

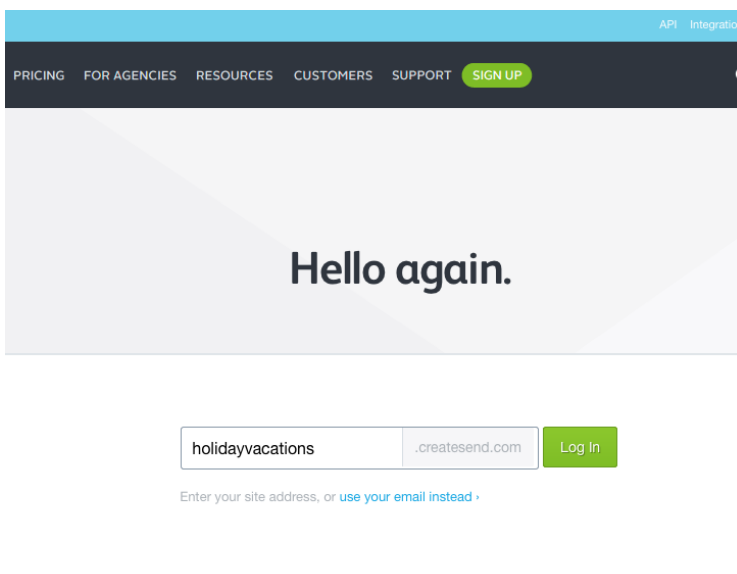
Email Info -

- Brochure Filed - Send announcement email
- Travel Show Report - Send travel show email 1 week prior
- Try to time emails so that no one gets more than one email a week
 - ex) if we send out a eTraveler wait a week to send an announcement email.
- Record send dates here: ADV Storage/Website/Emails/Sending Emails/EmailList

Update Email Lists:

www.campaignmonitor.com

- log in -> enter "holidayvacations" -> log in
- Username: Admin1
- Password: holiday8547
- Go to List/Subscribers
- Select keyword list to be updated
- Select add new subscribers
- To gather email addresses for specific market:
 - Email addresses out of HV:
 - 10.0.0.10/D/hv2000/Mail Request 2008/Market Mailers/ Completed market mailers
 - Select .dbf file to open in open office
 - Copy and paste addresses into campaign monitor
 - Make sure to scroll down to capture all email address's
 - Email addresses from website:
 - Connect to server - tours/lists/keyword.txt
 - Save to ADV Storage/Website/Emails/Sending Emails/EmailLists
 - Open new Excel document
 - File - Import - Text file - choose keyword.txt
 - In import wizard choose - Delimited -next- Comma -finish- OK
 - Copy and paste addresses into campaign monitor



The screenshot shows the Campaign Monitor login form. The form is titled "Holiday Vacations" and has a white background with a blue border. It contains the following fields and elements:

- Email: Admin1
- Password: holiday8547
- Keep me logged in:
- Log in: A green button with white text.

At the bottom of the form, there is a link: [Can't access your account?](#)

Manage Subscribers

To manage your lists, click on the list name below. You can create as many subscriber lists as you like.

List	Autoresponders	Created	Subscribers
_Requests-CatalogNewsletter	1 (view)	February 8, 2010	8,982
KW_11news	None (add)	March 4, 2010	168
KW_agrtalk	None (add)	August 17, 2012	2
KW_albany	None (add)	December 1, 2011	53
KW_amarillo	None (add)	February 22, 2010	206
KW_arkansas	None (add)	April 1, 2010	339
KW_atlanta	None (add)	February 21, 2012	102
KW_augusta	None (add)	May 28, 2010	205
KW_bakersfield	None (add)	January 14, 2010	134
KW_baltimore	None (add)	April 1, 2010	409
KW_bend	None (add)	March 28, 2011	10
KW_billings	None (add)	February 22, 2010	257

[+ Create a new list](#)

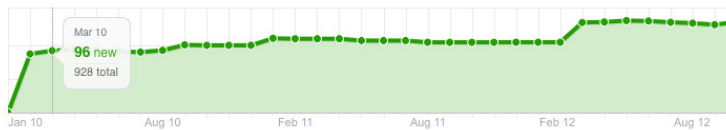
Search all subscribers

Lists & Subscribers > KW_wfrv

KW_wfrv

Single opt-in list ([change name/type](#)) [Subscribe](#) to list activity or [export](#) subscribers

✔ You successfully added 38 new subscribers to this list



Active 1,359
 Unsubscribed 266
Bounced 225
Deleted 0

Search list

Email Address	Name	Subscribed	<input type="checkbox"/>
jray23@new.r.com		Just Now	<input type="checkbox"/>
rcampbell1@new.r.com		Just Now	<input type="checkbox"/>
twin2ms@sbcglobal.net		Just Now	<input type="checkbox"/>
haganadu@aol.com		Just Now	<input type="checkbox"/>

[+ Add new subscribers](#)

List settings

[Remove subscribers](#)
Unsubscribe or delete subscribers.

[Custom fields](#)
Store additional subscriber details.

[Segments](#)
Target sub-groups of subscribers.

Manage the subscribe process

[Autoresponders](#)
Send welcome or date-based emails.

[Create a subscribe form](#)
Add a subscribe form to your site.

Add new subscribers

[Manually add](#)
[Import from a file](#)

Type in or 'copy and paste' up to 200 subscribers at a time

Each line must contain an email address and can also include a name, which must be separated from the email address by a comma.

John Smith, jsmith@yahoo.com

Correct formats:

- ✔ John Smith, jsmith@yahoo.com
- ✔ jsmith@yahoo.com
- ✔ jsmith@yahoo.com, John Smith

Incorrect formats:

- ✘ John Smith (no email address)
- ✘ John Smith jsmith@yahoo.com (no comma)
- ✘ jsmith@yahoo.com, rb@msn.com (2 subscribers on 1 line)

Want to import more than just name and email?

If you'd like to import additional subscriber details (such as company, etc) you'll need to [import your subscribers from a file](#).

[+ Add subscribers](#) or [cancel](#)

Announcement /Travel Show Email

- In campaign monitor -> create/send -> Create new campaign
- Name the campaign - Tour code (ex. INIR0920121)
- Subject :
 - AN** - Travel with WFRV TV's Erin Davisson to Ireland!
 - TS** - Free travel shows for WFRV TV's Erin Davisson's trip to Ireland!
 - Reference cover letter on pdf to know if station name should be mentioned
 - If host is retired it should read station "and" host
- From: Station Name and Holiday Vacations
- Import my own design -> import from web
 - AN** - <http://www.holidayvacations.net/marketing/Email/AnnouncementEmail2013.php?xxxxxx13>
 - TS** - <http://www.holidayvacations.net/marketing/Email/TravelShowEmail2013.php?xxxxxx13>
 - xxxxxx13 = four letter stations code, two letter tour code, two digit year ex.) wfrvir13
- Preview design
 - AN** - Confirm tour photo, host photo, station logo, and date against five-part
 - TS** - Above PLUS confirm travel show dates against Travel Show word doc
- Import text from HTML -> define recipients
- Select keyword list
- Test and define delivery
- Send test to Graham for approval -> next
- Schedule time -> pay for this campaign
- Use existing credits -> send campaign

Email files

- Email XML is located here: Marketing/tours/
 - Check the XML and with Vicki F is something isn't showing up correctly
 - Labeled four letter station code, two letter tour code, two number year
- Bullets are taken from destination XML: destinations/itineraries
 - Bullets are not always up to date, please double check.
- Email images are located here
 - AN** - Marketing/Email/Images/Announcement2013
 - TS** - Marketing/Email/Images/Travelshow2013
- If there is no image:
 - Format image to RGB at 72DPI
 - Scale to 295 x 221
 - Save as -> **XX_AN** or **XX_TS** - XX=two letter tour code
 - Save to:
 - AN** - ADV Storage/Website/Emails/Email Files/NewAnnouncementEmail/Images/ Announcement2013
 - TS**- ADV Storage/Website/Emails/Email Files/NewTravelShowEmail/Images/TravelShow2013
- And upload to server:
 - AN** - Marketing/ Email/Images/Announcement2013
 - TS**- Marketing/ Email/Images/TravelShow2013

Holiday Vacations

Overview **Create & Send** Lists & Subscribers Reports

Templates Client Settings

Saved drafts · Create new campaign · Edit and resend · Design and spam testing

Saved Drafts

Campaign	Define content	Define recipients
eTravler Sept-Oct Test Created Wednesday, 19 September 2012	✓	✖
INIR0912131 Created Wednesday, 19 September 2012	✓	✓
poll test two Created Tuesday, 11 September 2012	✓	✓
List test Created Tuesday, 17 July 2012	✓	✓
EAEF0930121 Created Monday, 9 July 2012	✓	✓
STFG1101121 Created Monday, 11 June 2012	✓	✖
test Created Thursday, 26 April 2012	✓	✓
AN WPSDGD Created Thursday, 5 April 2012	✓	✖
Africa Test Created Wednesday, 7 March 2012	✓	✖

[+ Create a new campaign](#)

You might also want to...

- [Run a design and spam test](#)
Test your design in major email clients.
- [Resend a sent campaign](#)
Create a copy, then edit and resend it.

Holiday Vacations

Overview **Create & Send** Lists & Subscribers Reports

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Saved drafts · **Create new campaign** · Edit and resend · Design and spam testing

Define the Campaign and Sender

1 Campaign > 2 Content > 3 Recipients > 4 Delivery

Regular campaign A/B split campaign Recurring RSS campaign

Name the campaign

Give your campaign an easily identifiable name. The name you choose will appear when you view the reports for this campaign.

Campaign Name

Enter the email subject line for this campaign

The subject of your last campaign was: **Free travel shows for KOLN/KGIN TV's Ken Siemek's trip to Hawaii!**

Subject [Personalize](#) the subject with subscriber details

Set who this campaign is from

This is what will appear in the **From** field of your recipients email client when they receive this campaign.

It's from info @ Replies will be sent to this email ([change](#))

[I'm done, return to the snapshot](#) or [go back](#)

Holiday Vacations

- Overview
- Create & Send**
- Lists & Subscribers
- Reports
- Templates
- Client Settings

Saved drafts · Create new campaign · Edit and resend · Design and spam testing

Select the format for this campaign

INIR0912131

- 1 Campaign
- 2 Content**
- 3 Recipients
- 4 Delivery

Import my own design

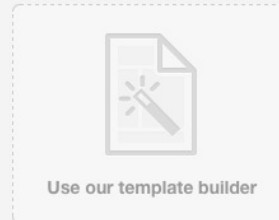
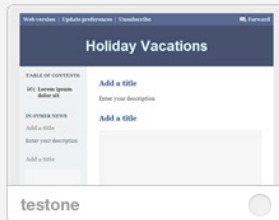
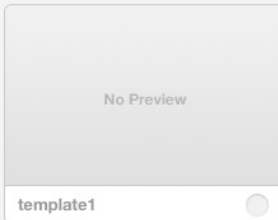
Import a HTML email design from your computer or the web and add a plain text version for your recipients with older or mobile email clients. We provide detailed reporting on the results.

Plain text only

Plain text ensures that your message will be viewable by all recipients but means you can't add any formatting or style to your email. Only basic reporting will be available.

Use one of my templates

Add content to one of your pre-designed email templates.



Holiday Vacations

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Import your campaign

INIR0912131

- 1 Campaign
- 2 Content**
- 3 Recipients
- 4 Delivery

Import from web

Import from my computer

Enter the web address of your campaign

This is the current address of your campaign on the web. We will browse to your page, scan it for any potential issues and if successful, import it into your account.

http://

Move a copy of my CSS inline (recommended for the best results in Gmail, Outlook 2007 and Lotus Notes)

Get my campaign or [go back](#)

Quick tag reference

Use any of the tags below to add special links or personalize your email. [Learn more and see all tags.](#)

Important links

```
<preferences></preferences>
<forwardtoafriend></forwardtoafriend>
<webversion></webversion>
<unsubscribe></unsubscribe>
```

Social links

```
<tweet></tweet>
<fblike></fblike>
```

Personalization

```
[fullname, fallback=]
[firstname, fallback=]
[lastname, fallback=]
[email]
```

Holiday Vacations Holiday Vacations

Overview

Create & Send

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Saved drafts · Create new campaign · Edit and resend · Design and spam testing

Edit your campaign content

INI0912131

1 > 2 > 3 > 4
Campaign Content Recipients Delivery

 **We successfully imported your campaign**
 You can [preview this campaign](#) or [send yourself a test email](#)

What would you like to do?

- Continue, I'm happy with the preview**
Select this option to proceed to the next step.
- Let me re-import or make a quick change to my campaign**
Select this option if you would like to make any changes to your campaign before proceeding.

Next 

Go back one page
Pull down to show history

Holiday Vacations Holiday Vacations

Overview

Create & Send

Lists & Subscribers

Reports

Templates

Client Settings

Saved drafts · Create new campaign · Edit and resend · Design and spam testing

Enter the text content for this campaign

INI0912131

1 > 2 > 3 > 4
Campaign Content Recipients Delivery

Enter the plain text version below, or [import it from your HTML](#) as a starting point

Email not displaying correctly? [View in your browser](#) [http://www.holidayvacations.net/marketing/travelshowemail2012.php?wfrvir13]

Enchanting Ireland

September 12 - 21, 2013

View Brochure! [http://www.holidayvacations.net/tours/pdfs/WFRVIR13.pdf]

With tour host,

Erin [Davisson](#),

[WFRV](#) TV Co-anchor at 5, 6 & 10 p.m. Weeknight Newscasts

RING OF KERRY • DUBLIN • CONNEMARA • CLIFFS OF [MOHER](#) • BLARNEY CASTLE

Define recipients  or [go back](#)

Quick tag reference

Use any of the tags below to add special links or personalize your email. [Learn more and see all tags.](#)

Important links

[preferences]
[forwardtoafriend]
[webversion]
[unsubscribe]

Social links

[tweet] 
[fblike]

Personalization

[fullname, fallback=]
[firstname, fallback=]
[lastname, fallback=]
[email]

- KW_wdtv (41 subscribers)
- KW_weau (457 subscribers)
- KW_wfrv (1,359 subscribers)
- KW_whiz (345 subscribers)
- KW_who (12 subscribers)
- KW_whsv (155 subscribers)
- KW_wichita (308 subscribers)
- KW_wisn (354 subscribers)
- KW_witn (555 subscribers)
- KW_wjhl (287 subscribers)
- KW_wlox (369 subscribers)
- KW_wmbf (197 subscribers)
- KW_wndu (314 subscribers)
- KW_wood (279 subscribers)
- KW_wptz (363 subscribers)
- KW_wrcb (697 subscribers)
- KW_wsaz (68 subscribers)
- KW_wthr (116 subscribers)
- KW_wtov9 (336 subscribers)
- KW_WTVY (30 subscribers)
- KW_WTWO (103 subscribers)
- KW_wxii (232 subscribers)
- Office list (6 subscribers)
- RZ_020612 (21,931 subscribers)

I will type in the recipients manually

Use this method if you want to type in or copy and paste recipients manually.

Next  or [go back](#)

Holiday Vacations Holiday Vacations

Overview

Create & Send

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Reports

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Saved drafts · Create new campaign · Edit and resend · Design and spam testing

Snapshot for INIR0912131

1 > 2 > 3 > 4
Campaign Content Recipients Delivery

Campaign and sender Edit

Campaign Name	INIR0912131
Subject	Travel with WFRV TV's Erin Davisson to Ireland!
From	WFRV TV & Holiday Vacations <info@holidayvacations.net> 

Content Edit

HTML	Update or preview HTML version
Text	Update or preview text version

Recipients Add more recipients

KW_wfrv	1,359	Remove from campaign
Total	1,359	

Test and define delivery 

Holiday Vacations Holiday Vacations

- Overview
- Create & Send**
- Lists & Subscribers
- Reports

- Templates
- Client Settings

Saved drafts · Create new campaign · Edit and resend · Design and spam testing

Test your campaign

INIR0912131

- 1** Campaign
- >
- 2** Content
- >
- 3** Recipients
- >
- 4** Delivery

- Manual test**
- Complete design and spam test

Because most email clients will display your email design differently, we recommend sending yourself a few tests before scheduling the campaign. For a more complete check, you can use our [design and spam testing service](#) to see screenshots of your design in dozens of the most popular email clients and run it through key spam filters with a single-click.

Send the test campaign to...

Email Send to up to 5 addresses at once by separating them by a comma

Some recent test addresses you've already used...

- graham.barnes@holidayvacations.net
- bzimmerman@holidayvacations.net
- jstephan@holidayvacations.net
- julia@juliastephan.com
- holidayvacationsemail@yahoo.com

Send the test email

Holiday Vacations Holiday Vacations

- Overview
- Create & Send**
- Lists & Subscribers
- Reports

- Templates
- Client Settings

Saved drafts · Create new campaign · Edit and resend · Design and spam testing

Schedule campaign delivery

EAEF0930121

- 1 Campaign
- >
- 2 Content
- >
- 3 Recipients
- >
- 4** Delivery

Deliver the campaign immediately

Your campaign will be queued on our delivery servers and sent to your recipients immediately.

Send confirmation to when the campaign has been sent

Deliver at the following time

You can always change the scheduled delivery time before the campaign is sent.

Date

Time Daylight savings is automatically accounted for.

Time Zone

Send confirmation to when the campaign has been sent

or [go back](#)

You will not be charged until your campaign is sent and can cancel at any time

Holiday Vacations

Overview

Create & Send

Lists & Subscribers

Reports

Templates

Client Settings

Saved drafts · Create new campaign · Edit and resend · Design and spam testing

Pay for this campaign

INIR0912131

1 > 2 > 3 > 4
Campaign Content Recipients **Delivery**

Because you've defined more than 5 recipients, you'll need to pay for delivery

This includes a delivery fee of \$5 and 1 cent per recipient.

Delivery Fee:	\$5
Total recipients:	1,359 x 0.01 = \$13.59
Total cost:	\$18.59 (1,859 credits)

How do you want to pay?

Because you've pre-paid and have some credits under your belt you can use them to send this campaign, or just use your credit card instead.

- I'll use 1,859 of my 177,869 credits (you'll have 176,010 left)
- Forget my credits, I'll pay the whole \$18.59 with my credit card

Send campaign immediately or [go back](#)

Clicking this button will *immediately* deliver your campaign.

Email not displaying correctly? [View in your browser](#)

Come Travel With Us!

Holiday Vacations™

· Airfare Included · Low Deposit · Guaranteed Prices

Call Today! 1-800-826-2266

Enchanting Ireland
September 12 - 21, 2013

[View Brochure!](#)

With tour host **Erin Davisson**,
WFRV TV Co-anchor at 5, 6 & 10 p.m.
Weeknight Newscasts



**RING OF KERRY • DUBLIN •
CONNEMARA • CLIFFS OF MOHER •
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Expert Guest Service... with a personal touch

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Monday - Friday 7am to 7pm • Saturday 9am to 1pm (Central Time)



[Tour Policies](#) | [Privacy Policy](#) | [Terms and Conditions](#)

You're receiving this e-mail because you previously shared your e-mail address over the phone and/or subscribed when visiting Holiday Vacations' website. We respect your privacy and do not share your information with any third party for any reason.

[You can instantly unsubscribe from these e-mails by clicking here.](#)

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Email not displaying correctly? [View in your browser](#)

You're Invited!

Holiday Vacations™

- Airfare Included - Low Deposit - Guaranteed Prices

Call Today! 1-800-826-2266

Join us for a free travel show featuring

Hawaii Three Island Holiday

January 22 - 31, 2013

[View Brochure!](#)



With tour host **Ken Siemek**,
KOLN/KGIN Chief Meteorologist



Free Travel Shows

Lincoln

Tuesday, October 2

10 a.m., 2 p.m. & 7 p.m.

Country Inn & Suites by Carlson
5353 N 27th St

Grand Island

Wednesday, October 3

2 p.m. & 7 p.m.

Quality Inn & Conference Center
7838 S US Highway 281

Receive a \$100 Holiday Vacations
Coupon at the shows!



Join us for an audio/visual preview of this fabulous tour. Learn about the exciting attractions and wonderful accommodations of this fascinating destination. Reservations are not necessary.

Expert Guest Service... with a personal touch

Call today! 1-800-826-2266

Monday - Friday 7am to 7pm • Saturday 9am to 1pm (Central Time)



[Tour Policies](#) | [Privacy Policy](#) | [Terms and Conditions](#)

You're receiving this e-mail because you previously shared your e-mail address over the phone and/or subscribed when visiting Holiday Vacations' website. We respect your privacy and do not share your information with any third party for any reason.

[You can instantly unsubscribe from these e-mails by clicking here.](#)

Buy more credits

- Select Billing on upper right
- Select Buy credits and save
- Invoices are set up for buying 250,000 at a time
- Cost should be \$1,950

Clients **Billing** Customize Account Settings Help Logout

Holiday Vacations

Recent billing transactions

Every time your client sends a campaign that you're paying for, or you purchase email credits, we'll keep a note of it here.

Date	Client	Amount
28 Sep 2012	Holiday Vacations HAHK0122131 (1,806 recipients)	2,306 credits used
28 Sep 2012	Holiday Vacations HAHK0306131 (601 recipients)	1,101 credits used
28 Sep 2012	Holiday Vacations AUNB0311131 (1,969 recipients)	2,469 credits used
26 Sep 2012	Holiday Vacations eDestination - Pasadena Rose Parade (63,244 recipients)	63,744 credits used
25 Sep 2012	Holiday Vacations Design and spam test for eDestination - Pasadena Rose Parade	500 credits used
25 Sep 2012	Holiday Vacations Design and spam test for eDestination - Pasadena Rose Parade	500 credits used
21 Sep 2012	Holiday Vacations INIT0501131 (827 recipients)	1,327 credits used
21 Sep 2012	Holiday Vacations HAHK0402131 (41 recipients)	541 credits used

[Buy credits and save](#)
Pre-purchasing credits instead of paying as you go.

[Update your payment details](#)
Update your credit card details.

177,869 credits left [buy more](#)

Clients **Billing** Customize Account Settings Help Logout

Holiday Vacations

[Billing](#) > Purchase email credits

Purchase email credits

If you or your clients are sending lots of campaigns, or you'd like to avoid lots of small transactions, then pre-purchasing is for you. Buy enough, and you'll get a healthy discount. You can use them any time you wish and they never expire.

Number of email credits

Each recipient you send to counts as one email credit. Enter the number of credits you'd like to purchase, and then click the "Calculate cost" button.

Number of credits

Cost **\$1,600** (save \$400)

[Recalculate cost](#)

Pay for your email credits

Confirm your payment details below to purchase **200,000 email credits for \$1,600**

Card type	Visa
Card #	4*** *924
Expiry Date	3/2015
Name on Card	Julia M Stephan

[Change these details](#)

[Purchase 200,000 credits now](#)

Clicking this button will *immediately* purchase your credits

Pricing

As soon as you buy more than 50,000 email credits in one transaction, you'll start saving.

Credits	Price/credit
First 50,000	1.0 cent
Next 50,001 - 100,000	0.8 cents
Next 100,001 - 250,000	0.7 cents
Next 250,001 - 500,000	0.6 cents
Any above 500,000	0.5 cents

Each pre-paid campaign you send incurs a 500 credit delivery fee.

Monthly Invoices:

- Select Billing on upper right
- Scroll down landing page and select "Export your charges"
- Select "export everything from last export" and select "export"
- Save to Advertising/ADV Storage/Website/Emails/Billing Reports
- Select last months report and re save with current month name
- Record campaign name and credits used
- check that the formula is (BX*0.007878)
- When completed file in 10.0.0.10/Share/Advertising/ and tell Renee where it is

21 Sep 2012	Holiday Vacations AKKN0716132 (1,002 recipients)	1,502 credits used
21 Sep 2012	Holiday Vacations AKAY0827131 (1,328 recipients)	1,828 credits used
21 Sep 2012	Holiday Vacations INEA1015131 (413 recipients)	913 credits used
21 Sep 2012	Holiday Vacations INTY0518131 (294 recipients)	794 credits used
19 Sep 2012	Holiday Vacations Design and spam test for INIR0912131 (Version A)	500 credits used
19 Sep 2012	Holiday Vacations Design and spam test for INIR0912131 (Version A)	500 credits used
19 Sep 2012	Holiday Vacations Design and spam test for INIR0912131 (Version A)	500 credits used

1 2 3 4 5 ... 55 Next » Export everything since last export Export or cancel

	A	B	C	D	E
1	Invoice Grand Total		\$ 176.71		
2					
3	Distribution of Cost:	Credit	Amount	GL Acct No.	Cost Plus Tax
5				4414.66	\$ -
6	RRNQ0930121	727	\$ 5.73	4414.66	\$ 5.73
7	RRGD0918121	1595	\$ 12.57	4414.66	\$ 12.57
8	INTY1009121	944	\$ 7.44	4414.66	\$ 7.44
9	RRGD0921121	556	\$ 4.38	4414.66	\$ 4.38
10	WESF1024121	861	\$ 6.78	4414.66	\$ 6.78
11	HAHK1204121	2852	\$ 22.47	4414.66	\$ 22.47
12	RRNQ0929121	1468	\$ 11.56	4414.66	\$ 11.56
13	STFG1101121	2579	\$ 20.32	4414.66	\$ 20.32
14	STBG0816121	2669	\$ 21.03	4414.66	\$ 21.03
15	WESF0905121	725	\$ 5.71	4414.66	\$ 5.71
16	INLW1010121	1296	\$ 10.21	4414.66	\$ 10.21
17	INRW1013121	906	\$ 7.14	4414.66	\$ 7.14
18	WEDM1011121	708	\$ 5.58	4414.66	\$ 5.58
19	SONO0918121	2047	\$ 16.13	4414.66	\$ 16.13
20	HAHF0219131	986	\$ 7.77	4414.66	\$ 7.77
21	HAHK1203121	804	=(B21*0.007878)	4414.66	\$ 6.33
22	HAHK0319131	708	\$ 5.58	4414.66	\$ 5.58
23					
24					