**Template Programming for MSC**

**FILE STRUCTURE**

* Base Template (base-template.html)
  + CSS include inserted dynamically in the head tag
  + Preheader text include inserted dynamically
  + Header include inserted dynamically
  + Module inserted dynamically
    - Includes can by dynamically inserted into modules
      * Includes can also be dynamically inserted into other includes
  + Footer include inserted dynamically
* Module files are stored in the modules folder
* Include files are stored in the files folder and its subfolders

**CUSTOM TAGS**

* Custom tags 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 or order number) 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.
* For the credit card declined/fraud template, a custom tag is used to determine which copy to load into order-cc-declined-fraud-copy-1.inc.
  + ***<custom type="field" name="NotificationType" optional="yes" mustEqual="FRAUD\_NOTE">*** will load the fraud/authorization copy.
  + ***<custom type="field" name="NotificationType" optional="yes" mustEqual="CC\_DECLINED">*** will load the credit card declined copy.
* In the software/ELD template, which copy is loaded into order-eld-copy-1-gc.inc depends on the value of DOWNLOAD\_LINK.
  + ***<custom type="field" name="DOWNLOAD\_LINK" optional="yes">*** will result in the use of a dynamic link passed in the data feed.
  + ***<custom type="field" name="DOWNLOAD\_LINK" optional="yes" mustEqual="">*** will result in the use of static links/copy.