**GC Order Confirmation Template**

**SAMPLE FILE**

* order-confirmation-sample-gc.html

**FILE STRUCTURE**

* base-template.html
  + Head Tag
    - css-gc.inc
  + Body
    - order-confirmation-preheader-gc.inc
    - header-gc.inc
    - mod-order-confirmation.inc
      * order-confirmation-copy-1-gc.inc
      * cta-order-details-btn-gc.inc
      * shipping-name-address.inc
      * product-detail.inc
        + product-kit.inc
      * order-confirmation-total.inc
        + order-confirmation-payment.inc
      * order-confirmation-copy-2-gc.inc
    - footer-gc.inc

**INTERNET MESSAGE HEADER FIELDS**

* **Subject:** Your guitarcenter.com order is placed
* **To:** Insert the values for BILLING\_FNAME, BILLING\_LNAME and BILLING\_EMAIL.
* **From:** Guitar Center <guitarcenter@em.guitarcenter.com>

**VARIABLES**

* SOURCE\_CODE—Internal MSC variable used to append the email source code to all links pointing to brand website
  + Code for this email: 4TEM4H1G
* SUBJECT\_LINE—Inserts the subject into the title tag of base-template.html
* BILLING\_FNAME—Used in To: field and order-backorder-copy-1-gc.inc
* BILLING\_LNAME—Used in To: field
* BILLING\_EMAIL—Used in To: field
* ORDER\_NUM—Used in order-confirmation-copy-1-gc.inc and cta-order-details-btn-gc.inc
* ORDER\_DATE—Used in mod-order-confirmation.inc
* SHIPPING\_METHOD— Used in mod-order-confirmation.inc
* SHIPPING\_FNAME—Used in shipping-name-address.inc
* SHIPPING\_LNAME—Used in shipping-name-address.inc
* SHIPPING\_ADDRESS\_1—Used in shipping-name-address.inc
* SHIPPING\_ADDRESS\_2—Used in shipping-name-address.inc
* SHIPPING\_CITY—Used in shipping-name-address.inc
* SHIPPING\_STATE—Used in shipping-name-address.inc
* SHIPPING\_ZIP—Used in shipping-name-address.inc
* SHIPPING\_COUNTRY—Used in shipping-name-address.inc
* PRODUCT\_IMAGE—Used in product-detail.inc
* PRODUCT\_NAME—Used in product-detail.inc
* PRODUCT\_NUM—Used in product-detail.inc
* UNIT\_PRICE—Used in product-detail.inc
* QUANTITY—Used in product-detail.inc
* KIT\_ITEM\_NAME—Used in product-kit.inc
* KIT\_QUANTITY—Used in product-kit.inc
* SUBTOTAL—Used in order-confirmation-total.inc
* SHIPPING\_HANDLING—Used in order-confirmation-total.inc
* TAX—Used in order-confirmation-total.inc
* MISC\_CHARGES—Used in order-confirmation-total.inc
* DISCOUNTS—Used in order-confirmation-total.inc
* TOTAL—Used in order-confirmation-total.inc
* PAYMENT\_TYPE—Used in order-confirmation-payment.inc
* PAYMENT\_NUM—Used in order-confirmation-payment.inc
* PAYMENT\_AMOUNT—Used in order-confirmation-payment.inc
* CHANNEL\_ID—Used in mod-order-confirmation.inc (if this is equal to GC\_STORE, then the page calls the MSC variable ADLUCENT; this in turn loads the ADLUCENT pixel for tracking.
* CURRENT\_YEAR—Internal MSC variable used in footer-gc.inc to insert the copyright year