**Transactional Template Programming at MSC**

**FILE STRUCTURE AND USE OF CUSTOM TAGS**

* The base template (base-template.html) is used for all transactional emails.
* Each template type has a specific module that is loaded into the base template. Modules are stored in the modules folder.
* Additional files that get inserted are stored in the files folder and its subfolders.
* The base template, modules and additional files use custom HTML tags to indicate where content gets inserted programmatically. For example:
  + *<custom type="field" name="SUBJECT\_LINE" />*
    - SUBJECT\_LINE field should be inserted
  + *<custom type=”file” name=”css” />*
    - The appropriate CSS file should be inserted
  + *<custom type=”module” />*
    - The appropriate module should be inserted
* Custom tags can contain additional programming values. For example:
  + *<custom type="field" name="UNIT\_PRICE" format="currency" />*
    - UNIT\_PRICE should be inserted and formatted as currency (decimal point, etc.)
  + *<custom type="file" name="product-kit" repeatable="yes" />*
    - The product-kit file should be inserted and the code in the file may repeat depending on how many items are passed in the data
* Conditional custom tags will have additional programming values added and will use both opening and closing tags. For example:
  + *<custom type="field" name="QUANTITY" optional="yes" minvalue="2">&nbsp;(<custom type="field" name="QUANTITY" format="number" />)</custom>*
    - If the value of the QUANTITY field is greater than or equal to 2, the non-breaking space, parentheses and QUANTITY field should be inserted and the value of QUANTITY formatted as a number.
    - The closing *</custom>* tag shows where the optional content ends.
    - This example shows a nested custom tag inside the conditional.
* Links with URLs requiring inserted fields (such as a source code) are coded using a special custom anchor tag. For example:
  + *<custom type="anchor" style="color:#222222; text-decoration:underline;" href="https://www.guitarcenter.com/myaccount/order.aspx?source=[SOURCE\_CODE]&on=[ORDER\_NUM]"><custom type="field" name="ORDER\_NUM" /></custom>*
    - The SOURCE\_CODE and ORDER\_NUM fields are inserted into the link’s query string.
    - In this example, the link text is also dynamically inserted using a nested custom tag for the ORDER\_NUM field.
* Images that have dynamic components use a special custom image tag. For example:
  + *<custom type="image" src="[PRODUCT\_IMAGE]" alt="[PRODUCT\_NAME]" width="120" border="0" style="display:block; height:auto;" />*
    - The image path is inserted via the PRODUCT\_IMAGE field and the alt text is inserted via the PRODUCT\_NAME field.