/>
Feature Content Font Color:	<input type="text" value="#000000"/>	Breakout Box Content Font Color:	<input type="text" value="#000000"/>
Feature Author Font Color:	<input type="text" value="#000000"/>		
Feature Resource URL Font Color:	<input type="text" value="#0033cc"/>		

Each row controls the color of a font or background for a newsletter component. Clicking on the color pallet next to the color field for a given row, accesses a color selection window from which the Administrator may select a color.

Issue Bar Background Color:





Clicking on a color, enters it's HTML value into the color field.



