

**TEXAS MEDIA DIRECTORY**  
**Online User's Manual**  
**TABLE OF CONTENTS**

- 2. Single User License Agreement**
- 3. Accessing the Site**
- 3. User Home Page**
- 4. Navigation Bar**
- 5. New Search**
  - 5. Target Market
  - 6. Media Category
  - 7. Contact Types
  - 7. Special Filters
  - 8. Save
  - 9. Target Market Page Details
  - 9. Metro areas / DMA Map
  - 10. Media Category Page Details
  - 10. Contact Types Page Details
  - 10. Special Filters Page Details
  - 10. Viewing and Editing your SEARCHES
    - 11. Company Search Results Page
      - Category/City Search
      - Name Search
      - Viewing the Details
    - 13. Contacts Search Results Page
      - Selecting Individual Contacts within a SEARCH
- 14. Quick Find**
  - Category/City Search
  - Name Search
  - Viewing the Details
- 16. Batch Emails**
  - Sending a Batch Email
  - Notes about Sending Batch Emails
- 19. Create Labels**
  - Creating Labels
  - Notes about Creating Labels
- 21. Export Data**
  - Exporting Data
  - Notes about Exporting Data
- 23. Account Profile**
- 24. More Information**
  - Editing and Deleting Your Saved SEARCHES
  - Removing Individuals from your Mailing List
- 25. Contact Us**

## Single User License Agreement

**IMPORTANT: CAREFULLY READ THIS LICENSE AGREEMENT BEFORE ACCESSING THE TEXAS MEDIA DIRECTORY ONLINE.** By logging on to this web site with the username and password provided by Directory Publishing, Ltd., you (Subscriber) indicate your acceptance of this license agreement.

The Texas Media Directory Online (TMDO)

**GRANT OF LIMITED LICENSE.** Directory Publishing, Ltd. (D.P.L.) grants to Subscriber the right to access the TMDO for the period specified in Subscriber's subscription to TMDO. Access is provided under this license for one single user. Additional users must purchase additional licenses to access the system (available at 50% of the regular price). Multiple users accessing the TMDO simultaneously using Subscriber's username and password will result in this license being rescinded by D.P.L., all future access to the TMDO being blocked and the forfeiture of any fees paid.

All of the information contained in TMDO is the property of TMDO and is specifically for the Subscriber's use in contacting media outlets in the State of Texas. D.P.L. has the right to control or alter the contents of online media directory at any time at its sole discretion. Subscriber may not grant or sell access to the TMDO to any third parties or provide any of the information contained therein to third parties.

**DISCLAIMER OF WARRANTY, LIMITATION OF LIABILITY. ACCESS TO THE TMDO IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND INCLUDING WITHOUT LIMITATION, ANY WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR NONINFRINGEMENT. FURTHER, TMDO DOES NOT WARRANT RESULTS OF USE OR THAT THE PRODUCT IS BUG FREE OR THAT ITS USE WILL BE UNINTERRUPTED. IN NO EVENT WILL DIRECTORY PUBLISHING, LTD. BE LIABLE TO SUBSCRIBER FOR ANY DAMAGES (INCLUDING INCIDENTAL OR CONSEQUENTIAL DAMAGES) ARISING OUT OF THE USE OR INABILITY TO USE THE TMDO.**

**TECHNICAL SUPPORT:** D.P.L. will provide free technical support via email or telephone for 30 days from the date of the invoice associated with the purchase of a Subscription. **After this 30 day period, fees will be charged for technical support.** Technical support is provided during normal business hours, which are generally 9:30AM-4:30PM Central Time Mon.-Fri.

**DEFAULT OF LICENSE:** All rights and licenses granted to Subscriber will automatically be rescinded if D.P.L. has not received payment in full within thirty (30) days of the date D.P.L. provides Subscriber access to the TMDO. If Subscriber fails to make payment in full within 30 days, D.P.L. will rescind Subscriber's access to the TMDO and Subscriber will owe TMDO payment in full under the subscription. Subscriber also agrees to pay interest in an amount to be determined by D.P.L. accrued from the date of access to the TMDO along with any fees or charges incurred by D.P.L. related to collecting payment from Subscriber. All rights and licenses granted to Subscriber will be rescinded in the event Subscriber violates any federal, state, local or other statute in any way during your use of the TMDO.

## Accessing the Site

1. Direct your web browser to <http://www.texasmediadirectory.com>
2. In the light blue section on the left, below “Site Links” click on **Login**.
3. Enter the username and password that you chose when you subscribed or was provided to you by Texas Media Directory. Your password is case sensitive.

If you have forgotten your username or password or they do not work, please contact Texas Media Directory at 800-256-5931 (512-474-8313 in Austin). You may also send an e-mail to [info@texasmedia.com](mailto:info@texasmedia.com).

## User Home Page

Notice the question mark icon (??) near the top of the online page. Throughout the site you will find this help icon on most pages. Click on the icon and a new, separate window will open with more information about using that particular page. Close the window when you are done.

| Search Name                  | Matching Companies   | Matching Contacts    | Edit                 | Delete                 |
|------------------------------|----------------------|----------------------|----------------------|------------------------|
| Newspapers All of Texas      | <a href="#">view</a> | <a href="#">view</a> | <a href="#">edit</a> | <a href="#">delete</a> |
| Dallas Radio Stations        | <a href="#">view</a> | <a href="#">view</a> | <a href="#">edit</a> | <a href="#">delete</a> |
| Spanish Language TV          | <a href="#">view</a> | <a href="#">view</a> | <a href="#">edit</a> | <a href="#">delete</a> |
| Rio Grande Valley Newspapers | <a href="#">view</a> | <a href="#">view</a> | <a href="#">edit</a> | <a href="#">delete</a> |

The User Home Page with its “Welcome” message is the first page that will come up each time you login successfully to Texas Media Directory.

This User Home Page displays a list of Your Saved Searches, which are the customized media lists that you have built in using this online Directory. You can always click on **User Home Page** in the top left hand corner of any page on the site to get back here.

**NOTE:**  
*Throughout the site and this manual,  
your customized media lists are referred to as SEARCHES.*

If this is your first time to the site or you have not yet built a SEARCH then you will not see anything listed beneath the column headers in the horizontal blue bar.

In using the site, your most current assembled data is automatically and continually updated. Except where indicated, you do not need to save your SEARCHES or use the “refresh” feature of your web browser in order to view your most current, updated SEARCH information.

*Next we will go through a quick rundown of the main navigation items in the vertical navigation bar at the left.*

## **Navigation Bar**

This is the list of action categories in the vertical box on the left hand side of your screen. It is your menu for working within the Texas Media Directory online and is visible on every page of the site.

### **Navigation Bar Categories**

- **New Search** is where you begin when you want to build a new SEARCH (customized media list).
- **Quick Find** is where you go when you want to look something up quickly, using a person’s name or company, city, etc.
- **Batch Emails** is where you go to prepare a list and send out a press releases via email using one of the SEARCHES that you have previously built.
- **Create Labels** is where you go to prepare an address list and print labels (from one of your SEARCHES).
- **Export Data** is where you go to prepare one of your SEARCHES and export information to a text file or Excel file to use in other programs such as mail merges.
- **Account profile** is where you go to update your personal account information or change your password.

Next we will delve into each of the above navigation bar action categories in detail and provide instructions for using each category.

## NEW SEARCH

Begin this action by clicking on **New Search** in the vertical navigation bar on the left hand side of your page.

The Define Search page is where you begin when you want to build a new SEARCH (customized media list). Building a SEARCH consists of five steps to fully define and hone your target audience. Follow the steps in the order they are presented. Additional details for these steps are provided in the next section.

### NOTE:

*Any time you simply wish to find one individual or company, click on Quick Find in the left hand side of your screen.*

## How to use the Define Search Page

The screenshot displays the 'Define Search' interface. On the left, a vertical navigation bar includes 'User Home Page' and icons for 'New Search', 'Quick Find', 'Batch Emails', 'Create Labels', 'Export Data', and 'Account Profile'. The main area is titled 'Define Search' and lists five steps: 1. TARGET MARKET (Select geographic locations such as cities, metropolitan areas), 2. MEDIA CATEGORY (Select media categories such as radio stations, newspapers), 3. CONTACT TYPES (Select the target audience.), 4. SPECIAL FILTERS (Select optional and additional criteria such as excluding non-news organizations, and limiting circulation size.), and 5. SAVE (Enter a name to refer to this search in the future, with a text box containing 'new search'). A red arrow points to the blue double arrows next to step 1. A 'Finished' button is at the bottom of the steps. The footer reads 'Copyright 2007, Texas Media Directory'.

### 1. TARGET MARKET

Begin by clicking on the two blue arrows to the right of Target Market. This takes you to a page where you are able choose the geographic area for your SEARCH. After you have chosen the desired area, click on the “Back” button. This will automatically save your area choice and return you to the Define Search page. Your defined area will now appear in red text on a yellow bar below the Target Market description text.

Always use the “Back” buttons provided. Never use your web browser’s “back” button or back arrow to return to a previous page. Remember, you can always click on User Home Page to go back to the main page.

## 2. MEDIA CATEGORY

Now move on to the second step in defining your SEARCH. Click on the two blue arrows to the right of Media Category to choose the media types that you wish to include. After you have chosen the desired media type, click on the “Back” button. This will automatically save your media choice(s) and return you to the Define Search page. Your defined media types will now appear in red text on a yellow bar below the Media Category description text.

Clicking the “Back” button automatically saves your selections and returns you to the Define Search page. Clicking the “Save” button saves your selections and you remain on the current page.

### 3. CONTACT TYPES

Now move on to the third step in defining your SEARCH. Click on the two blue arrows to the right of Contact Types to choose the titles of the people that you wish to include. Only check titles in the Media Categories that you chose in the previous step. **Be sure to uncheck the ALL buttons if you do not want all of the contacts to be included.** After you have chosen the contact types, click on the “Back” button. This will automatically save your contact choices and return you to the Define Search page. Unless you selected ALL, your defined contact types will now appear in red text on a yellow bar below the Contact Types description text.

Be as specific as possible in defining your areas, media types, and contact types as the system will not allow more than 750 contacts in one SEARCH. This restriction is necessary to avoid processing time issues with users’ web browsing software and to ensure fast, efficient use of the system by all subscribers.

### 4. SPECIAL FILTERS

The fourth step in defining your SEARCH is Special Filters. This page allows you to narrow your search even further if you wish (it is not required). Here you can limit your SEARCH to publications that have indicated that they want press releases or those within a specific circulation range. After you have made your selections, click on the “Back” button. This will automatically save your criteria and return you to the Define Search page where the criteria will appear in red text on a yellow bar below the Special Filters description text.

Excluding companies that are not news organizations. During our research we ask companies if they wish to receive press releases. If they do not, we designate them as non-news organizations. It is a good idea to exclude them from your SEARCH here to reduce the size of your results and to avoid contacting companies that do not wish to hear from you.

## 5. SAVE

The final step in defining your SEARCH is the Save section.

- a. This Save step first entails verifying that you have not gathered more than 750 contacts. Near the top of the page, you will see how many contacts within how many companies your search will yield. If the number of contacts is more than 750, the system will not save your SEARCH. You must go back to select a smaller target area, fewer media types or fewer contact types. Each change you make will be reflected in the displayed number of contacts at the top of the Define Search page. (see Screen Capture on next page)

The screenshot shows the 'Define Search' interface. At the top right, there is a 'Logout' link. On the left, a 'User Home Page' sidebar contains links for 'New Search', 'Quick Find', 'Batch Emails', 'Create Labels', 'Export Data', and 'Account Profile'. The main content area is titled 'Define Search' and features a red arrow pointing to a yellow box indicating 'Your search will yield 121 CONTACTS in 113 COMPANIES'. Below this, five search criteria are listed with expandable options: 1. TARGET MARKET (Entire State), 2. MEDIA CATEGORY (DAILY, GENERAL INTEREST), 3. CONTACT TYPES (Real Estate Editor, Editor & Chief, Editor/Publisher, Editor/Staff Writer), 4. SPECIAL FILTERS, and 5. SAVE (Newspapers All of Texas). A 'Finished' button is located at the bottom right of the search criteria section. The footer contains the text 'Copyright 2007, Texas Media Directory'.

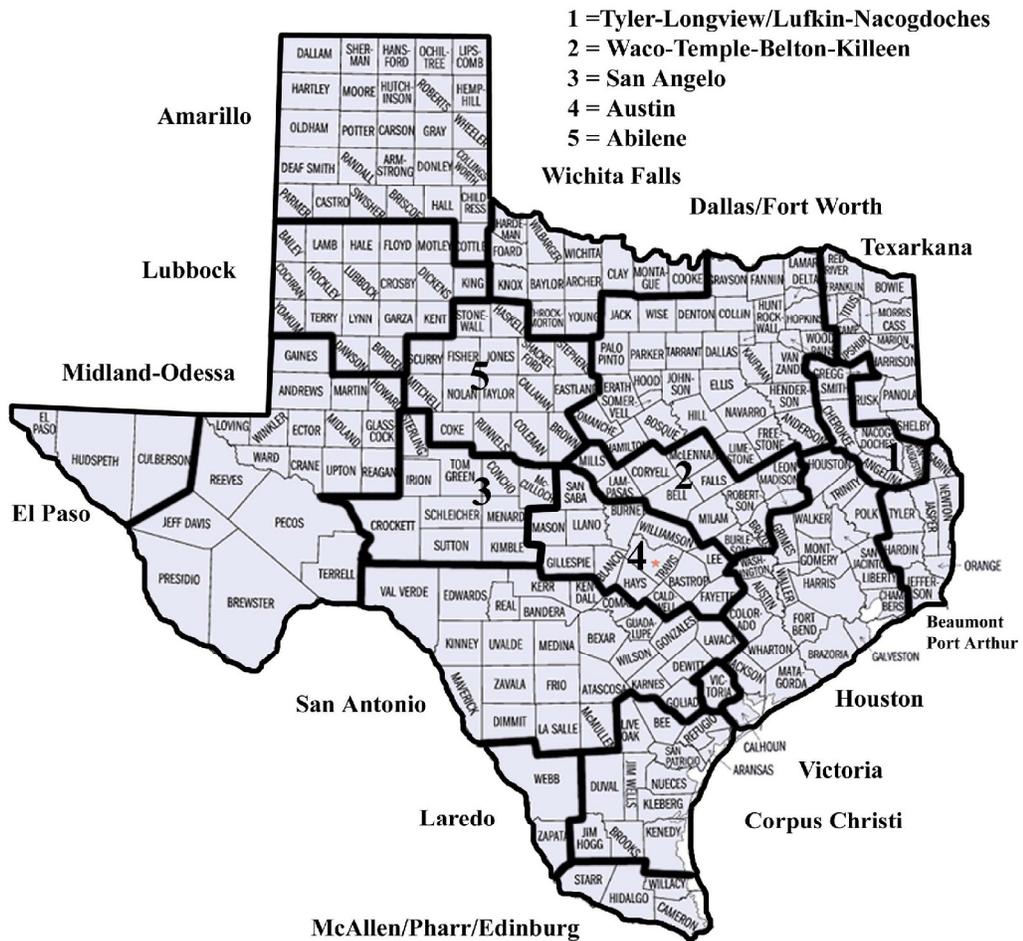
- b. Once your number of contacts is less than 750, name your SEARCH by typing a name into the box next to Save, replacing the words “new search” there. This will allow you to retrieve your SEARCH later for sending email, printing labels, or exporting data.
- c. To conclude your SEARCH, click on the “Finish” button at the bottom of the page. This will save your SEARCH and return you back to the User Home Page where you can view and edit all of your saved SEARCHES.

*Next we will provide more detailed information for each of the four search-defining steps followed to build a SEARCH.*

## Target Market Page Details

This page allows you to choose the area of the state that you want to search or to choose to search the entire state.

- If you select anything other than Entire State and you also select Entire State the system will ignore your Entire State choice and only give you results for the markets that you chose.
- You can click on the boxes to make selections or you can type in individual counties or cities, using commas to separate them. If you spell the county or city incorrectly, or if there are no results for the city selected, the system will notify you and give you the opportunity to edit it. There is a 400-character limit in the City and County fields. If you need to enter a longer string, please separate your SEARCH into two separate SEARCHES.
- Metropolitan Areas (also known as DMAs or Designated Market Areas) are designated professional radio marketing zones.
- If you are subscribed to only certain major Texas markets, you will only see those major markets on your screen.



## **Media Category Page Details**

This Search Category page lists all the media categories available. Here you can specify the types of publications and/or broadcast venues that you wish to include in your SEARCH.

- If you chose anything other than ALL in a media category, the system ignores the ALL and returns results based on the media type that you specified.
- General interest includes most small town newspapers and some magazines without a defined special interest (Texas Monthly, for example).
- Bureaus are either out-of-state or area news organizations that also have an office within the geographic area you selected.
- Regional Advertising Offices are for major publications (such as People magazine) that also have an advertising office within the geographic area you selected.

## **Contact Types Page Details**

This page allows you to choose by job title the type of contacts you want to include in your SEARCH.

- Some boxes will already be checked based on your selections in the previous step (Media Category).
- Be sure to CHECK the Contact Type boxes only in the Media Categories that you chose in the previous step or the system will assume that you want to add these additional Media Categories to your search.

## **Special Filters Page Details**

This “Search Special” page allows you to specify a specific circulation range for publications that have provided that information or exclude non-news organizations.

- Use the “exclude” box to avoid companies that have mentioned they do not want press releases and won’t use them, but they want to be included in this media directory for other reasons (advertising, etc).
- Do not use commas when entering circulation size numbers (for example, type 50000 rather than 50,000).

*Next we will take a look at your SEARCH results!*

## **Viewing and Editing your SEARCHES**

Once you have built and given a name to a SEARCH and clicked “Finish”, you will be returned to the User Home Page where your new SEARCH is now listed. There are two ways to view your SEARCHES: A) by company or B) by contact.

Click on the blue word “view” under the Matching Companies column or the Matching Contacts column and you will connect to a page that lists all the companies or contacts within your saved SEARCH.

## A) Company Search Results Page

When you click on View under Matching Companies for a saved SEARCH you are taken to a page titled Quick Find. This page allows you to view a list of the companies that are in the selected SEARCH. While your search results are listed on the page you can use any of the features at the top of this page to narrow the results (for viewing purposes) or to quickly find a company or individual within the companies that resulted from this SEARCH. In the yellow search box, use filters to set criteria for filtering your original results. You cannot save these narrowed results. You can click on a blue company name on this page to go to the Company Detail page which we will explain below.

**Quick Find**

*Search Filter:(use one or more filters)*

Category: Please Select

City: Please Select

County: Please Select

Company Name:  (use \* as wild character i.e.: \*stateaman\*)

Contact Name:  (use \* as wild character i.e.: \*smith\*)

Radio Format: Please Select

Radio Frequency:  (i.e.: 94.7)

My Searches: Newspapers All of Texas

**SEARCH RESULTS: (UserID = 726)**(click the company name for detailed information)

| Company Name         | Served City | Phone          | Media Category   |
|----------------------|-------------|----------------|------------------|
| 002 Houston Magazine | Houston     | (713) 223-5333 | GENERAL INTEREST |
| 3rd Coast Music      | Austin      | (210)820-3748  | SPECIAL INTEREST |
| ABC News             | Dallas      | (214) 749-7013 | BUREAUS          |

Copyright 2007, Texas Media Directory

### Category/City Search

1. Category - Choose a specific category such as radio or daily. AND/OR
2. City - Choose the city that the publication is in.
3. Click on the “Search” button.
4. All of the companies that are both in that category and in that city will show up in a list below provided that those companies are within this particular SEARCH that you had built and saved.
5. Click on the name of the company for details.
6. Click the “Back” button to return to the list.
7. Go back to User Home Page to start over with your complete, unfiltered list.

## **Name Search**

1. To **find an individual or company**, type the company name in the Company Name field or the individual's name in the Contact Name field.
2. Click on the "Search" button.
3. If the entire name is too long or you don't know the exact name, try using the wildcard character (\*) to get to it.

The **wildcard character** is an asterisk (\*). You use it as a substitute for any letters that you are not sure of before or after the part that you do know. Only use one (\*) on either or both sides. For example, let's say you are looking for a publication you think is called Austin Golf but you do not know that the actual name is Austin Golf Magazine. Austin Golf doesn't return any matches. If you type in Austin Golf\* you will get Austin Golf Magazine. Another example is if you are looking for any publication with the word Dallas in it, then type \*dallas\* in the company field.

4. All of the companies or companies with names of contacts that match your search criteria will show up in a list below provided that those names are within this particular SEARCH that you had built and saved.
5. Click on the name of the company for its details (or to see the details for the individual you searched for, which are visible by scrolling down on that company's details page).
6. Click the "Back" button to return to the list.
7. Go back to User Home Page to start over with your complete, unfiltered list.

## **Viewing the Details**

In the list of companies below the blue bar, click on the name of any company and you will see their details (contact information, names, which categories they fall under, etc.). The blue email addresses can be clicked to send a single, individual email to that address. Website addresses (URLs) can be clicked to take you to that website.

### **Comment Box**

On the right is a comment box for your use only. It is only visible to you as the single-user subscriber so that you may make and save personal notes relating to this company. (For example, you may have once spoken to the Editor and gotten details about specific topics they are interested in.) Simply type in your comments and click the "Save" button.

### **Opt-Out Box**

Just below the comment box is the opt-out checkbox. This is for companies that have communicated their wish to you to be removed from your mailing lists.

For the most efficient way to find and “opt out” an individual or company that has requested to be removed from your mailing list, go to the MORE INFORMATION section at the end of this User Manual.

### **Contact List**

At the bottom of the Company Details page is a list of all of the individual contacts within that company, along with their contact information.

### **Print-Ready Version**

On the Company Detail pages, next to the name of the company, there is a little icon of a printer. Click this for a print-ready version of this page.

## **B) Contacts Search Results Page**

This page allows you to browse the list of individuals in any of your saved SEARCHES. Later, it will also allow you to choose individual contacts from your saved SEARCHES in order to send batch e-mails, print labels or export to files for use in other programs.

### **Selecting Individual Contacts within a SEARCH**

**Step 1: Choose the Saved SEARCH** that you want to use from the drop down menu labeled “My Searches” in the yellow box. Click on the “Search” button and the contacts will be displayed below the blue bar.

Initially you will only see each contact’s Name, Title, Company (Media Name), Zip, Fax, and Email address. If you click on the underlined **Show More Columns** the system will also display the Mailing Address and City Name. Click on the underlined **Hide Columns** to hide them again.

**Step 2:** Choose the action you wish to perform (send batch emails, print mailing labels or export) by clicking on the double blue arrows next to your choice.

**Step 3:** Select the specific contacts you wish to include by clicking in the checkboxes next to the names. There are two automated options here to help you:

**a) Check All** checks all contacts. (**Uncheck All** clears all of the check boxes.)

**b) Check Unique** checks only the first contact from each mailing address. This is helpful in avoiding sending the same e-mail to everyone at any one company.

After using “Check All” or “Check Unique” you may still check or uncheck individual names as you wish.

**c) Please Note:** Our system automatically excludes duplicate e-mail addresses so you do not have to worry about un-checking contacts that have the same address in the same SEARCH. You may notice a small icon next to the check box for a contact like “”. This means that contact has asked to be excluded from all releases. You can exclude them here by leaving the box next to their name unchecked.

The most efficient way to send an email only to Editors is: 1) Click on **User Home Page** at the top left side of the page. 2) Click on “edit” next to the desired SEARCH name. 3) Click on the blue arrows next to Contact Types. 4) Make sure only the boxes next to Editor are checked in all categories.

**Step 4:** Click on the “**Next**” button, which will take you to the next step to choose Batch E-mail, Print Labels or Export Data. See information about each of these below in this User Manual.

*Next we will learn about the remaining action categories in the left hand navigation bar: Quick Find, Batch Emails, Create Labels, Export Data and Account Profile.*

## **QUICK FIND**

*Begin this action by clicking on **Quick Find** in the vertical navigation bar on the left hand side of the page.*

This page allows you to quickly find companies or individuals in the database. You may use as few or as many of the search filter fields to narrow or broaden your search. For example, selecting a specific one of your saved SEARCHES in the “My Searches” drop-down menu will limit your findings to the contacts within that particular SEARCH.

The “Radio Frequency” field allows you to type in the frequency number for a radio station (within your subscribed area) in order to find the station’s company and contact information.

To make your search most efficient, here are the two main methods for finding companies or individuals: a category/city search or a name search.

### **Category/City Search**

1. Category - Choose a specific category such as radio or daily.
2. City - Choose the city that the publication is in.
3. Click on the “Search” button.
4. All of the companies that are both in that category and in that city will show up in a list below.
5. Click on the name of the company for details.
6. Click the “Back” button to return to the Quick Find page.

**Example:** If you want to find the contact information for the daily newspaper in San Angelo. Choose Daily in the “Category” drop-down menu and San Angelo in the “City” dropdown menu, then click on the “Search” button. The system will return the SAN ANGELO STANDARD-TIMES and its main phone number. You can then click on the name (San Angelo Standard-Times) to get all the information about the company, including contacts, titles, phone, fax and email addresses.

## **Name Search**

1. To **find an individual or company**, type the company name in the “Company Name” field or the individual’s name in the “Contact Name” field.
2. Click on the “Search” button.
3. If the entire name is too long or you don’t know the exact name, try using the wildcard character (\*) to get to it.

The **wildcard character** is an asterisk (\*). You use it as a substitute for any letters that you are not sure of before or after the part that you do know. Only use one (\*) on either or both sides. For example, let’s say you are looking for a publication you think is called Austin Golf but you do not know that the actual name is Austin Golf Magazine. Austin Golf doesn’t return any matches. If you type in Austin Golf\* you will get Austin Golf Magazine. Another example is if you are looking for any publication with the word Dallas in it, then type \*dallas\* in the company field.

4. All of the companies or companies with names of contacts that match your search criteria will show up in a list below.
5. Click on the name of the company for its details (or to see the details for the individual you searched for, which are visible by scrolling down on that company’s details page).
6. Click the “Back” button to return to the Quick Find page.

## **Viewing the Details**

In the list of companies below the blue bar, click on the name of any company and you will see their details (contact information, names, which categories they fall under, etc.). The blue email addresses can be clicked to send a single, individual email to that address. Website addresses (URLs) can be clicked to take you to that website.

### **Comment Box**

On the right is a comment box for your use only. It is only visible to you as the single-user subscriber so that you may make and save notes relating to this company. (For example, you may have once spoken to the Editor and gotten details about specific topics they are interested in.) Simply type in your comments and click the “Save” button.

### **Opt-Out Box**

Just below the comment box is the opt-out checkbox. This is for companies that have communicated their wish to you to be removed from your mailing lists.

For the most efficient way to find and “opt out” an individual or company that has requested to be removed from your mailing list, go to the MORE INFORMATION section at the end of this User Manual.

## Contact List

At the bottom of the Company Details page is a list of all of the individual contacts within that company, along with their contact information.

## Print-Ready Version

On the Company Detail pages, next to the name of the company, there is a little icon of a printer. Click this for a print-ready version of this page.

*Next we will learn about creating Batch Emails.*

## BATCH EMAILS

*Begin this action by clicking on **Batch Emails** in the vertical navigation bar on the left hand side of your page.*

**Step 1: Choose the Saved SEARCH** that you want to use from the drop down menu labeled “My Searches” in the yellow box. Click on the “Search” button and the contacts will be displayed below the blue bar.

Initially you will only see each contact’s Name, Title, Company (Media Name), Zip, Fax, and Email address. If you click on the underlined **Show More Columns** the system will also display the Mailing Address and City Name. Click on the underlined **Hide Columns** to hide them again.

**Step 2:** Select the specific contacts you wish to include by clicking in the checkboxes next to the names. There are two automated options here to help you:

**a) Check All** checks all contacts. (**Uncheck All** clears all of the check boxes.)

**b) Check Unique** checks only the first contact from each mailing address. This is helpful in avoiding sending the same e-mail to everyone at any one company.

After using “Check All” or “Check Unique” you may still check or uncheck individual names as you wish.

**c) Please Note:** Our system automatically excludes duplicate e-mail addresses so you do not have to worry about un-checking contacts that have the same address in the same SEARCH. You may notice a small icon next to the check box for a contact like “”. This means that contact has asked to be excluded from all releases. You can exclude them here by leaving the box next to their name unchecked.

The most efficient way to send an email only to Editors is: 1) Click on **User Home Page** at the top left side of the page. 2) Click on “edit” next to the desired SEARCH name. 3) Click on the blue arrows next to Contact Types. 4) Make sure only the boxes next to Editor are checked in all categories.

**Step 3:** Click on the “**Next**” button to take you to the Batch Email Details page.

### **Sending a Batch Email**

The Batch Email “Email Details” page allows you to compose and send an email to the contacts that you chose on the previous page.

#### **Step 1: Compose Email**

Type the subject in the “Subject” field and your text in the Body” field.

All emails generated and sent by this program are sent in regular text format. Sending email through this program in HTML format (including text formatting, logos and images) requires special knowledge and software. Please see notes and advisories on the Batch Email Email Details page.

#### **Step 2: Attach Files**

If you would like to send a file with your email as an attachment, click browse and the system will pop up a window that will allow you to choose the file that you want to send.

The suggested method for sending a press release via batch email is to state your topic clearly in the “Subject” field, type a brief introduction in the “Body” field, then include your full press release as an attachment. This allows you to format your press release with logos, images and your preferred fonts, colors, etc.

#### **Step 3: Send Test Email**

This feature will send a copy of the e-mail that you have just written to your own email address so that you can preview it before sending it to the full list of contacts that you have selected for this batch. **Since the e-mail goes out through the internet it may take some period of time before the e-mail reaches your inbox. Also be sure that your proper e-mail address is listed in your account profile.**

#### **Step 3: Send Batch Email**

This will send the e-mail that you have composed to the contact list that you specified on the previous page.

### **Notes about Sending Batch Emails**

Editing Contacts: If you would like to edit your list of contacts or reduce them in number (by unchecking boxes) before sending, click on the blue “**view/edit >>**” near the top middle of the page.

Non-News Companies: You may notice an alert icon in the form of a little red circle with an X next to certain companies. When you built the SEARCH if you did not check “Exclude Companies that are not news organizations” in the Special Filters category, the non-news companies will be marked with this icon here.

“Opt Outs”: Any individuals you previously tagged with “opt out” will be marked with a little icon in the form of a red diamond with a yellow stripe. Using the “Check All” feature will place a check next to those contacts, so if you do not want them included, you must manually uncheck them. If you do not, you will have one more chance to leave them out of the mailing as you will receive a notification with a warning when you send your email.

Privacy: Each individual on the list that you designated with a valid email address will receive a single email from your email address to only that individual’s email address. It will not show any of the other recipients’ email addresses.

Contacts without Email Addresses: A few contacts in the database have not made email addresses available to Texas Media Directory. When you send a batch e-mail the system will tell you which of the individuals that you chose did not get an email from you for this reason. You can opt to print mailing labels for those individuals by clicking on the blue “Click here” in the first paragraph on the page.

Duplicate Email Addresses: If there are two listings with the exact same email address, the system will automatically send to only one. It will not send to two or more same email addresses in the same list.

Sending Copies: To send a copy of your batch email message to an additional person, enter that person’s email address in the “CC1” field. For example, this allows you to alert someone in your company that this batch email has gone out. You can add another person’s email address in the “CC2” field.

Sending HTML E-mail: Html e-mail must be produced using a separate program and the code copied into the Body box above. If you are not using html e-mail leave the html box unchecked and simply type or copy your text into the Body box above and proceed as usual.

**Please Note:** that Directory Publishing, Ltd. does not provide any technical support for the creation of html e-mail or image hosting. Please contact your IT department or web developer for this support.

### **Photos/Logos in HTML e-mail**

The ability to include images in html e-mail requires that those images be hosted on a

web server. The web address of the hosted images is included in the html code and automatically downloaded to the recipient's computer when they view the e-mail.

Your organization may have a web site and server where you can place the images for your html e-mail so you should contact your web developer or IT person about this. You can also use an outside service that host

*Next we will learn about how to Create Labels.*

## **CREATE LABELS**

*Begin this action by clicking on **Create Labels** in the vertical navigation bar on the left hand side of your page.*

**Step 1: Choose the Saved SEARCH** that you want to use from the drop down menu labeled “My Searches” in the yellow box. Click on the “Search” button and the contacts will be displayed below the blue bar.

Initially you will only see each contact’s Name, Title, Company (Media Name), Zip, Fax, and Email address. If you click on the underlined **Show More Columns** the system will also display the Mailing Address and City Name. Click on the underlined **Hide Columns** to hide them again.

**Step 2:** Select the specific contacts you wish to include by clicking in the checkboxes next to the names. There are two automated options here to help you:

**a) Check All** checks all contacts. (**Uncheck All** clears all of the check boxes.)

**b) Check Unique** checks only the first contact from each mailing address. This is helpful in avoiding sending the mailing to everyone at any one company.

After using “Check All” or “Check Unique” you may still check or uncheck individual names as you wish.

**c) Please Note:** Our system automatically excludes duplicate e-mail addresses so you do not have to worry about un-checking contacts that have the same address in the same SEARCH. You may notice a small icon next to the check box for a contact like “”. This means that contact has asked to be excluded from all releases. You can exclude them here by leaving the box next to their name unchecked.

The most efficient way to send a mailing only to Editors is: 1) Click on **User Home Page** at the top left side of the page. 2) Click on “edit” next to the desired SEARCH name. 3) Click on the blue arrows next to Contact Types. 4) Make sure only the boxes next to Editor are checked in all categories.

**Step 3:** Click on the “Next” button to take you to the Label Specifications page.  
**Creating Labels**

This page allows you to print labels for the contacts that you chose on the previous page. You can either print an address/ mailing labels for mass mailings or phone/fax/e-mail labels for a hard copy contacts list.

**Step 1: Choose Label Type** Click on the dot next to the type of label that you want to print.

**Step 2: Click the “Create Labels” button** to view labels based on the existing setup specifications.

- Choose “Open” if you wish to open the label file for immediate viewing or printing. The file is in .rtf (Rich Text Format) which can be opened in word processing programs such as Microsoft Word.
- Choose “Save” if you wish to save the file on your computer for future viewing and/or printing. Choosing “Save” will open another window where you name the file and designate where to save it on your computer.

**Step 3: Use your computer’s printing feature** to print labels just as you would print any other document from your computer.

### Notes about Creating Labels

Editing Contacts: If you would like to edit your list of contacts or reduce them in number (by unchecking boxes) before printing, click on the blue “**view/edit >>**” near the top middle of the page.

Non-News Companies: You may notice an alert icon in the form of a little red circle with an X next to certain companies. When you built the SEARCH if you did not check “Exclude Companies that are not news organizations” in the Special Filters category, the non-news companies will be marked with this icon here.

“Opt Outs”: Any individuals you previously tagged with “opt out” will be marked with a little icon in the form of a red diamond with a yellow stripe. Using the “Check All” feature will place a check next to those contacts, so if you do not want them included, you must manually uncheck them. If you do not, you will have one more chance to leave them out of the mailing as you will receive a notification with a warning when you send your email.

Label Size: The default setup for labels is a standard 3-across, 10-down mailing label format. You can alter the specifications to fit your specific blank labels if they differ from the default setup. To do so, you enter the correct label measurement in each box in the Specification section on the Label Specifications page. **\*Please note.** Some people experience difficulty setting up the label measurements properly. There is an alternative to using our system for label printing. You can export your SEARCH using our Export Data feature and then use Microsoft Excel and Word to do a Mail Merge to create mailing labels. This is a relatively easy process and you can choose the brand and model number of label that you have.

*Next we will learn how to Export Data.*

## **EXPORT DATA**

*Begin this action by clicking on **Export Data** in the vertical navigation bar on the left hand side of your page.*

**Step 1: Choose the Saved SEARCH** that you want to use from the drop down menu labeled “My Searches” in the yellow box. Click on the “Search” button and the contacts will be displayed below the blue bar.

Initially you will only see each contact’s Name, Title, Company (Media Name), Zip, Fax, and Email address. If you click on the underlined **Show More Columns** the system will also display the Mailing Address and City Name. Click on the underlined **Hide Columns** to hide them again.

**Step 2:** Select the specific contacts you wish to include by clicking in the checkboxes next to the names. There are two automated options here to help you:

**a) Check All** checks all contacts. (**Uncheck All** clears all of the check boxes.)

**b) Check Unique** checks only the first contact from each mailing address. This is helpful in avoiding all individuals at any one company.

After using “Check All” or “Check Unique” you may still check or uncheck individual names as you wish.

**c) Please Note:** Our system automatically excludes duplicate e-mail addresses so you do not have to worry about un-checking contacts that have the same address in the same SEARCH. You may notice a small icon next to the check box for a contact like “”. This means that contact has asked to be excluded from all releases. You can exclude them here by leaving the box next to their name unchecked.

The most efficient way to create a list with Editors only is: 1) Click on **User Home Page** at the top left side of the page. 2) Click on “edit” next to the desired SEARCH name. 3) Click on the blue arrows next to Contact Types. 4) Make sure only the boxes next to Editor are checked in all categories.

**Step 3:** Click on the “**Next**” button to take you to the Export Data Export Specifications page.

## Exporting Data

This page allows you to export a data file that includes the list of contacts that you specified on the previous page with all of their contact information.

The data that will be exported for each contact includes: NAME, TITLE, COMPANY NAME, MAILING ADDRESS, CITY/STATE, ZIP, PHONE, FAX, EMAIL.

**Step 1: Choose Export Type** from one of the following options.

**XLS = Microsoft Excel format:** This is a versatile format that can be edited and manipulated in an Excel spreadsheet then saved into a variety of file formats.

**TXT = Text format:** This is a flexible format of tab-separated text in notepad format that can later be imported into a wide variety of other software programs.

**HTM = Web format:** This format is viewable in web browsers in mailing-label format.

**Step 2: Click the “Export” button** which will open a new window.

- Choose “Save” if you wish to save the file on your computer for future viewing and/or printing. Choosing “Save” will open another window where you name the file and designate where to save it on your computer.
- Choose “Open” if you wish to open the file for immediate viewing or printing. The file will open in the default program for the file type that you chose. If your computer does not open the file, try saving it first in your desired program. Then open that program, find the file where you saved it and open the file. If the program will not save or allow you to view the results, try exporting to a different program or file format that may be more compatible with the computer software you have available.

## Notes about Exporting Data

Editing Contacts: If you would like to edit your list of contacts or reduce them in number (by un-checking boxes) before exporting, click on the blue “**view/edit >>**” near the top middle of the page.

Non-News Companies: You may notice an alert icon in the form of a little red circle with an X next to certain companies. When you built the SEARCH if you did not check “Exclude Companies that are not news organizations” in the Special Filters category, the non-news companies will be marked with this icon here.

“Opt Outs”: Any individuals you previously tagged with “opt out” will be marked with a little icon in the form of a red diamond with a yellow stripe. Using the “Check All”

feature will place a check next to those contacts, so if you do not want them included, you must manually uncheck them. If you do not, you will have one more chance to leave them out of the mailing as you will receive a notification with a warning when you send your email.

**XLS Option Format:** There are three things you may notice if you choose XLS as your format for exporting data:

- You may get a window/message saying the file is in a format different than the specified file format. If so, just click “yes.”
- If the Excel file opens with portions of the data “squished” or blocked from view, you can correct the column width. In the top left hand corner, click once on blank cell above 1 and to the left of A to highlight whole sheet. Then double click on the vertical line between A and B. Save your document to save this change.
- The last column on the far right side (OutItemID) is part of the internal numbering system. That data is unnecessary, so you may delete the entire column by clicking once on the “L” column label at the top to highlight the entire column, then selecting “Delete” from the Excel pull-down “Edit” menu at the top of your screen. Save your document to save this change.

*Next we will learn about viewing and making changes to your Account Profile.*

## **ACCOUNT PROFILE**

*Begin this action by clicking on **Account Profile** in the vertical navigation bar on the left hand side of your page.*

This page allows you to view and edit your personal information and your current subscription information. You can also change your login ID and password on this page by first entering your current password.

If you have forgotten your username or password or they do not work, please contact Texas Media Directory at 800-256-5931 (512-474-8313 in Austin). You may also send an e-mail to [info@texasmedia.com](mailto:info@texasmedia.com).

If you make any changes be sure to click the “**Submit Changes**” button at the bottom of the screen to save them.

## MORE INFORMATION

You can get help about using a specific page by clicking on the question mark icon (🔍) near the top of the online page. A new separate window will open. Close that window when you are done.

### Editing and Deleting Your Saved SEARCHES

On the USER HOME PAGE you can click the blue “edit” to make any changes you wish. Click on the red “delete” to remove entire SEARCHES from your list.

### Removing Individuals from your Mailing List

A) If you receive a request from a company to be removed from your mailing lists, you can use the “opt-out” feature.

1. On the User Home Page, click on the blue “view” under “Matching Companies.”
2. Type the company name in the Company Name field or the individual’s name in the Contact Name field.
3. Click on the “Search” button.
4. If the entire name is too long or you don’t know the exact name, try using the wildcard character (\*) to get to it.

The **wildcard character** is an asterisk (\*). You use it as a substitute for any letters that you are not sure of before or after the part that you do know. Only use one (\*) on either or both sides. For example, let’s say you are looking for a publication you think is called Austin Golf but you do not know that the actual name is Austin Golf Magazine. Austin Golf doesn’t return any matches. If you type in Austin Golf\* you will get Austin Golf Magazine. Another example is if you are looking for any publication with the word Dallas in it, then type \*dallas\* in the company field.

5. All of the companies or companies with names of contacts that match your search criteria will show up in a list below.
6. Click on the name of the company that you are looking for.
7. Click the “opt-out” box.

B) If you receive a request (to be removed from your mailing list) from an individual via email and do not know the contact or company name, only the email address:

1. On the User Home Page, click on the blue “view” under “Matching Contacts.”
2. Hold down the CTRL button on your keyboard and type the letter F.
3. In the “Find” window that pops up, type the email address of the individual who sent the request to be removed.

4. Click on the “Next” button in the “Find” window. If the email address is in your list, it will be highlighted so that you can see it.
5. Make a note of the company name associated with that email address.
6. Return to User Home Page and follow the instructions above for finding the company and using the “opt-out” feature.

## **Contact Us**

For more information or to report errors on the Texas Media Directory website or in this User Manual, click on “Contact Us” on the Login page or contact:

**Texas Media Directory  
Directory Publishing, Ltd.**

3112 Windsor Rd.  
Suite A123  
Austin, TX 78703

800-256-5931 (Toll Free)  
512-474-8313 (Austin)  
512-458-6358 (Fax)

[info@texasmedia.com](mailto:info@texasmedia.com)