

CJW Newsletter

Version 1.0.0



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1 Introduction

CJW Newsletter is a certified eZ Publish extension that provides enhanced multi-channel marketing functionality for your eZ Publish website. As always clean programming and a seamless technical and usable integration with eZ Publish is provided. It integrates smoothly with the eZ Publish Enterprise and the eZ Community Project releases.). And in combination with the eZ Publish Enterprise, the CJW Newsletter can be further customized to meet your specific requirements and site structures.

For email handling eZ Components is used. Designed to handle a large number of subscribers and send out thousands of newsletter editions in a short period of time, this extension is suitable for both small and large companies.

This manual is a guide to installing, configuring and using the CJW Newsletter extension. Once you have completed the setup process, the creation of a newsletter edition can be done quickly and easily. You can use it like you use all other parts of eZ Publish: easy.

1.1 More resources

For assistance with eZ Publish, refer to the following resources:

- **eZ Publish documentation:** CJW Newsletter is an extension to eZ Publish. Where appropriate, there are links in this document to the online versions of the eZ Publish documentation, located at <http://doc.ez.no/>.
- **eZ Publish forums:** The forums on the eZ Systems website are a valuable community-driven resource, where eZ Publish users provide assistance and support to each other. Accessing the forums is free. The forums are located at <http://ez.no/community/forum>.
- **Support from eZ Partners:** eZ Systems global network of partners provides professional assistance for all eZ products. To find a partner, contact sales@ez.no.
- **Other eZ solutions:** For information about other solutions provided by eZ Systems, refer to <http://ez.no/products/solutions>.
- **Other CJW Network solutions:** For information about other solutions provided by

CJW Network, refer to

- **Training and certification:** eZ Systems and eZ Partners offer training courses and certifications for eZ Publish. Contact sales@ez.no or visit <http://ez.no/services/training> for more information.
- **Sending feedback about CJW Newsletter:** <http://issues.ez.no/CJWnewsletter>

1.2 Contacting eZ

For non-technical questions regarding eZ Publish or eZ Systems, please contact us:

- <http://ez.no/company/contact>
- info@ez.no

1.3 Contacting CJW Network

For non-technical questions regarding CJW Newsletter please contact us:

- <http://www.cjw-network.com/contact>
- [info \[at\] cjw-network \[dot\] com](mailto:info@cjw-network.com)
- <http://www.coolscreen.de>
- <http://www.jac-systeme.de>
- <http://www.webmanufaktur.ch>

1.4 Requirements

The CJW Newsletter extension has the following requirements:

- eZ Publish 4.x
- eZ Components
- PHP 5 and PHP 5 cli version with the ability to send out emails.

When the system requirements are met you can download the CJW Newsletter extension from the eZ projects website at http://projects.ez.no/CJW_newsletter. To install the extension follow the steps listed in the chapter "Installation"

2 Installation

The following steps describes how to install CJW Newsletter:

1. When all the requirements are met, download the CJW Newsletter extension from the eZ projects website at http://projects.ez.no/cjw_newsletter.
2. Extract the downloaded files to this location:
`.../extension`
3. Activate your CJW Newsletter extension at this location:
`settings/override/site.ini.append.php`
or
`extension/site_example/settings/override/site.ini.append.php`

By adding the CJW Newsletter extension:

```
[ExtensionSettings]
...
ActiveAccessExtensions[]=cjw_newsletter
...
```

Note: From eZ Publish 4.4 the CJW Newsletter will be part of the new Extension Load Ordering functionality. In 4.4 you will need to enter the metadata for each extension you wish to install in `extension/my_extension/extension.xml`. Then the extension load ordering will take care of the correct sequential loading of the extensions.

4. Next update your autoload settings for this extension. From the command line you could use the following command:
`php bin/php/ezpgenerateautoloads.php -e -v`
It is also possible to update the autoloads from the Administration Interface. Under the **Setup** tab, click on the **Extensions** link in the menu on the left. In the list displayed check the added extension (cjw_newsletter) and press the **Regenerate autoload arrays for extensions** button.

5. Add tables to the database used by your eZ Publish instance. If you are using MySQL, you can import the tables from the eZ Publish's root directory with the following command:

```
mysql -u <user> -p <database_name> <
extension/cjw_newsletter/sql/mysql/schema.sql
```

Don't forget to replace the placeholders <USER> and <DATABASE_NAME> with the actual user name of your database and the name of the database used by eZ Publish.

If you are using another DBMS, the procedure is very similar. Please refer to the documentation of your DBMS if you are experiencing issues.

6. For eZ installations < 4.2.0 assign the CJW Newsletter administration design in your administration siteaccess in order to adjust the eZ Publish Administration Interface with the left CJW Newsletter menu. To do this go to
settings/siteaccess/<example_admin_en>/site.ini.append.php
or
extension/<site_example>/settings/<example_admin_en>/site.ini.append.php
and make the following changes:

```
# ez version < 4.2.0
[DesignSettings]
SiteDesign=<cjw-example_admin_en>
AdditionalSiteDesignList[]=newsletter_admin_ez4.0.0
AdditionalSiteDesignList[]=admin
```

```
# ez version >= 4.3.0
[DesignSettings]
SiteDesign=<cjw-example_admin_en>
AdditionalSiteDesignList[]=admin2
AdditionalSiteDesignList[]=admin
```

7. Check if you have an override menu.ini.append.php in your siteaccess. If so, you should add the new CJW Newsletter tab manually at one of the following locations:
settings/siteaccess/<cjw-example_admin_en>/menu.ini.append.php
or
extension/site_example/settings/<example_admin_en>/menu.ini.append.php

Add the tab as follows:

```
[TopAdminMenu]
```

```
Tabs[]=newsletter
```

8. Now you should clear the cache. The following command can be used:

```
php bin/php/ezcache.php --clear-id=template-override
```

 Or if you prefer, this can be done from the administrator interface. Under the **Setup** tab, click on the **Cache Management** link in the menu on the right. And select the caches to clear.
9. Next you should import the CJW Newsletter content classes and demo structure. The package `newsletter_classes-1.0.1.ezpkg` can be imported to the system, this means you must upload, unpack and place it under an appropriate internal repository within the installation. The following example demonstrates how to import such a site style package:
 - a. Go to the **Setup** tab in your administrator interface and then click on the **Packages** link in the menu on the left side. Choose the local repository and click the **Import new package button** located under the list of packages (it is marked in red in the next screenshot):

Packages

Change repository:

Name	Version	Summary	Status
<input type="checkbox"/> cjw_newsletter_classes	1.0-1 [contentclass]	Export of 5 content classes	Installed

- b. Choose the desired file, in this case `cjw_newsletter/packages/newsletter_root-1.0.1.ezpkg.ezpkg`, on your local computer (as shown in the following screenshot) and click the **Import package** button.

Upload package

Select the file containing the package then click the upload button

The system will import the package from
`cjw_newsletter/packages/newsletter_classes-1.0.1.ezpkg`

and show it in the list of packages.

1. You must now create a CJW Newsletter root folder (for example: Newsletter Root) which is used for all CJW Newsletter content. Follow the procedure below to create a new root folder as a starting point for your newsletter structures:

Please note that you need to create your Newsletter structure in the following sequence - Create a root folder - create a section - assign the section to the root.

- a. Create a folder called "Newsletter Root" under the "Content structure" tab
- b. Create a section called "CJW Newsletter" in "Setup" - "Sections"
- c. Assign the new section to the "Newsletter Root" folder.
- d. You have now created a folder called "Newsletter Root". This will appear when you click the "Newsletter" tab. From the "Newsletter Root" you create the new Newsletter structure with Newsletter systems, newsletter lists, newsletter editions and newsletter articles.

The screenshot displays the eZ Publish administration interface. The top navigation bar includes links for Dashboard, Content structure, Media library, User accounts, Setup, eZ Find, Survey, and Newsletter. The 'Newsletter' tab is selected. The main content area shows the configuration for the 'Newsletter system [CJW Newsletter System]'. The 'View' tab is active, displaying the system's title, short title, and short description. Below this, there is a table of sub-items, currently showing one item: 'Newsletter list one'.

Name	Modifier	Published	Translations
Newsletter list one	God Like	27/10/2010 4:32 pm	

1. You can now create the CJW Newsletter structure manually like described in the bullet-points below:

Note: Make sure that you follow this sequence and that every new object is created within the previous structure.

- a. At the CJW Newsletter Root (if you need a new newsletter system later start at the root folder again)
 - b. create your newsletter system (you can create new newsletter systems as the need may be)
 - c. then create a newsletter list within that system (this will list all newsletters create in this particular newsletter system)
 - d. create a newsletter edition within the newsletter list (all editions created in this structure will be listed here)
 - e. In the newsletter edition you can either:
 - create all your articles within the same edition, or
 - create separate articles in a new structure below the newsletter edition.
1. Next you check roles for user access. To do this go to the **User accounts** tab in the Administrator Interface and click on the **Roles and Policies** link in left hand menu (Access control). Set policies according to your own preferences and necessities.
 2. Next create a `cjw_newsletter.ini.append.php` file for the CJW Newsletter settings at the following location:

`/settings/override/cjw_newsletter.ini.append.php`

or preferred

`/extension/site_example/settings/override/cjw_newsletter.ini.append.php`

The content could for example look like this:

```
[NewsletterSettings]
PhpCli=php
AvailableSkinArray[]=default
```

```
[NewsletterMailSettings]
# smtp, sendmail, file
TransportMethodCronjob=sendmail
# test newsletter
TransportMethodPreview=sendmail
# subscribe, infomail
TransportMethodDirectly=sendmail
# Configuration for SMTP
SmtptTransportServer=
SmtptTransportPort=25
SmtptTransportUser=
SmtptTransportPassword=
EmailSender=newsletter@example.com
EmailSenderName=Example.com Newsletter
EmailSubjectPrefix=[Newsletter Example.com]
```

Keep in mind to adjust these settings according to your needs.

3. Update the default cjw Newsletter skin or create a new one. By default the CJW

Newsletter default skins are located here:

```
/extension/cjw_newsletter/design/newsletter_design/templates/newsletter/skin/default/outputformat
```

The files are text.tpl and html.tpl.

Lets say you have designed a custom skin called "my_custom_skin".

The related text.tpl and html.tpl files should be located here:

```
/extension/cjw_newsletter/design/newsletter_design/templates/newsletter/skin/my_custom_skin/outputformat
```

The new skin should then be defined in cjw_newsletter.ini.append.php (created in step 13) like this:

```
[NewsletterSettings]
AvailableSkinArray[]=my_custom_skin
```

And don't forget to clear the cache after adding new templates!

4. Check the SiteURL settings in site.ini of the siteaccess which is used for rendering the newsletter. This setting is used to create absolute links to images:
site.ini.append.php

```
[SiteSettings]
# URL of site, often used to link to site in emails etc.
SiteURL=example.com
```

5. Next activate the ts files in "cjw_newsletter.ini.append.php"
this setting you should copy to your siteaccess site.ini
so you have full control of which ts files are loaded
[RegionalSettings]
TranslationExtensions[]=cjw_newsletter
6. To create all mails for a CJW Newsletter edition which are ready to be sent out run,
the following command can be used:
php runcronjobs.php -s siteaccess
cjw_newsletter_mailqueue_create
7. To send out all mails which are in the mail queue created by step 15, the following
command can be used:
php runcronjobs.php -s siteaccess cjw_newsletter_mailqueue_process
8. Your CJW Newsletter should now be properly installed and ready for use!

3 Configuration cjw_newsletter.ini

The default CJW Newsletter configuration settings are defined in this file:

```
/extension/cjw_newsletter/settings/cjw_newsletter.ini
```

It is highly recommended to create an override configuration file, for example here:

```
/settings/override/cjw_newsletter.ini.append.php
```

or preferred:

```
/extension/site_example/settings/override/  
cjw_newsletter.ini.append.php
```

3.1 NewsletterSettings

In the above mentioned override file (cjw_newsletter.ini.append.php) the following settings should be included and configured according to the needs of your site:

```
[NewsletterSettings]
```

```
# Administration interface container NodeID
```

```
RootFolderNodeId=66
```

```
# Please put here the path to your PHP Cli installation. It is  
needed for generating the
```

```
preview and the views in the send out process
```

```
PhpCli=php
```

```
# array with all skin names located in design folder
```

```
# => design:newsletter/skin/ $skin_name
```

```
# You can connect the layout with your newsletter list in the  
administration interface.
```

```
AvailableSkinArray[]
```

```
AvailableSkinArray[]=default
```

```
AvailableSkinArray[]=ez4you_extended
```

```
AvailableSkinArray[]=ez4you_simple
```

3.2 NewsletterMailSettings

It is possible to send your Newsletters with sendmail or SMTP. The file protocol is provided for development reasons only.

Keep in mind that there are three different types of send out mails:

- The subscribe or information mails
- the preview of the CJW Newsletter edition mails
- the CJW Newsletter edition itself.

When you choose SMTP, the SMTP settings in the above mentioned override file (cjw_newsletter.ini.append.php) should be configured as follows:

```
[NewsletterMailSettings]

# smtp, sendmail, file

# cjw Newsletter edition

TransportMethodCronjob=sendmail

# test cjw Newsletter edition

TransportMethodPreview=sendmail

# subscribe, infomail

TransportMethodDirectly=sendmail

# Configuration for SMTP

SmtptTransportServer=

SmtptTransportPort=25

SmtptTransportUser=

SmtptTransportPassword=
```

```
# settings for mail send out by subscribe, unsubscribe
```

```
EmailSender=newsletter@localhost.localdomain
```

```
EmailSenderName=Localhost Newsletter
```

```
# string the subject of all mails is starting with
```

```
EmailSubjectPrefix=[Newsletter Localhost]
```

4 Using CJW Newsletter

4.1 Using CJW Newsletter from the front end

4.1.1 Front end: Subscribe to CJW Newsletter

In the subscription page, you can select the newsletter you would like a subscription to from the CJW Newsletter List, define the format in which you wish to receive it (HTML or text format) and enter your email. You can enter your first and last name and your salutation too if you wish, but this is not mandatory. There is also the possibility to unsubscribe or change your CJW Newsletter list subscriptions. The following screenshot shows an example subscription page. The unsubscribe link (and where you change your profile) is marked with red boxes at the bottom of the page.

Newsletter subscribe

Here you can subscribe to one of our newsletters.

Please fill in the boxes "first name" and "last name" and enter your e-mail address in the corresponding field. Then, select the newsletter you are interested in and the format you prefer.

Newsletter system

☒ Newsletter list one

☒ HTML

☐ Text

Salutation:

☐ Mr ☐ Ms

First name:

God

Last name:

Like

E-mail*:

nospam@ez.no

Data Protection:

Your e-mail address will under no circumstances be passed on to unauthorized third parties.

Further Options:

You want to [unsubscribe](#) or [change your profile?](#)

* mandatory fields

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The next screenshot shows that the subscription was successful.

Newsletter - subscribe success

You are registered for our newsletter.

An email was sent to your address .

Please note that your subscription is only active if you clicked confirmation link in these email.

You have the possibility of changing your personal profile at any time.

[back](#)

4.1.2 Front end: Configure CJW Newsletter

A subscriber can change his personal settings and CJW Newsletter list subscriptions by using a link provided in every mail that is sent out from the CJW Newsletter system.

From: nospam@ez.no
Subject: [Newsletter example.com] Way of the World Week 38 2010
Date: November 9, 2010 10:28:16 AM GMT+01:00
To: NL Test Receiver0 <gaw@ez.no>

= Way of the World Week 38 2010 =
This is the edition of Way of the World for week 38, 2010.

In depth news from around the globe:

- Is the financial crises behind us?
- What is new in Asia?
- Africa in Focus

==

Is the financial crises behind us? ==

The financial crisis of [1] It has resulted in the collapse of large financial institutions, the bailout of banks by national governments, and downturns in stock markets around the world. In many areas, the housing market has also suffered, resulting in numerous foreclosures and prolonged vacancies. It is considered by many economists to be the worst financial crisis since the Great Depression of the 1930s.

Link: "http://en.wikipedia.org/wiki/Financial_crisis_of_2007%E2%80%932010#cite_note-1">[2]

To unsubscribe from this newsletter please visit the following link:
http://172.16.100.2/newsletter/unsubscribe/#_hash_unsubscribe_#

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4.2 Using CJW Newsletter back-end

4.2.1 Log-in in eZ Publish Administration

Log-in into eZ Publish admin.example.com/ with your administration user name and password in the screen below:

Log in to the Administration Interface of eZ Publish



Please enter a valid username/password combination then click "Log in".

Use the "Register" button to create a new account.

Username:

Password:

Log in

Register

4.2.2 Administration root folder

After log-in you enter the CJW Newsletter Dashboard. If the newsletter system is setup properly and activated on your eZ Publish installation, you will find an additional tab called "Newsletter" and in the left menu the "Newsletter Systems" folder and sub-tree. Please click the "Newsletter" tab.

You are here: Newsletter / Dashboard

Newsletter systems

- Newsletter system #1

Administer

- Users
- Blacklists
- Bounces

Settings

- Mail accounts
- Imports
- Subscription form
- INI Settings

Newsletter dashboard

Newsletter system #1

- Way of the word newsletter list / Way of the word newsletter list [Create newsletter here](#)
- Way of the World Week 38 2010 [Edit](#)
- Way of the World Week 39 2010 [Edit](#)

Last actions

Name	Status	Mails	Bounced	Modified
Way of the World Week 39 2010		0	0	08/11/2010 11:09 am
Way of the World Week 38 2010		0	0	08/11/2010 11:08 am

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The newsletter dashboard screen

The newsletter dashboard screen is shown above. This is presented when you click the "Newsletter" tab, and it displays the "Newsletter system" folder and sub-tree where you will find all the newsletters you have created. In the "Newsletter dashboard" you will have direct

access to your list of newsletters, and you may create a new one or edit the existing newsletters directly from this screen.

In "Last actions" you will find a list of the newsletters or articles you last worked on. You will find the status of this item, whether you have received any mails regarding this item, how many newsletter mailings were bounced, and when was this item last modified (date and time of day).

When you click on the Newsletter folder in the left sub-tree, you will be presented with the "Newsletter root" folder screen as shown below:

The screenshot displays the eZ Publish administration interface for the 'Newsletter system'. The top navigation bar includes links for Dashboard, Content structure, Media library, User accounts, Setup, eZ Find, Survey, and Newsletter. The left sidebar shows the 'Newsletter systems' section with a link to 'Newsletter system', and an 'Administer' section with links for Users, Blacklists, and Bounces. The main content area shows the 'Newsletter system [CJW Newsletter System]' configuration page. It includes a 'View' tab with sub-tabs for Details, Translations (1), Locations (1), Relations (0), and Ordering. The 'Details' tab is active, showing the Title, Short title, and Short description, all set to 'Newsletter system'. Below this, there are buttons for 'English (United Kingdom)', 'Edit', 'Move', 'Remove', and 'Manage versions'. At the bottom, the 'Sub items (1)' section shows a table with one item: 'Newsletter list one' by 'God Like', published on '27/10/2010 4:32 pm'. The footer contains the copyright information: 'eZ Publish Copyright © 1999-2010 eZ Systems AS and others. For more information see eZinfo/about.'

Illustration 5: eZ Publish administration interface root folder

4.2.3 Creating new CJW Newsletter objects/sub items

The sub items behaves like in eZ Publish, follow this link to get information on the eZ Administration interface. Specific to the CJW Newsletter functions is that you can create the

following types of newsletter objects (shown in the screen below) by clicking the "Create new" button: CJW Newsletter Article, CJW Newsletter Edition, CJW Newsletter List, CJW Newsletter Root, CJW Newsletter System.



4.2.4 CJW Newsletter Dashboard

The next illustration shows the CJW Newsletter dashboard including an expanded left menu and the CJW Newsletter overview page:

- There is one CJW Newsletter system installed.
- This CJW Newsletter system has one CJW Newsletter list (Way of the World newsletter list).
- This CJW Newsletter list has two CJW Newsletter editions (Way of the World Week 38 and 39 2010).

- The Subscriptions counter in the left menu is 0/2, indicating that 2 users have subscribed to the CJW Newsletters (Way of the World Week 38 and 39 2010).

Logout admin Search in all content

Dashboard Content structure Media library User accounts Setup eZ Find Survey Newsletter

You are here: Newsletter / Dashboard

Newsletter systems

- Newsletter system #1
 - Way of the word newsletter list
 - Subscriptions (0/2)
 - Draft (2)
 - Sending (0)
 - Archived (0)
 - Aborted (0)

Administer

- Users
- Blacklists
- Bounces

Settings

- Mail accounts
- Imports
- Subscription form
- INI Settings

Newsletter dashboard

Newsletter system #1

Way of the word newsletter list / Way of the word newsletter list	Create newsletter here
Way of the World Week 38 2010	Edit
Way of the World Week 39 2010	Edit

Last actions

Name	Status	Mails	Bounced	Modified
Way of the World Week 39 2010				08/11/2010 11:09 am
Way of the World Week 38 2010				08/11/2010 11:08 am

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Illustration 6: eZ Publish administration interface CJW Newsletter dashboard

You can have multiple CJW Newsletter systems, CJW Newsletter lists and CJW Newsletter editions. The next screenshot shows the left menu detail view: Under the "Newsletter list one you can see the live cycle of a CJW Newsletter edition and the subscribed user folder with user count (3/4). You can see that two newsletters have the status "Draft" (status draft). You can work on this draft, extend it, control it with previews and test Newsletter editions. After the testing you can mail the Newsletter edition.

After you send out the Newsletter edition, you'll find the example Newsletter edition in the folder "Sending (1)" (status send), after a successful send out, it is in the "Archive" folder (status archive). As an additional help, you can abort a send out manually and then you find the Newsletter edition in the "Abort" folder (status abort).

Newsletter systems

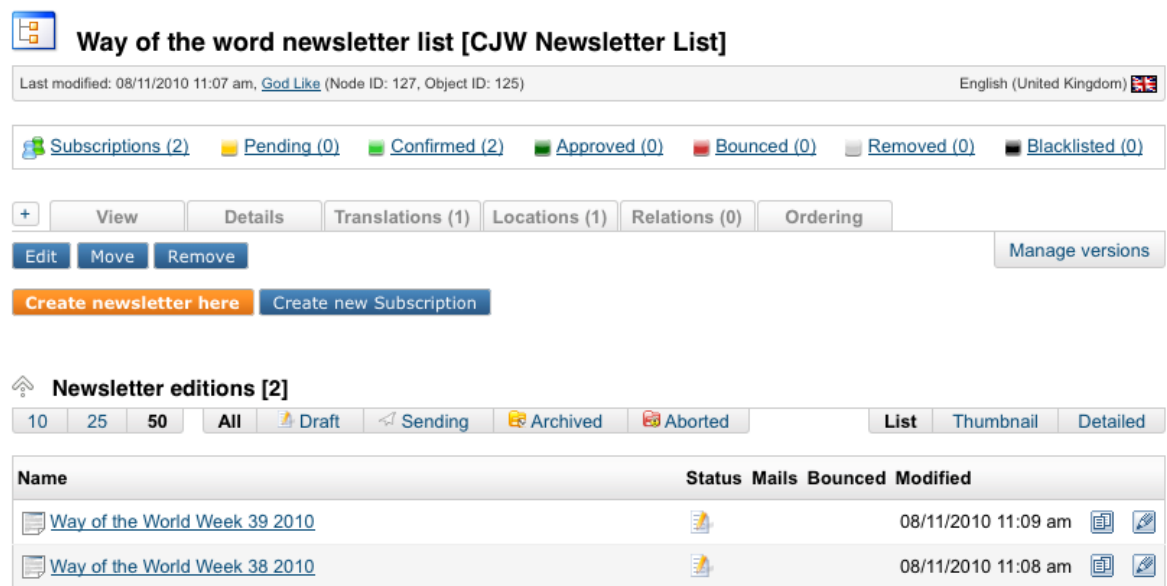
Illustration 7: eZ Publish administration interface left menu detail view

4.2.5 CJW Newsletter System


You have now selected the Newsletter system in the left menu. The concept is that you can run multiple CJW Newsletter systems in one eZ Publish installation. You can consider the CJW Newsletter system as an independent system. The idea behind was a concept for a multinational company with dependent and independent sub-companies. So they are free to use one bigger system for the dependent sub-parts with smaller system for the independent ones.

4.2.6 CJW Newsletter List

Select the "Newsletter List". You will be presented with the following screenshot:



Way of the word newsletter list [CJW Newsletter List]

Last modified: 08/11/2010 11:07 am, [God Like](#) (Node ID: 127, Object ID: 125) English (United Kingdom) 

[Subscriptions \(2\)](#)
[Pending \(0\)](#)
[Confirmed \(2\)](#)
[Approved \(0\)](#)
[Bounced \(0\)](#)
[Removed \(0\)](#)
[Blacklisted \(0\)](#)

[View](#)
[Details](#)
[Translations \(1\)](#)
[Locations \(1\)](#)
[Relations \(0\)](#)
[Ordering](#)

[Edit](#)
[Move](#)
[Remove](#)
[Manage versions](#)

[Create newsletter here](#)
[Create new Subscription](#)

Newsletter editions [2]

[10](#)
[25](#)
[50](#)
[All](#)
[Draft](#)
[Sending](#)
[Archived](#)
[Aborted](#)
[List](#)
[Thumbnail](#)
[Detailed](#)







Name	Status	Mails	Bounced	Modified
Way of the World Week 39 2010				08/11/2010 11:09 am  
Way of the World Week 38 2010				08/11/2010 11:08 am  


Illustration 9: eZ Publish administration: CJW Newsletter List


In the following screenshot you see the CJW Newsletter list with subscription statistics and with a list of 2 Newsletter editions "Way of the World for Week 38 and 39 in 2010.

Note that it is from this screen that you create a new newsletter.

Please go to the edit screen in the next screenshot to edit the settings:

Send for publishing
Store draft
Store draft and exit
Discard draft


Edit <Newsletter list #1> (CJW Newsletter List)

English (United Kingdom) 

Title (required) :
 Newsletter list #1 (1)

Short title :
 Newsletter list #1

Short description :

Paragraph
 B
I
U
~~X~~
~~X~~
 [List icons]
 [Link icon]
 [Image icon]
 [Table icon]
 [Quote icon]
 [Code icon]
 [Help icon]

 Path: paragraph
Disable editor

Newsletter list configuration (required) :
*** List options (2)**

Render output	Can subscribe	Siteaccess
<input checked="" type="radio"/>	<input checked="" type="checkbox"/>	ezflow_site (eng-GB - 172.16.100.2)
<input type="radio"/>	<input type="checkbox"/>	eng (eng-GB - 172.16.100.2/eng)
<input type="radio"/>	<input type="checkbox"/>	nor (nor-NO - 172.16.100.2/nor)
<input checked="" type="radio"/>	<input checked="" type="checkbox"/>	ezflow_site_admin (eng-GB - 172.16.100.2)
<input type="radio"/>	<input type="checkbox"/>	iphone (eng-GB - 172.16.100.2)

Available newsletter output formats

- ☒ HTML (3)
- ☒ Text

Automatically approve subscription after user registration? (4)
☒ no ☐ yes

*** Newsletter sender email**
 nospam@ez.no (5)

Newsletter sender name
 nospam

Newsletter default test receiver email
 cpg@ez.no

Newsletter skin name (6)
☒ default

Personalize newsletter if data are available? (7)
☐ no ☒ yes

Send for publishing
Store draft
Store draft and exit
Discard draft

Related objects (0) (8)
 There are no objects related to the one that is currently being edited.

Remove selected
Add existing
Upload new

The numbers in the screenshot correspondent to the following descriptions:

[1] The title is visible on the CJW Newsletter subscription page.

[2] In the “List Option” part you can

- make the CJW Newsletter list visible (can subscribe) on subscription pages of siteaccesses. As an example: If you have a German and an English CJW Newsletter list, it might be useful that English speaking people can only subscribe the English list on the English eng-GB siteaccess.
- choose the siteaccess for rendering the output. Please keep in mind, that all links and languages are connected to this setting.
- choose the administration siteaccesses for the subscribe page in administration.

[3] The CJW Newsletter has a create once and publish multiple approach. Here you can choose the render options, which the subscriber can choose, too. The HTML is a multipart version and text is plain text. You can add with only little programming and templating additional output formats like SMS, MMS, PDF, fax, mailing, RSS, Twitter, jabber and so on.

[4] Subscriber can be approved with confirmation mail (yes) or directly (no). "No" means that the administrator must manually approve the subscription. "Yes" means that the subscription is confirmed and approved automatically.

[5] Email settings for the CJW Newsletter.

[6] You can choose here different skins. The skins are defined in the "CJW_newsletter.ini":

```
[NewsletterSettings]
```

```
AvailableSkinArray[]
```

```
AvailableSkinArray[]=default
```


```
AvailableSkinArray[]=ez4you_extended AvailableSkinArray[]  
=ez4you_simple
```








[7] You have the possibility to personalize your CJW Newsletter.

[8] Here all objects related to this newsletter list will be listed

4.2.7 CJW Newsletter Subscription List







Select the "Subscriptions" folder in the left menu structure. One CJW Newsletter system can have multiple CJW Newsletter lists in different languages. Subscribers can subscribe to their desired lists in the front end or you can add some by clicking the CJW Newsletter registration form or add multiple subscribers with a csv import. For the csv-import please click on the "Import CSV" button and go to the next chapter in this documentation.

 **Subscription list <Way of the word newsletter list>**

 Subscriptions (4)
  Pending (0)
  Confirmed (0)
  Approved (4)
  Bounced (0)
  Removed (0)
  Blacklisted (0)

[Create new Subscription](#)
[Import CSV](#)
[Export CSV](#)

Subscribers [4]

10 25 50
 All  Pending  Confirmed  Approved  Bounced  Removed  Blacklisted






ID	Email	First name	Last name	eZ Publish User	Format	Status	Modified	
9	dummy@ez.no				HTML		09/11/2010 11:31 am	Details Approve Edit
8	nospam@ez.no	God	Like	Anonymous User	HTML		09/11/2010 11:31 am	Details Approve Edit
7	cpg@ez.no	G	Like		HTML		08/11/2010 5:19 pm	Details Approve Edit
6	christian.gjengedal@gmail.com	Chr	Gjengedal		HTML		09/11/2010 9:57 am	Details Approve Edit








Illustration 10: eZ Publish administration interface: the CJW Newsletter subscription list

4.2.8 Approving a subscription manually

If you set "No" to "Automatically approve subscription after user registration?" in the "Newsletter list" edit screen, you will have to approve the subscription manually. Please do the following:







[1] Select "Subscriptions" in the left menu tree. You are presented with the following screen:




 **Subscription list <Newsletter list #1>**

 Subscriptions (3)
  Pending (1)
  Confirmed (0)
  Approved (2)
  Bounced (0)
  Removed (0)
  Blacklisted (0)

[Create new Subscription](#)
[Import CSV](#)
[Export CSV](#)

Subscribers [3]

10 25 50
 All  Pending  Confirmed  Approved  Bounced  Removed  Blacklisted

ID	Email	First name	Last name	eZ Publish User	Format	Status	Modified	
16	gaw@ez.no	John	Connor		HTML		11/11/2010 2:55 pm	Details Approve Edit
14	cpg@ez.no	Ola	Nordmann		HTML		11/11/2010 1:48 pm	Details Approve Edit
2	no_name@nohost.com				HTML		28/10/2010 4:48 pm	Details Approve Edit

[2] Press the "Approve" button on the user you wish to approve.

[3] You will get a confirmation that the "Subscription was successfully approved" and be presented with the user details of the subscriber as shown below:

Newsletter subscription

Subscription successfully approved!

Subscription Id	16
Subscription list	Newsletter list #1
Newsletter user	Mr John Connor <gaw@ez.no> (Confirmed)
Status	Approved
Format	HTML
Created	11/11/2010 2:55 pm
Creator	God Like
Modified	11/11/2010 3:10 pm
Modifier	God Like
Confirmed	11/11/2010 3:10 pm
Approved	11/11/2010 3:10 pm
Removed	
Bounced	
Hash	67089b95d1e3be7d40bf50da3eef433e
Remote id	cjwnl:subscribe:e24799b47ad937c04d65f05c8f12eb92
Import id	

4.2.9 CJW Newsletter CSV Import

Known issue: Please note that there are import limitations:

- If you need to do your csv import over a network connection, please limit the number of users to 1000. The workaround is to do batches of less than 1000 users.
- If you do your csv import on your local host then limit your import to 6000. The workaround is to do batches of less than 6000 users.

The following formatting rules apply to the csv file: The salutation number for women is 2 and for men is 1, here is an example CSV file:

```
"email";"Firstname";"Lastname";"Salutation"
```

```
"man@example.com";"Oliver";"Williams";"1"
```

```
"woman@example.com";"Elinora";"Williams";"2"
```

In the screenshot below you can see the fields for the CSV import and by following the numbers you will follow the correct procedure for the import:

[1] Choose your CSV file, [2] with or without label, choose the output format [3] for the subscribers, the CSV field delimiter [4] and click upload. If you made a mistake, you can change and update your settings. After the successful upload you see the path of the file on the server and the control list of subscribers. If you find the list ok, click [5] "Import all".

Subscription CSV import

Import id: 8 (1)

Csv File Uploaded:

var/ezflow_site/cjw_newsletter/csvimport/8-20101109-143331-Import subscribers.csv

☐ First row is label (2)

```
email;first_name;last_name;salutation
user3@example.com;Julia;Mustermann;2
user4@example.com;Max;Mustermann;1
```

Output format:

☒ HTML ☐ Text (3)

CSV field delimiter: ; (supported CSV delimiters: ",", ";", "|") (4)

Import note:

Imported items [3]

10 25 50

Row nr	Email	First name	Last name	Salutation	Email ok	NI user created	Subscription created	Created / modified
0	user3@example.com	Julia	Mustermann	2	-	-	-	
1	user4@example.com	Max	Mustermann	1	-	-	-	
2		Geir_Arne	Waler	1	-	-	-	

(5)

Illustration 11: eZ Publish administration interface: the CSV import

The import was successful. Let's have a look, what happened:

[1] 3 addresses with salutation, one woman and two men

[2] All 3 email addresses were OK.

[3] No users were created, three users were already in the database, so no need for creation.

[4] 3 subscriptions were updated, as the users were already subscribed.

Imported items [3]

10

25

50

Row nr	Email	First name	Last name	Salutation	Email ok	NI user created	Subscription created	Created / modified
0	user3@example.com	Julia	Mustermann	2 -> 2	yes	updated	updated	20101109-14:33:42
1	user4@example.com	Max	Mustermann	1 -> 1	yes	updated	updated	20101109-14:33:42
2	<div></div>	Geir_Arne	Waalder	1 -> 1	yes	updated	updated	20101109-14:33:42

Illustration 12: eZ Publish administration interface: the CJW Newsletter CSV import

4.2.10 CJW Newsletter Edition

Select the CJW Newsletter Edition. Be aware that at this point you can do 2 different things, depending on the configuration and the CJW Newsletter list settings:

- Create a simple CJW Newsletter with only an XML field
- Extended with XML field and children with eZ content objects out of existing classes or eZ content objects out of the CJW Newsletter edition sub item classes.

[1] This sign indicates the status of the CJW Newsletter edition (Way of the World Week 39 2010).

[2] This is the view of your CJW Newsletter edition (Way of the World Week 39 2010). Press "Edit" to update the content. For the simple one, that's all. For the extended, you have to add sub items (children).

[3] You can control your CJW Newsletter edition (Way of the World Week 39 2010) with test send outs, and when it finds your approval you can also also send it out from this screen.

Way of the World Week 39 2010 [CJW Newsletter Edition]

Last modified: 08/11/2010 11:09 am, [God Like](#) (Node ID: 129, Object ID: 122) English (United Kingdom)

Status draft (1)

View HTML / Text Text Details Translations (1) Locations (1) Relations (0) Ordering

Title:
Way of the World Week 39 2010

Short title:
Way of the World Week 39 2010

Short description: (2)
Way of the World Week 39 2010

Description:
Way of the World Week 39 2010.
As always, news from around the globe:

- Anglo/American relations getting better?
- The Chinese mean business: how about democratic reform?

Edit Move Remove Copy Manage versions

nospam@ez.no Send Test Newsletter (3) Send Newsletter

Sub items (0)

✓ Select + Create new More actions Table options < prev next >

Name	Modifier	Published	Translations
No records found.			

< first < prev next > last >


When you press the "Send Newsletter" button you will get this dialogue box asking for confirmation that it is ok to send it out:


Send out newsletter - Way of the World Week 39 2010


Do you really want to send out this newsletter?

Send Newsletter Cancel

Press "Send newsletter" again and with the next cronjob round, the send out starts. The screenshot below shows that the send out is in process and you can see all the statistics and processing info for the send out of your newsletter so far. If you followed the extended way of creating your newsletter edition, the sub items list will list all the children you have created, your articles, images or other objects.


Way of the World Week 39 2010 [CJW Newsletter Edition]

Last modified: 09/11/2010 3:17 pm, [God Like](#) (Node ID: 129, Object ID: 122)
 English (United Kingdom) 


Status process

+

View

HTML / Text

Text

Details

Translations (1)

Locations (1)

Relations (0)

Ordering

Not available

Edit

Move

Remove

Copy

Manage versions


Statistics

Id	Emails count	Emails sent	Emails opened	Emails not sent	Emails bounced
(2)	0	0		0	0

Newsletter processing info

Cronjob status
Abort cronjob

- 0 - wait_for_process (09/11/2010 3:17 pm)
- 1 - mailqueue_created (-)
- 2 - mailqueue_process_started (-)
- 3 - mailqueue_process_finished (-)
- 9 - mailqueue_process_aborted (-)


Sub items (0)

✓ Select

+ Create new

More actions

Table options

< prev

next >

	Name	Modifier	Published	Translations
No records found.				

< first

< prev

next >

last >

Illustration 13: eZ Publish administration interface: the CJW Newsletter edition

Below you find the "Edit" screen for the newsletter edition. Here you edit the article/newsletter edition.

[Send for publishing](#)
[Store draft](#)
[Store draft and exit](#)
[Discard draft](#)

Edit <Way of the World Week 40 2010> (CJW Newsletter Edition)

English (United Kingdom)

Title (required) :

Way of the World Week 40 2010

Short title :

Way of the World Week 40 2010

Short description :

Paragraph

B
I
U
x x

-

-

-

-

-

-

Our weekly magazine is here again! Look forward to getting new insights into global issues affecting your daily life!

Path: [paragraph](#)

[Disable editor](#)

Description (required) :

Paragraph

B
I
U
x x

-

-

-

-

-

-

Is the financial crisis not over?

Way of the World continues to look into the financial situation and it's repercussions. This week there are new insights to be found on an issue that matters to us all!

Almost all the excessive hedge fund de-leveraging is over. Banks have continued to hold 40 to 1 leveraged positions, because they cannot exit them without a major economic recession without going bankrupt. Our government remains trapped in the same old bubble mentality in its edict about banking and safety making banks insured \$4.0 trillion in discover such well-intentioned moves will cause a relapse in economic and financial activity and they begin to slip back into the morass from which they thought they were ascending. If rates are raised and funds withdrawn from the system the world financial system will fall into depression. They know that, but they are hoping hope against hope they are wrong and that it will work. They do not want it discovered that they created this monstrous problem deliberately.

Path: [header_1](#)

[Disable editor](#)

Newsletter edition :

Status:

draft

[Send for publishing](#)
[Store draft](#)
[Store draft and exit](#)
[Discard draft](#)

Related objects (0)

There are no objects related to the one that is currently being edited.

[Remove selected](#)
[Add existing](#)
[Upload new](#)

Locations (1)

Location	Sub items	Sorting of sub items	Current visibility	Visibility after publishing	Main
<input type="checkbox"/> Home / Newsletter Root / Newsletter system #1 / Way of the word newsletter list / Way of the World Week 40 2010	0	Published Asc...	Visible	Unchanged	

[Remove selected](#)
[Add locations](#)

Illustration 14: eZ Publish administration interface: the CJW Newsletter edition edit mode

For editing the CJW Newsletter Edition or Sub items, you have the full possibilities of eZ Publish, like XML-field with WYSIWYG Online Editor.

4.2.11 Send out control and cronjob abort

During the test send outs of your newsletters you will get a report on how the process went in the "Newsletter processing info":

Newsletter processing info

Cronjob status

Abort cronjob

- 0 - wait_for_process (09/11/2010 3:17 pm)
- 1 - mailqueue_created (-)
- 2 - mailqueue_process_started (-)
- 3 - mailqueue_process_finished (-)
- 9 - mailqueue_process_aborted (-)

The "Newsletter processing info" gives you the possibility to check that status of what you have sent out. Here you can see all the steps of the CJW Newsletter edition send out and you have the possibility to stop the send out in case of a big mistake. This will reduce the amount of wrong send outs CJW Newsletter editions.

4.3 Newsletter User List

In this list you will see all subscriber status informations like confirmation, count of bounces or whether the subscriber is an eZ user as well.

Manage users




Email:

Users [5]

10

25

50

UID	Email	Lists	Conf	Black	Bounce	Status	eZ user id
5	gaw@ez.no	0 / 1	-	-	- / 0	Pending	- 
4	nospam@ez.no	0 / 0	-	-	- / 0	Confirmed	10 
3	test.person@test.test	0 / 0	-	-	- / 0	Confirmed	- 
2	no.name@nohost.com	1 / 1	-	-	- / 0	Confirmed	- 
1	cpq@ez.no	1 / 1	-	-	- / 0	Confirmed	- 

Note that this user list is unique to CJW Newsletter. If you need to manage eZ Publish users,

please go to the "User accounts" tab in eZ Publish. If a user occurs in both lists the items will be automatically connected via email matching.

4.3.1 Deleting a user

You can delete a user/subscriber from the CJW Newsletter system in 2 ways:

- either by going to the "Subscriptions" folder in the left menu tree, or
- go to the "User" folder in the left tree menu.

In both cases you are presented with the "User list" screen shown above. Click the email address and you are presented with the user details. Press the "Remove button" to the bottom of the screen. A dialogue screen appears where you need to confirm that this is the user you wish to remove by pressing the "Remove" button again. You will now be taken to the Manage users screen.

4.3.2 Mailbox Item for Bounce Management

There is a CJW Newsletter X-Header Hash for better matching of bounced messages. First you click on collect all mails, and the emails will be collected from the email account with POP3 or IMAP. The settings of these accounts can be configured in "Mailbox list".

Manage bounces

Collect emails from bounce accounts and parse them. You may then accept the detected bounce status or manually adjust it.

Collect all mails Parse mails

Mailbox items [0]

10 25 50

ID	Mb	Ms	MI	MSize	Bouncecode	IsBounce	NI user	Subject	From	To	Email send date	Created	Processed
----	----	----	----	-------	------------	----------	---------	---------	------	----	-----------------	---------	-----------

4.3.3 Blacklist

It is important to have the possibility to assure that an email is not used any more. Even with a new subscription request. The blacklist takes care of these cases.

Manage blacklist

By adding an user to the blacklist, you can make sure that he will never get a newsletter again from this system.

[Add email address to blacklist](#)

Blacklisted users [0]

10 25 50

ID	Email	Newsletter UID	Created	Creator	Note
----	-------	----------------	---------	---------	------

4.3.4 Import Lists

With this function you can import lists of emails addresses that you either have bought, already have in your CRM, your shop or your accounting system. These email addresses can be imported into the CJW Newsletter system easily. Existing eZ users will be automatically connected via email matching.

4.3.5 Import Detail Information

Each import stores detailed information for later use and control.

8 [Import details]

Id	8
Subscription list	Way of the word newsletter list
Import type	cjwnl_csv
Created	09/11/2010 2:33 pm
Creator	God Like
Import note	
Data text	var/ezflow_site/cjw_newsletter/csvimport/8-20101109-143331-Import subscribers.csv
Remote id	cjwnl_csv:72064d540bb7750d82fe8fd0180b1908
Imported	09/11/2010 2:33 pm
Imported subscription count Live count Live count approved	3 3 3
Imported user count Live count Live count confirmed	3 3 3

[Remove 3 active subscriptions by admin](#)

Subscriptions created by import [3]

Id	List name	Newsletter User	Format	Status	Created	Modified	Remote id	Import id	NL user import id
10	Way of the word newsletter list	user3@example.com (Ms Julia Mustermann)	HTML	Approved	09/11/2010 2:11 pm	09/11/2010 2:33 pm	cjwnl_csvimport:14df501297979b8982426ba25d9192cc	8	8
11	Way of the word newsletter list	user4@example.com (Mr Max Mustermann)	HTML	Approved	09/11/2010 2:11 pm	09/11/2010 2:33 pm	cjwnl_csvimport:8c0dbf4b8f5c33945a99dc975adab7ef	8	8
12	Way of the word newsletter list	gaw@ez.no (Mr Geir Arne Waaler)	HTML	Approved	09/11/2010 2:11 pm	09/11/2010 2:33 pm	cjwnl_csvimport:b4fc1e3bd58c4c58a349138db0582ae6	8	8