



## NMNNewsletter 1.0.5

A simple yet full featured open source newsletter manager

# How to install and run NmnNewsletter

## Installation

Installing NmnNewsletter is a simple task.

First of all you have to copy all the package folder into your site. You can place it into a folder called "newsletter" or whatever you want.

Once accomplished this you have to look for the config.php file located into the includes directory under your fresh made newsletter folder.

Open the config file in your preferred code editor and look for this entries:

- ADMIN\_USERNAME: the username you will use to log on to the admin section
- ADMIN\_PASSWORD: the password you will use to log on to the admin section
- MAIL\_FROM: mail from & reply to email address showed in the newsletters you will send
- NAME\_FROM: name from showed in the newsletters you will send
- LIST\_NAME: name of your newsletter, will appear in confirmation messages and elsewhere
- UNSUB\_LINK: if set to true it will look for the special `:|:UNSUBHREF:|:` tag in your newsletter code and replace it with the correct href string to point your users to the unsubscribe page.
- TRACK\_NL: if set to true will turn on the newsletter tracking feature that will tell you how many of your subscribers read your newsletters and when.
- SITE\_URL: write here the url of the root of the site that it's embedding the NmnNewsletter. Something like "<http://www.yoursite.com/>". Put the slash at the end!
- APPLICATION\_PATH: the path (relatively from the SITE\_URL) where the index page of the NmnNewsletter is located. Something like "NmnNewsletter" with no starting or ending slash. Slashes in the middle must be inserted as needed.
- DB\_HOST: the host where your mysql db can be reached.
- DB\_USER: the username used to log in to your db.
- DB\_PASS: the password of your db.
- DB\_NAME: the name of your database.
- DB\_NEWSLETTERS\_TABLE: if your database must follow naming conventions about tablenamees you can specify here the tablename of the newsletters table in the db. If you plan to modify this setting as well as the subsequent two you should read also about "customizing table names" later on.
- DB\_USERS\_TABLE: if your database must follow naming conventions about tablenamees you can specify here the tablename of the users table.

- **DB\_LOGS\_TABLE:** if your database must follow naming conventions about tablenamees you can specify here the tablename of the newsletters logs table.
- **SEND\_METHOD:** You can specify here the sending method you want the application to implement in sending newsletters. You can specify it as "MAIL", "SENDMAIL" or "SMTP". In the latter case you must define also the smtp connections parameters.
- **LANGUAGE:** You can specify wich language you wish to use in the interface. Defaults to english. Available languages are english, italian, german (thanks to thomas poschen [\\_poschek\[at\]googlemail\[dot\]com](mailto:_poschek[at]googlemail[dot]com) - for german translation) and polish (thanks to [Marcin Rożek](#) for translation and development).  
**If you'd like to translate NmNNewsletter to your own language and contribute to this project send a email to : [info@netmeans.net](mailto:info@netmeans.net), your help will be greatly appreciated!**
- **ENC\_KEY:** You have to provide a encription key needed to create confirmation keys for subscription and unsubscription procedures. You don't have to remember it so you are encouraged to choose a fancy, hard to guess, key.

Those are the main configuration options of the application. You should correct them to suit your needs as well as to ensure correct functionality.

## DATABASE CREATION SCRIPT:

This is the base sql script that will create the tables right away for your newsletter. Run it in your preferred mysql interface and its ready to go (You have to create a database first!).

```
CREATE TABLE `nmn_iscritti` (  
  `id_nmn_iscritti` int(11) NOT NULL auto_increment,  
  `email` varchar(255) NOT NULL,  
  `subscription_date` timestamp NOT NULL default CURRENT_TIMESTAMP,  
  `unsubscription_date` timestamp NULL default NULL,  
  `status` tinyint(4) NOT NULL default '0',  
  `deleted` tinyint(4) NOT NULL default '0',  
  PRIMARY KEY (`id_nmn_iscritti`)  
) ENGINE=MyISAM DEFAULT CHARSET=latin1 AUTO_INCREMENT=1 ;
```

```
CREATE TABLE `nmn_newsletter` (  
  `id_nmn_newsletter` int(11) NOT NULL auto_increment,  
  `titolo` varchar(255) NOT NULL,  
  `html_body` text,  
  `text_body` text,  
  `data_creazione` timestamp NOT NULL default CURRENT_TIMESTAMP,  
  PRIMARY KEY (`id_nmn_newsletter`)  
) ENGINE=MyISAM DEFAULT CHARSET=latin1 AUTO_INCREMENT=1 ;
```

```
CREATE TABLE `nmn_newsletter_log` (  
  `id_nmn_newsletter_log` int(11) NOT NULL auto_increment,  
  `id_nl` int(11) NOT NULL,  
  `id_user` int(11) NOT NULL,  
  `stato` tinyint(4) NOT NULL,
```

```
`data_invio` datetime default NULL,  
`data_lettura` timestamp NULL default NULL,  
PRIMARY KEY (`id_nmn_newsletter_log`)  
) ENGINE=MyISAM DEFAULT CHARSET=latin1 AUTO_INCREMENT=1 ;
```

## SELECTING THE MAIL METHOD

You can select the method implemented by the application to send mails. Options available are:

MAIL

SENDMAIL

SMTP

The latter is strongly discouraged when one of the first two is available.

## CUSTOMIZING YOUR DATABASE

If your database must follow some naming conventions about tablenamees (like prefix or suffix) you can alter the tablenamees of the tables used in the newsletter application. You must remember to modify accordingly all the primary keys to reflect this change. The foreign keys will remain unaltered in name (like for example the id\_nl field in the newsletter\_log table).

## FIRST RUN

If all the installation tasks were accomplished correctly you can now open your administration page in your preferred browser. First of all you need to log in...

## HOME PAGE

In the home page you will find some infos about the application and, most important, a sample of the subscription box as it will appear once integrated with your front end. You can style it as you want in dimensions and appearance to fit your site's design. Meanwhile you can test it here. Subscribe yourself from there. It should say that a confirmation mail has been sent to you. Leave it alone now as you will learn how to embed it and style it for your site later.

## SUBSCRIBERS PAGE

Here you can check the list of your subscribers as well as those in the waiting list. Being in the waiting list means that someone has subscribed but not confirmed yet.

You can manually add a subscriber from here also. Those subscribed this way need not to confirm by email. From here you can also delete a subscriber as well as look for his or her personal infos. Those infos are about all the newsletters sent to him as well as tracking infos where available.

## CREATE NEWSLETTER

Here you can paste the code of your next newsletter and save it into the db for later sending or editing. You have the choice of designing your newsletter with your favourite code or wysiwyg editor and simply paste it into the body or use the embedded tinyMCE installation to design your newsletter. You can in any moment switch between the code view and the editor view (switch editor on/off).

You will requested to insert also the subject of your newsletter as a subject-less newsletter will probably addressed as spam.

Once you save it you will find it later in the newsletters list for further editing or sending.

## NEWSLETTERS LIST

This is the main page of the admin section. From here you can access all the newsletters stored in your db. You have also a bunch of options relating to them:

- **edit:** click this link to edit your newsletter for changes in the content. Keep in mind tha sent newsletters are sent, and a single newsletter can't be sent twice to the same user. So try to be shure about your newsletter contents before sending it out!
- **Send:** click here to actually send out the newsletter to all subscribed users actually in the db **who haven't received this single newsletter yet**. This means that sending twice the same newsletter will result in no sending if all the users have already got it sent. You can however resume failed or interrupted sendings if something went wrong during the process. You can also send the newsletters to new users which haven't already received that single newsletter.
- **Log:** From here you can access the log page for the newsletter. Showing data about people who where addressed with it and tracking info about them. People showing off in red are users who have been unsubscribed or deleted form the db.
- **Del:** Use this link to **permanently** delete your newsletter. You will not be able to access logs for or edit deleted newsletters.
- **Preview:** Use this function to preview in the browser the content of your newsletter. It can be useful to check the contents and to check for links to images. But to preview the newsletters as they will show off in the various email clients you must use the following option.
- **Pre send:** You can send a copy of the newsletter to a test address of your choice to preview it in external email clients.

## THE UNSUBLINK

While creating your newsletter in your favorite html editor you may want to inser some link pointing to a page for easy and quick unsubscribe. All you have to do is to place, wherever you want in the html code, the link formatted as standard html and then place the special `:|:UNSUBHREF:|:` tag into the href space of the `<a>` tag.

For example:

```
<tr><td>  
<a href=":|:UNSUBHREF:|:">click here to unsubscribe</a>
```

</td></tr>

The application will place the correct link in place of the :|:UNSUBHREF:|: tag.

## THE TRACKING FEATURE

The tracking feature of NmnNewsletter relies on one image stream managed by php. This means that tracking can't be 100% accurate, since someone can result in no reading the newsletters even if he does.

This can occur if he has some text only old-fashioned email client. Or if he simply turned off showing of pictures in his email.

So never delete a subscriber only because he seems not to read all the newsletters, but if you care about it, send him a message instead and check this way if it's a real dead end email address.

## CUSTOMIZING AND EMBEDDING THE SUBSCRIPTION PAGE

Once you have the app running and you know how to use it you'll probably want to embed the subscription page into your site. Doing it is a simple and fast task.

```
<iframe src='subscribe.html' frameborder='1' width=200></iframe>
```

Just put a iframe inside your site's html code, where you want it to appear, and let him point to your subscribe.html page (it should be located in the root of the NmnNewsletter).

The only thing really needed in this html file is a form like this:

```
<form action="subscribe.php" method="post" >                                     <input
type='hidden' name='action' value='subscribe'>                                <input type="text"
value="email" name="email" />
    <input type="submit" />
</form>
```

Feel free to style this page as you need but remember to leave a form with those fields to successfully subscribe.

You will probably want to customize event the output provided in the subscribe.php file.

## CUSTOMIZING CONFIRMATIONS EMAILS

To customize confirmation emails (either for subscribe or unsubscribe) you must open the includes/NewsletterConfirmation.class.php. Here you'll find the text of the confirmation emails.

## CUSTOMIZING RESPONSE TO CONFIRMATION MAILS

In the root directory of the NmnNewsletter you will find the html files related to the success or unsuccess message after following some confirmation mail link. Those file are:

subscribe\_failure.html  
subscribe\_success.html  
unsubscribe\_failure.html  
unsubscribe\_success.html

Modify them to suit your site design.

## THE HTML TO PLAIN TEXT FEATURE

NmnNewsletter embeds a system to translate automatically html code to plain text. This way you can send email suitable even for old fashioned text-only email clients. The conversion routine relies on the class.html2text.inc by Jon Abernathy <[jon@chuggnutt.com](mailto:jon@chuggnutt.com)>.

The plain text generated by this class is accurate only for simple html designs.

## THE IMPORT EMAIL FEATURE

You can now import your existing address lists directly into the database. From the subscribers page click on Import users and just paste your addresses into the text area.

Then you have to specify a separator char to separate between distinct addresses. For example if you have a comma separated email list, just paste it into the text area and then specify “,” as the separator.

## THE SUBSCRIBER SEARCH FEATURE

From the subscribers page click on the search button. You will be redirected to search page. Here you can specify a complete email address or just a string to search for in the email list. You can also specify if you want to search in subscribed users, deleted users or users awaiting confirmation. You can also select them all.

## THE SUBSCRIBERS EXPORT FEATURE

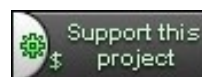
You can export your email list to a xls file to view it in your favorite office suite. Just go to subscribers and then click on export. As you did for searching you can specify the scope of your export by selecting if you want to export subscribed users, deleted users, users awaiting confirmation or all.

## CONCLUSION

This documentation is at a draft level. If you find something wrong or lacunous please report it to [info@netmeans.net](mailto:info@netmeans.net) and we'll take care of fixing it up. Thanks!

## DONATIONS

NmnNewsletter is free software, and it's Open Source. This means that you can freely use it in your personal site as well as in a commercial site. You can also embed it in your project, redistribute it or modify it.



**NmnNewsletter is yours, take it and use it as you like best!**

However if you like it, if you find it useful, if you use it in commercial environment or simply if you want to support this project and Open Source in general, you're strongly encouraged to leave a donation. This will improve further releases of this as well as of other open source projects!

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further open source projects.

## **LICENCE**

NmnNewsletter is free software. That means you can use it as you like both for commercial or non commercial applications. We would greatly appreciate mention and a donation (go to [http://sourceforge.net/donate/index.php?group\\_id=186807](http://sourceforge.net/donate/index.php?group_id=186807) to leave a donation.) if you plan to use it in a commercial environment.

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Thank you!

NetMeansNet - Rome