

# Real Server E-mail Blast

## E-MAIL BLAST SAMPLE (EMAIL 1)



3  
Your custom information will appear here  
`<type>`  
`<contact>`  
`<contacttitle>`  
`<email>`  
`<phone>`  
`<fax>`

6  
If you are an authorized Intel® Premier Provider, you can change the Intel® Xeon™ processor box image to an Intel Premier Provider logo.  
  
Intel® Inside program members can change the Intel® Xeon™ processor box image to an Intel Xeon processor logo.  
`<badge>`

5  
Your company logo will appear here  
`<logo>`

## Steps for creating the e-mail blast

The e-mail blast is formatted as an XML file that you can edit to provide your custom information. This XML file is linked to an XML style sheet that will reside on your company's public Web server. By modifying the XML file, uploading it and your own company logo graphic to your Web server, you can e-mail the resulting HTML page. These instructions assume that you understand Web basics (i.e. what a URL Web address is) and have a Web server to upload your files to.

1. Copy the appropriate eblast directory (Email1, Email2, or Email3) from the CD to your Web server.
2. In the eblast folder you moved to your Web server, find the XML file you want to use as the template (email1.xml, email2.xml or email3.xml). Open the XML file with a simple text editor such as Notepad. Do not edit the file with a word processor since this may change the file from simple text to a word processor format.
3. The XML file contains mark-up tags that will hold your custom information. The tags are `<companyname>`, `<contact>`, `<contacttitle>`, `<type>`, `<email>`, `<phone>`, `<fax>`, `<product>`, `<badge>` and `<logo>`. Each tag consists of a start tag and an end tag. To customize the information, place your information between the start and end tags. For example, to add your company name, find the `<companyname>` `</companyname>` tags and change them to: `<companyname>ABC Computers</companyname>`. Note that the bold text shown here is just to highlight the information that you type in. Be careful not to change any of the existing information in the template. See page 8 for an explanation of each tag.
4. After adding your information to the XML file, save it.
5. Prepare your company logo; it should be a .GIF or .JPG image with a width of 200 pixels. For more information on preparing the logo, see the section on image preparation below.
6. Upload the product graphic (`<badge>`) and your company logo (`<logo>`) file to your Web server, in the same eblast folder as the XML file. If you have selected the email2 template, then upload the additional product (`<product>`) image for this template, too.

**OPTIONAL E-MAIL TEMPLATE (EMAIL 2)**



6

Place your product here.  
**<product>**

7. Open Microsoft® Internet Explorer browser and type in the URL of the uploaded XML page, beginning with “http://” (for example, “http://www.yourcompany.com/Email3/email3.xml”). Review the page to make certain that the information you added is being displayed correctly. If it is okay, you can send the page as e-mail by selecting everything on the page and copying it. Open your e-mail client and paste the page into the body of the message. Note that the page formatting might not look right when you pasted it. This is not a problem. When you send the message it will be properly formatted. To be certain though, you should send it to yourself to test it.

**Intel® Premier Provider Use**

If you are an authorized Intel® Premier Provider, you can change “local Intel reseller” to “local Intel Premier Provider” and can change Intel® Xeon™ processor box image to an Intel Premier Provider logo. Please refer to your Intel Premier Provider logo usage guidelines at the following Web site: <http://www.intel.com/reseller> (select “Marketing Resources”).

**Intel Inside® Members**

Intel Inside® program members can change the Intel Xeon processor box image to an Intel Xeon processor logo, which is located on your independent Intel Inside Web site. Please refer to Track 2 guidelines at following: [www.intel.com/intelinside/](http://www.intel.com/intelinside/).

**Example**

The following is an XML template file prior to the addition of your information:

```
<?xml version="1.0" encoding="UTF-8"?>
<?xml-style sheet type="text/xsl" href="email1.xslt"?>
<doc>
    <companyname></companyname>
    <contact></contact>
    <contacttitle></contacttitle>
    <type></type>
    <email></email>
    <phone></phone>
    <fax></fax>
    <logo></logo>
    <product></product>
    <badge></badge>
</doc>
```

## OPTIONAL E-MAIL TEMPLATE (EMAIL3)

## We Make Servers Easy

**Think servers are complicated and expensive?**



**Think again.** A real server based on the Intel® Xeon® processor is affordable, simple and easy to use. The Intel Xeon processor is an industry standard – the latest in Intel's long history of specialized server chips. It's designed to deliver more performance, more dependability, more room to grow and ultimately more value to growing businesses like yours.

**XYZ Company: Your Server Specialist**

As your local Intel reseller, XYZ Company can customize a real server based on the Intel Xeon processor just for you. We build a variety of servers based on Intel Xeon processors, Intel® Server Boards, Intel® Server Chassis, Intel® RAID Controllers and Intel® PRO Server Adapters. **Call or e-mail us today** to learn just how easy – and how powerful – an Intel Xeon processor-based server can be.

Your  
Company  
Logo

**John Doe** | CEO of Fictitious Name  
 jdoe@xyz.com  
 ph: 903-544-2023  
 tx: 903-544-2023



Intel, the Intel logo, and Intel Xeon are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

After editing the XML template file it might be:

```
<?xml version="1.0" encoding="UTF-8"?>
<?xml-style sheet type="text/xsl" href="email1.xslt"?>
<doc>
  <companyname>ABC Computers</companyname>
  <contact>John Doe</contact>
  <contacttitle>President</contacttitle>
  <type>Local Intel reseller</type>
  <email>jdoe@abccomputers.com</email>
  <phone>123-456-7890</phone>
  <fax>123-456-7890</fax>
  <logo>adlogo.gif</logo>
  <product>productphoto.jpg</product>
  <badge>xeon.gif</badge>
</doc>
```

## XML markup tag definitions/guidelines

The following lists the XML tags with additional information on content guidelines for each.

`<companyname></companyname>`

Insert your company name in this tag.

`<contact></contact>`

Insert the name of the individual you wish people to contact for more information.

`<contacttitle></contacttitle>`

Insert the title of the individual you wish people to contact for more information. For example, *Regional Sales Manager* or *CEO*.

`<type></type>`

Enter the type of business you are, for example *Local Intel reseller* or *Local Intel Premier Provider*.

`<email></email>`

Insert the e-mail address of the contact.

`<phone></phone>`

Insert the phone number of the contact. Remember to include the area code or country code if applicable.

`<fax></fax>`

Insert the fax number of the contact. Remember to include the area code or country code if applicable.

`<product></product>`

Insert the image name for the product image. The product image should be 110 pixels wide, and should be either a .GIF or .JPG file. This is used only on the email2 template.

`<logo></logo>`

Insert the image name for the company logo. The logo should be 62 pixels wide, and should be either a .GIF or .JPG file.

`<badge></badge>`

If you are an authorized Intel Premier Provider, insert the file name of the Intel Premier Provider logo uploaded to the eblast directory on your Web server.

If you are an Intel Inside program member, insert the file name of the Intel Xeon processor logo you uploaded to the eblast directory on your Web server.