

# Introduction

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The ADVAIA Administrative Panel provides a variety of tools for improving marketing on your ADVAIA Advanced Website. The primary function of the Admin Panel is to create travel Specials that are current, appealing and allowing you to constantly change your home page Specials for returning and new visitors.

We highly recommend daily maintenance of your web site's specials using the tools available to you in your Admin Panel.

For your ease, we have included screenshots of the admin panel to help you navigate through each section. We recommend spending some un-interrupted time where you can learn the many tools that are available to you to insure that your online marketing efforts are effective. We also encourage you to create some sample offers in each category while you are learning your new Admin Panel.

# Getting Started

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## Accessing Your Admin Panel

You will be provided with a URL to access your Admin Panel. Usually the admin panel can be accessed by typing your domain name followed by a forward slash and the word admin.

For example: [www.mytravelwebsite.com/admin](http://www.mytravelwebsite.com/admin)

Once you are able to access your admin login screen, we recommend you bookmark this page for easy access in the future.

Your admin panel login screen looks similar to the image below.

## Your Login Information

Upon site completion, you should have been provided with a unique User Name and Password that was created specifically for your admin panel.

If you have not received it, please notify us and we will provide you your login information.

## How to Login

Now that you have your login information, enter both the user name and password into the appropriate login. Then click the orange button labeled as **LOGIN**.

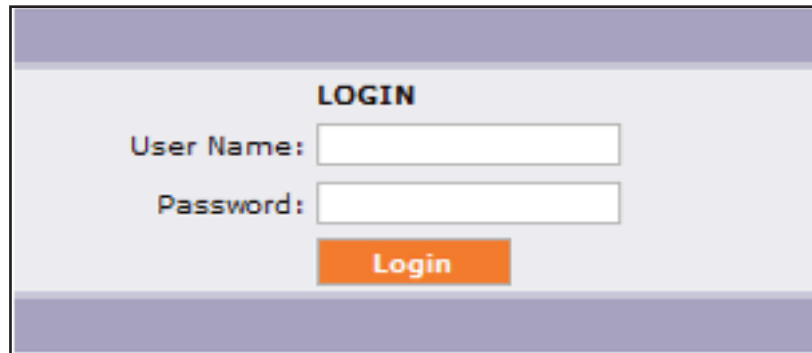
A screenshot of a web-based login form. The form has a light gray background and is framed by a thin black border. At the top center, the word "LOGIN" is written in bold, black, uppercase letters. Below this, there are two input fields. The first is labeled "User Name:" and the second is labeled "Password:". Both labels are in a dark gray font. The input fields are white with a thin gray border. Below the password field is an orange button with the word "Login" written in white, bold, uppercase letters. The entire form is set against a light purple background.

FIGURE 1

# The Welcome Page

Your Admin Home Page is the main navigation for your Admin Panel. The following sections will appear on all subsequent admin pages.

Your Admin Panel's Welcome Page looks similar to the following image.

**Signature Search**  
 We have provided you a search function to look for specific Signature Specials and specific content to promote on your web site. Use this function as you would use it on your web site.  
**NOTE:** Results pages from your search will open in a new window so that the Admin Panel does not close.

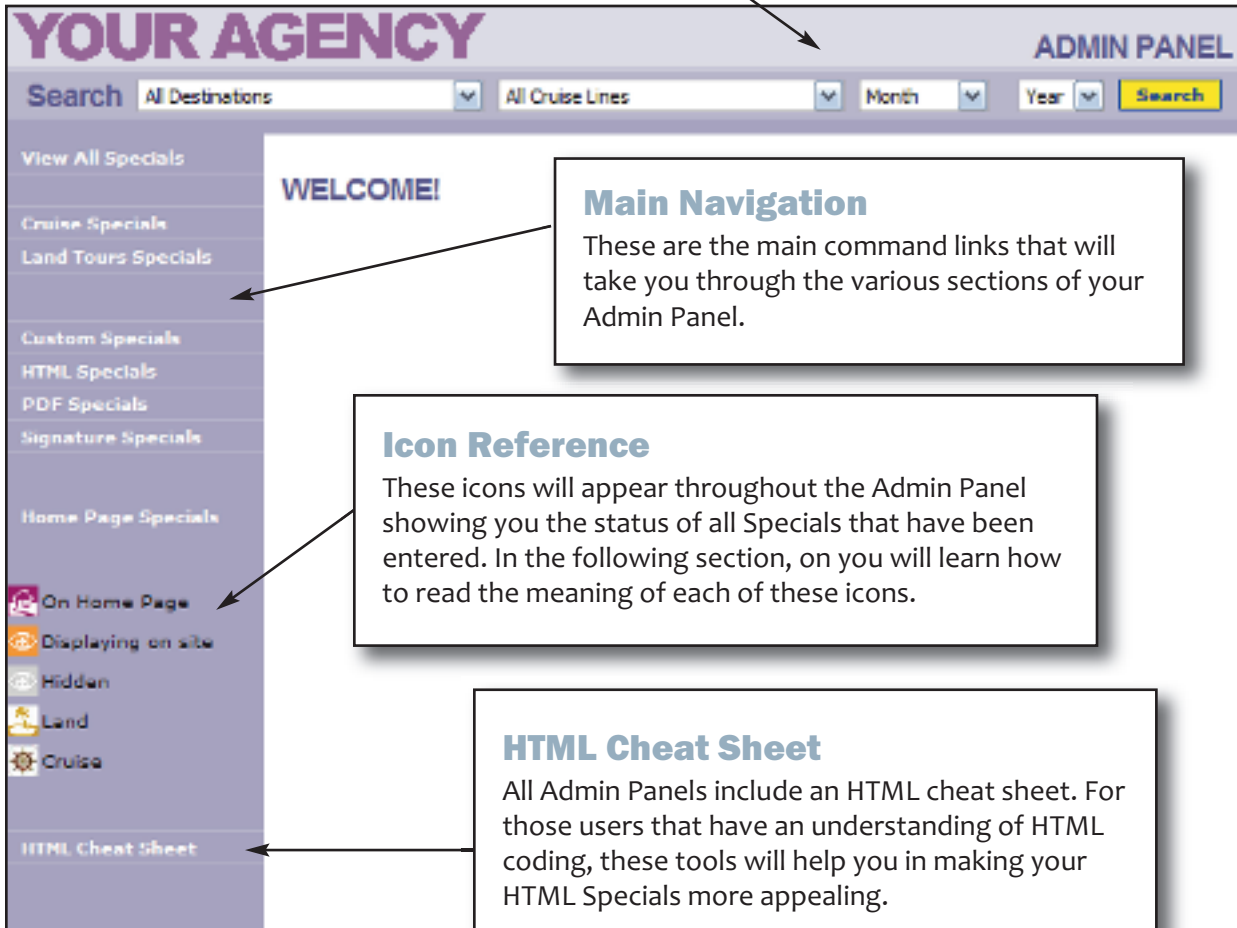


FIGURE 2

**HTML Cheat Sheet**  
 All Admin Panels include an HTML cheat sheet. For those users that have an understanding of HTML coding, these tools will help you in making your HTML Specials more appealing.  
**NOTE:** The HTML Cheat Sheet is only meant to be used with Custom Specials.

# Symbols and Terms

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There are a lot of terms that are used in this manual that are important to understand. Here are some common terms and functions that you should be familiar with:

## Custom Specials

Custom specials allow you to create an offer from scratch and have it appear as an HTML coded page even though you do not know HTML coding! The process is a little longer, however, you can add images, itinerary maps, pricing, disclaimers, etc. to your Specials. It may take a little bit of time to learn how to use this feature, but it will give you the ability to really customize your Specials and make them more appealing. With this function you will also be using the HTML Cheat Sheet mentioned above.

## HTML Specials

These are travel specials that are created using HTML coding. We suggest using DreamWeaver or FrontPage to create your specials before moving the coding into the HTML offer function. HTML Specials are generally sent to you via email from many of your travel providers and can be modified using one of the programs above, to then offer them on your web site. If you are not receiving HTML Specials via email, contact your travel provider representative to include your agency in their Specials broadcasts.

## PDF Specials

These are travel specials that you create on your computer that are in a PDF or Word format. PDF formats are generally accepted as most people have Adobe installed on their computers. If they do not, attempting to open the page will prompt the installation of the Adobe program on their computer. Word documents are not as universal; as there are many versions of Windows currently in use. A document saved in a newer version of Windows will not be able to be displayed on someone's computer that does not have that version. Your admin panel gives you the ability to upload these PDF documents and make them available to your viewers.

We recommend the use of PDF documents versus MS Word when using this Admin tool.

## Signature Specials

Signature Specials all have a unique ID number, which when prompted in a search, will pull the specific Signature content related to that travel offer. You would use this to display your Signature Intranet Specials on your Home page and Results pages. These can be Land or Cruise based Specials. If you do not know how to enter an offer into the Signature Intranet, please contact your Signature representative for more information. Other Signature Specials related to Signature email broadcasts, printed publications and other advertisements can also be shown on your site using this Admin function. Please note that if the offer expires, it will return an "Offer Not Found" page to the viewer, so it is recommended to manage your Signature offers on a regular basis.

## Offer Title

This is the first line that will appear on your Home Page and/or Offer Results pages; it should summarize your offer quickly. For example, if you are promoting a Holland America, Caribbean offer

with a limited timeframe for booking to take advantage of the great savings, here are some suggestions for writing the Title for this offer:

**Holland America – Caribbean – 1 Week Sale!**  
**Holland America Summer Caribbean Sale!**

### Tag Line

The tag line is always displayed below the Title. The tag line should be the “hook” that grabs attention to the offer, enticing the viewer to click for more details. Here are some suggestions for writing the Tag Line for the above offer:

**Holland America – Caribbean – 1 Week Sale!**  
**Great Rates starting at \$499 per person!**  
or  
**Holland America Summer Caribbean Sale!**  
**Hurry! Grab these Summer Rates starting at \$499 per person!**

### Add, Edit & Delete

With each type of offer you have the ability to manage them in a variety of ways:

[ **Add** ] To add a new offer, select the type of offer and then click “Add”

[ **Edit** ] You can make changes to an existing offer or modify an expired offer by choosing this option for any specific offer already available.

[ **Delete** ] Once an offer has expired, or if you just want to remove the offer entirely, choose the Delete option from the specific offer.

**NOTE:** As a safety feature, we have made it so that deleting an offer needs confirmation before the offer can be deleted!

[ **View** ] Use this option to review an offer that you have created or in the process of creating.






### Expired

When you create an offer, you are forced to select an expiration date. Once the expiration date is reached, the offer within the admin panel, will display the word Expired next the expired offer. Keep in mind that, although the offer is hidden on the live site, it still takes space on the results and/or home page. We recommend managing your Specials regularly and to not assign an expiration date that falls on a day that you are not available, such as a week-end or holiday.



When you see the Expired symbol next to the offer, you can modify the offer using the Edit function and to use again by assign a new expiration date. Your other option is to Delete the offer entirely (see above)



## Symbols

There are a variety of symbols in the Admin Panel that have a meaning:

-  It indicates that the offer appears somewhere on the web site.
-  It indicates that the offer is hidden from being viewed on the site.
-  It indicates that the offer is also displaying on the home page.
-  It indicates that the offer is a Land offer.
-  It indicates that the offer is a Cruise offer.

## Important

If an offer is displaying multiple icons, it means that multiple meanings are associated with it. For example, if an offer is accompanied by the following two symbols   it means that the offer is visible on the site and it is being displayed on the home page and the specials results page.

  An offer can be marked as either Land or Cruise but never both. It is very important to double check this option when creating an offer or the site will not be able to display the offer! There is a drop down function that is explained for each type of offer that has two choices; Land or Cruise!

## Results Page

This is a secondary page on your web site that all Specials that have a symbol next to them will appear on. This includes all Home Page Specials.

# How to Create a Special

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Within your admin panel you can create 4 different types of specials. In brief, you can create a Signature Special, a Custom Special, a HTML Special and a special associated with a downloadable file such as PDF.

The first link on the left menu of your admin panel is labeled as “View All Specials”. This link will display a page that lists all the specials in your database. Along with the specials, it also shows you the type of specials, their status and gives you the ability to make changes to any of the specials.

View All Specials

**YOUR AGENCY** ADMIN PANEL

Search All Destinations All Cruise Lines Month Year Search

View All Specials

SPECIALS —

17 offers match your search criteria.

Promo Type	Specials	Type/Status
Signature	<b>Crystal Europe on Sale 2007</b> See the European Capitals 2-for-1 Air and Balcony Staterooms! Expires: 09/01/2007	View Edit Del
Signature	<b>Venice International Film Festival</b> glamorous Venezia can be yours Expires: 07/30/2007	View Edit Del
Upload	<b>VENICE INTERNATIONAL FILM FESTIVAL</b> Be a part of this glamorous festival in magical Venezia! Expires: 08/30/2007	View/Text Edit Del
Upload	<b>AVALON EXCLUSIVE WINE CRUISE</b> UNCORK THE MAGIC OF THE LEGENDARY DANUBE Expires: 04/01/2008	View/Text Edit Del
Signature	<b>10 NIGHT HOLLAND AMERICA MEDITERRANEAN ENCHANTMENT CRUISE</b> PRIVATE COLLECTION OF SPECIAL AMENITIES WITH COMPLIMENTARY SHORE EXCURSION Expires: 06/15/2007 <b>Expired</b>	View Edit Del
Upload	<b>SEABOURN CRUISES CARIBBEAN SPECIAL OFFERS</b> CRUISE THE SOUTHERN CARIBBEAN IN THE UTMOST LUXURY Expires: 07/01/2007 <b>Expired</b>	View/Text Edit Del
Upload	<b>THE ULTIMATE AFRICAN ADVENTURE</b> CRUISE AND SAFARI--THROUGHOUT THE BEST OF AFRICA	View/Text Edit Del

FIGURE 3

Indicates that the special is expired and needs to be edited.

Shortcuts to View, Edit and Delete for each special.

# Signature Specials

Before you can add a Signature Special you need to know the offer ID number you would like to promote.

At the top of your admin panel you will see a search box similar to the one illustrated below:



FIGURE 4

This search box allows you to find Signature Offers that you would like to promote. It is important that you confirm that the Offer is a valid offer.

**Note:** If the offer expires, it will not automatically show as expired in the Admin Panel unless the expiration date coincides with the Signature offer!

## Add a Signature Special

Adding a Signature Special to your web site could not be easier! Simply complete each field with the applicable information:

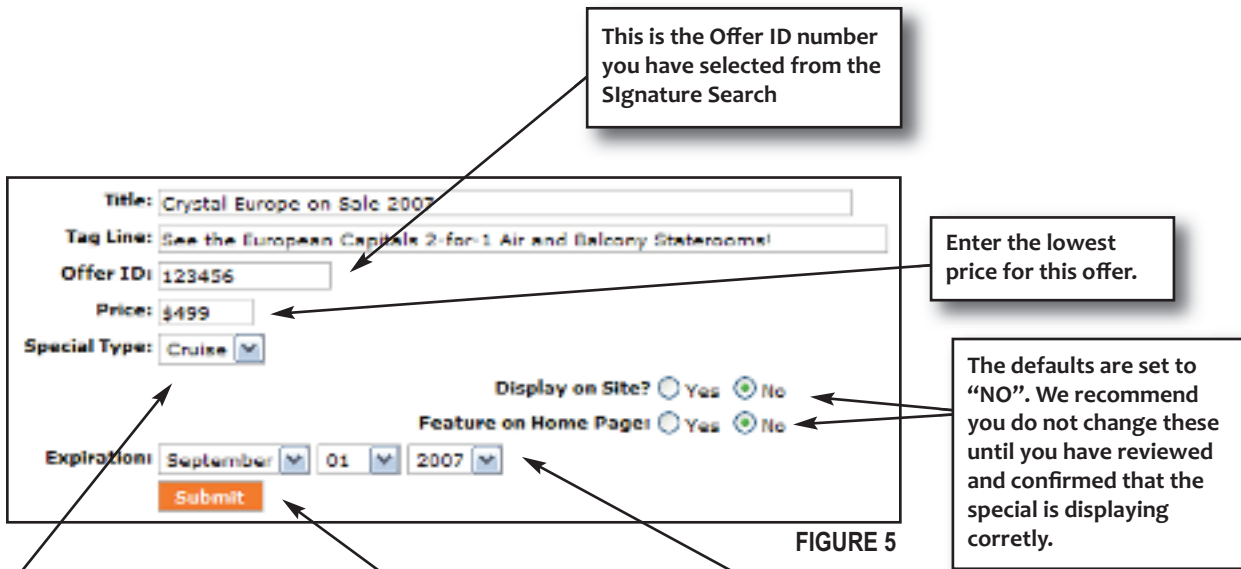


FIGURE 5

This is the Offer ID number you have selected from the Signature Search

Enter the lowest price for this offer.

The defaults are set to "NO". We recommend you do not change these until you have reviewed and confirmed that the special is displaying correctly.

It must be either a CRUISE or LAND offer. Make sure that if you are promoting a land offer to select the LAND option. If you don't your link will return errors.

Completes the process for entering the special and saving it to the database.

Every travel offer should be considered as having a short shelf life, especially if it is an offer that is available to the general public through a large number of agencies! Give your offer a short shelf life as well. You can always add additional offers at a later time as you manage your Admin Panel.

Once you have added your special, you will be redirected to a page that lists all the Signature Offers. In this list you will see the special you recently added. From this list you can then determine how it will be displayed on the site, View, Edit or Delete the Special.

We recommend that you View the offer to make sure that it is correct. Once you have confirmed it, select Edit and then make the offer live on the site by selecting “YES” next to the “Display on Site?” option.

## Edit a Signature Special

Editing a Signature Special functions the same way as adding it with the exception that the information is already populated in the fields. To edit a signature special, make your changes and hit the Submit button.

## Delete a Signature Special

To remove a Signature Special, click on the “Delete” command. You will be prompted to confirm the deletion process. You will be brought to a page that displays the special you are about to delete along with a message that states:

**Are you sure you want to delete this special?**

If you want to permanently remove the special, click on the link next to the warning message labeled as “Yes, Delete!” Your specials will be removed from the database completely.

## PDF Upload Specials

On the left menu of your Admin Panel you will see a link labeled as “PDF Specials”. If you click on this link you will be brought to a page that lists all PDF Specials existing in your database. This page looks similar to FIGURE 6.

**YOUR AGENCY** ADMIN PANEL

Search All Destinations All Cruise Lines Month Year Search

View All Specials  
Cruise Specials  
Land Tours Specials  
Custom Specials  
HTML Specials  
PDF Specials  
Signature Specials  
Home Page Specials  
On Home Page  
Displaying on site  
Hidden  
Land  
Cruise  
HTML Cheat Sheet

**SPECIALS — UPLOADED FILES**

Add HTML Special Add a Signature Special Add Custom Special Upload File

7 offers match your search criteria.

From Type	Specials	Type/Status
Upload	<b>VENICE INTERNATIONAL FILM FESTIVAL</b> Be a part of this glamorous festival in magical Venice! Expires: 08/30/2007	View/Text Edit Del
Upload	<b>AVALON EXCLUSIVE WINE CRUISE</b> UNCOVER THE MAGIC OF THE LEGENDARY DANUBE Expires: 04/01/2008	View/Text Edit Del
Upload	<b>SEABOURN CRUISES CARIBBEAN SPECIAL OFFERS</b> CRUISE THE SOUTHERN CARIBBEAN IN THE ULTIMOST LUXURY Expires: 07/01/2007 <b>Expired</b>	View/Text Edit Del
Upload	<b>THE ULTIMATE AFRICAN ADVENTURE</b> CRUISE AND SAFARI—THROUGHOUT THE BEST OF AFRICA Expires: 07/31/2007	View/Text Edit Del
Upload	<b>7-NIGHT CANADA-NEW ENGLAND CRUISES WITH PRINCESS</b> SEE ALL OPTIONS AVAILABLE FOR ROUNDTRIP NEW YORK SAILINGS Expires: 07/30/2007	View/Text Edit Del
Upload	<b>SEABOURN SPECIAL EUROPEAN CRUISE OFFERS 2007</b> GREAT PRICES TO MANY DESTINATIONS Expires: 07/15/2007	View/Text Edit Del
Upload	<b>CELEBRITY AUSTRALIA CRUISE TOUR</b> Book by July 31, 2007 and get \$100/Person Credit	View/Text Edit Del

FIGURE 6

This type of special allows you to take a PDF file, and load it onto the server so that your clients can be access through your web site.

This function is great to use for color mailings that you have sent out to your clients. When your flyers/mailings are created, ask your artist to save you a copy as a PDF. You can also create offers in Word and then convert them into a PDF format.

Note that converting files to PDF format might require additional software on your local work station. Typical software can be found online for a reasonable price or by purchasing the software from your local Office Supply or Computer store. Your travel suppliers can also supply you with custom PDF pages to use that include your agency contact information and some even have online custom tools. Contact your Travel Supplier directly for these services.

## Add a PDF Upload Special

Adding a PDF Special to your web site could not be easier; however it consists of a two step process. The first step consists of adding the special. The second step consists of uploading the file to the server.

### STEP 1: ADDING THE SPECIAL

When using this function you will need to have created your PDF or Word file in advance. You must confirm that it is exactly how you want it to display on your web site. This file will need to be saved to your computer. We recommend creating a work folder on your Desktop to save these files so that they are accessible.

**NOTE:** It is also recommended that file name of the offer you are going to upload does not contain any spaces “ ”, dashes “-” or underscores “\_”!

The file name should read africansafari.pdf not african safari.pdf

The screenshot shows a web form for adding a special. The fields are as follows:

- Title:** The Ultimate African Adventure
- Tag Line:** Cruise and Safari – Throughout the Best of Africa
- File Name:** africansafari.pdf
- Important:** Make sure that the file name matches the file name to be uploaded. Example: HALSpecial.doc or celebrityspec.pdf
- Special Type:** Land (dropdown menu)
- Expiration:** July 31 2007 (date pickers)
- Display on Site?:** Yes (selected), No
- Feature on Home Page:** Yes (selected), No
- Submit:** (orange button)

FIGURE 7

The defaults are set to “NO”. We recommend you do not change these until you have reviewed and confirmed that the special is displaying corretly.

It must be either a CRUISE or LAND offer. Make sure that if you are promoting a land offer to select the LAND option. If you don't your link will return errors.

Completes the process for entering the special and saving it to the database.

Every travel offer should be considered as having a short shelf life, especially if it is an offer that is avaiable to the general public through a large number of agencies! Give your offer a short shelf life as well. You can always add additional offers at a later time as you manage your Admin Panel.

**STEP 2: UPLOADING THE FILE TO THE SERVER**

Once you have submitted your special you will be redirected to a page that looks similar to the following image.

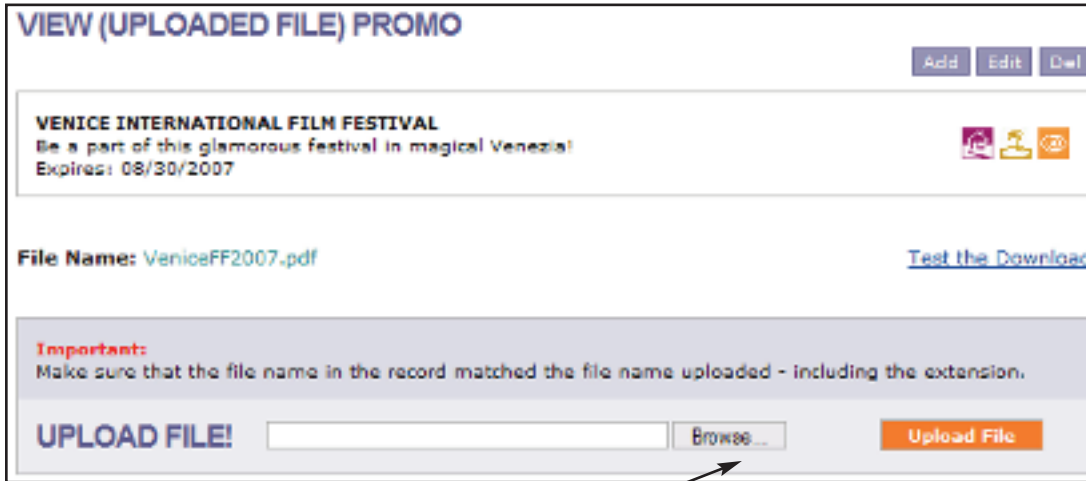


FIGURE 8

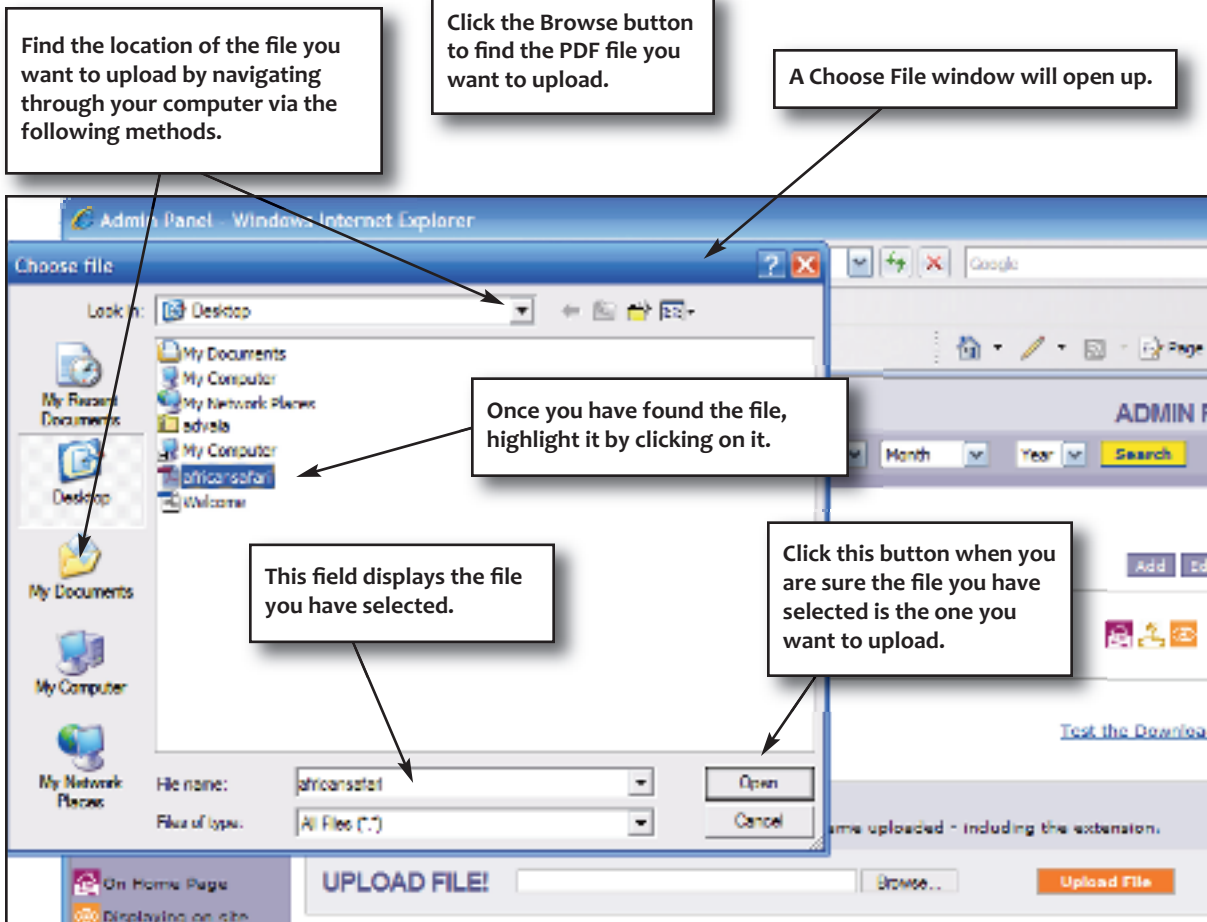


FIGURE 9

Once you click the “OPEN” button, the “Choose File” window will disappear, however you will notice that the field next to the UPLOAD FILE! has been populated with the local path and file name of the file you are about to upload. Refer to FIGURE 10.

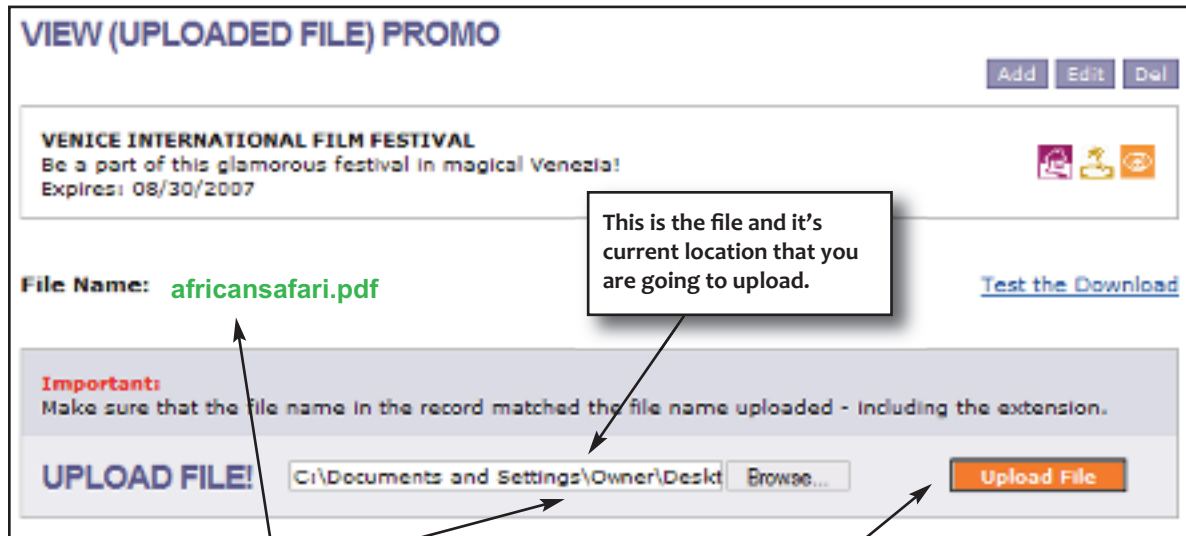


FIGURE 10

Before uploading the file, confirm that the file name in the **UPLOAD FILE!** field and the **FILE NAME** are identical.

Click the **Upload File** button when you are ready to upload the file to the server.

Once you have clicked on the orange **UPLOAD FILE** button, the file you selected gets copied onto the server. When this action is completed you not see any drastic changes on your screen, however, you will know this action is complete when the **UPLOAD FILE** field becomes blank. See FIGURE 11

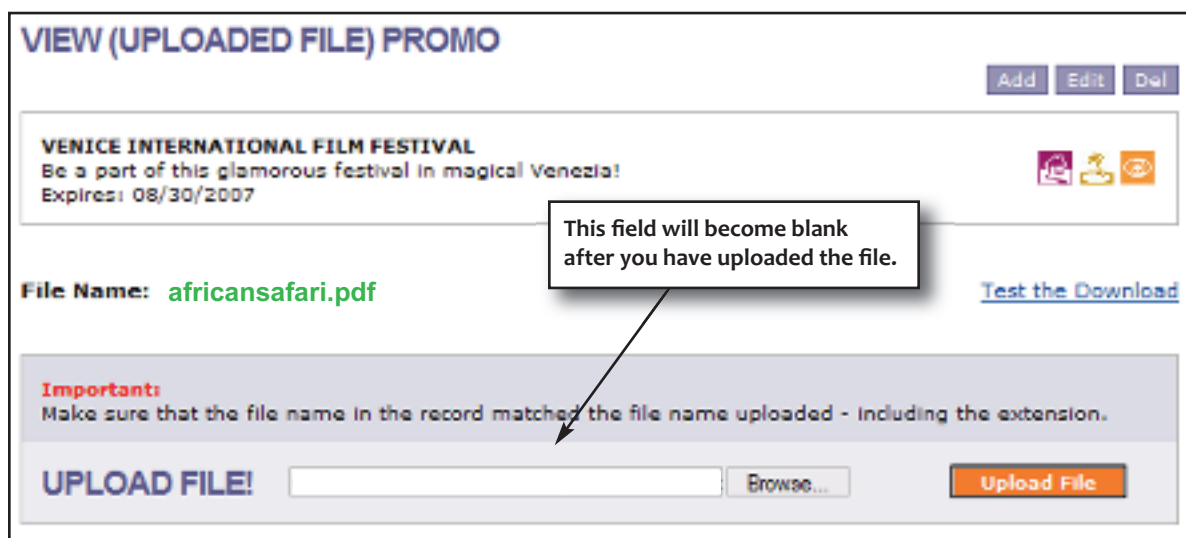


FIGURE 11

After the file is uploaded onto the server you can test your work and verify that everything you have done works properly.

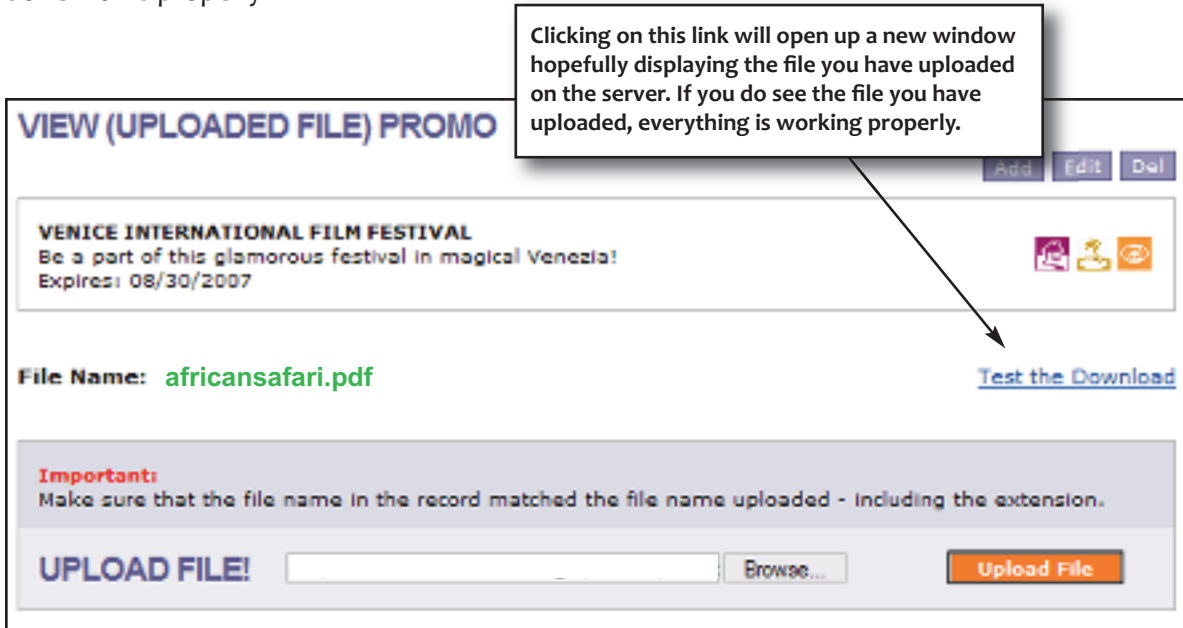


FIGURE 12

**TROUBLESHOOTING:** If the “Test the Download” link returns a PAGE NOT FOUND error, chances are that the file name you have uploaded and the one you have specified in the EDIT page, do not match.

Remember these two **MUST BE IDENTICAL INCLUDING THE FILE EXTENSION!** Refer to FIGURE 10.

Once you have confirmed that the Uploaded Special is behaving exactly as you intended to, you can then make it live by clicking on Edit button and changing the Display on Site options. See FIGURE 13.



FIGURE 13

## Edit a PDF Upload Special

Editing a PDF Upload Special functions the same way as adding it with the exception that the information is already populated in the fields. To edit a signature special, make your changes and hit the Submit button.

## Delete a PDF Upload Special

To remove a PDF Upload Special, click on the “Delete” command. You will be prompted to confirm the deletion process. You will be brought to a page that displays the special you are about to delete along with a message that states:

**Are you sure you want to delete this special?**

If you want to permanently remove the special, click on the link next to the warning message labeled as “Yes, Delete!” Your specials will be removed from the database completed.

# HTML Specials

On the left menu of your Admin Panel you will see a link labeled as “HTML Specials”. If you click on this link you will be brought to a page that lists all HTML Offers existing in your database. This page looks similar to FIGURE 14.

**YOUR AGENCY** ADMIN PANEL

Search

View All Specials

Cruise Specials

Land Tours Specials

Custom Specials

HTML Specials

PDF Specials

Signature Specials

Home Page Specials

On Home Page

Displaying on site

Hidden

Land

Cruise

HTML Cheat Sheet

**SPECIALS — HTML OFFERS**

[Add HTML Special](#) [Add a Signature Special](#) [Add Custom Special](#) [Upload File](#)

36 offers match your search criteria.

From Type	Specials	Type/Status
Html	<b>SuperClub All-Inclusive Resort from \$301</b> Pay one low rate and choose ANY room category for travel this Fall! Hurry, the best suites and rooms will sell out fast! Expires: 04/30/2007 <b>Expired</b>	View Edit Del
Html	<b>6 Days/5 Nights in the Caribbean from \$139</b> Enjoy resort credits and super discounts! Expires: 03/19/2007 <b>Expired</b>	View Edit Del
Html	<b>5 days in Hawaii with Pleasant from \$585</b> Call 1.800.655.0025 Expires: 09/01/2007	View Edit Del
Html	<b>Live the Legend: Hotel Bora Bora Special</b> Call 1.800.655.0025 for Reservations Expires: 11/27/2007	View Edit Del
Html	<b>CUNARD Mediterranean Delights - Up to 30% Savings</b> Call 1.800.655.0025 for Reservations Expires: 09/25/2007	View Edit Del
Html	<b>Waikiki Beach Marriott Resort &amp; Spa from \$745</b> Call 1.800.655.0025 for Reservations Expires: 09/01/2007	View Edit Del
Html	<b>Holidays with Princess in the Caribbean with \$49 Upgrades</b> Call 1.800.655.0025 for Reservations Expires: 11/01/2007	View Edit Del
Html	<b>Merry Mexican Riviera Princess Cruises - with \$49 upgrades</b> Call 1.800.655.0025 for Reservations Expires: 11/05/2007	View Edit Del

FIGURE 14

## Adding an HTML Special

Adding an HTML special is not for the “novice” person or someone who does not know how to work with HTML coding. If that is your case, please skip this section or refer it to a person that knows HTML coding!

**Title:** 6 Days/5 Nights in the Caribbean from \$139

**Tag Line:** Enjoy resort credits and super discounts!

**HTML:** <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN" "http://www.w3.org/TR/html4/loose.dtd"> <html> <head> <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1"> <title>Untitled Document</title> </head> <center> <body> <font color="#000000" size="2" face="Arial, Helvetica, sans-serif"> <p><font color="#000000" size="6" face="Arial, Helvetica, sans-serif">CARIBBEAN SALE!</font></p> <p><b>ARUBA 6 days/5 nights</b><br> Renaissance Marina Hotel – Save 25%, 5th Night Free .....<b><font size="3">\$499</font></b><br> The Westin Aruba Resort – Save 35% PLUS \$100 Food & Beverage Credit Per Room ...<b><font size="3">\$619</font></b><br> Occidental Grand Aruba – All Inclusive, Reduced Rates.....<b><font size="3">\$955</font></b></p> <p><b>BAHAMAS 5 days/4 nights</b><br> Sheraton Grand Bahama Island – Save 35% .....<b><font size="3">\$365</font></b><br> Paradise Island Harbour Resort – All Inclusive, Save 35% .....<b><font size="3">\$585</font></b><br> Beach Towers – Reduced .....<b><font size="3">\$599</font></b></p> <p><b>BARBADOS 6 days/5 nights</b><br> .....<b><font size="3">\$479</font></b><br> Almond Beach Village All Inclusive – Save 35% .....<b><font size="3">\$1019</font></b></p> <p><b>CAYMAN ISLANDS 6 days/5 nights</b><br> Comfort Suites & Resort – Save

**Special Type:** Land

**Display on Site?**  Yes  No

**Feature on Home Page:**  Yes  No

**Expiration:** March 19 2007

**Submit**

**Callout 1:** In this box you would paste or type your HTML coding for the special.

**Callout 2:** It must be either a CRUISE or LAND offer. Make sure that if you are promoting a land offer to select the LAND option. If you don't your link will return errors.

**Callout 3:** The defaults are set to “NO”. We recommend you do not change these until you have reviewed and confirmed that the special is displaying correctly.

FIGURE 15

Completes the process for entering the special and saving it to the database.

Every travel offer should be considered as having a short shelf life, especially if it is an offer that is available to the general public through a large number of agencies! Give your offer a short shelf life as well. You can always add additional offers at a later time as you manage your Admin Panel.

Once you have submitted your special you will see it displayed in the list of other HTML Specials that you have created and can determine how it will be displayed on the site, View, Edit or Delete the Special. See FIGURE 14.

We recommend that you View the offer to make sure that it is correct. Once confirmed, you can make it live from the EDIT page and you can determine if you want to feature your special on your home page or now.

## Html Offer Tips

If you are using an HTML offer that has been emailed to you or an offer that you created in FrontPage or Dreamweaver, you should not that you will not need a lot of the HTML tags that are put in when that offer was created. Follow these guidelines:

Remove the following from the beginning of your HTML page:

```
<html>
<head>
```

Remove from the end of your HTML page:

```
</body>
</html>
```

Remove the Meta Tag in its entirety. The Meta Tag is generally followed by the

```
<html>
<head>
```

A Meta Tag generally looks like this:

```
<META name="description" content="Vacations Cruises at Discount Prices. Cruise deals and
discount cruise vacations! Over 39 years of selling discount cruises. Discount Cruise
deals on 7 night or longer cruises including last minute cruises.">
<META NAME="Author" CONTENT="ndc@nationaldiscountcruise.com">
<META NAME="keywords" content="cheap cruises, discount cruises, cruise deals, last minute
cruise deals, cruise deal cruises, best cruise deal, cheap cruise deal, cruise, cruise
ship, luxury cruise, cruise line, cruise travel, cruise vacation, cruise package,
honeymoon cruises, last minute cruise, cruise vacation package, cruise vacation, cruise
travel tours, cruise vacations">
<META NAME="robots" CONTENT="index, follow">
<META NAME="GOOGLEBOT" CONTENT="index, follow">
<META NAME="revisit-after" CONTENT="3">
<meta http-equiv="Content-Language" content="en-us">
<meta http-equiv="Content-Type" content="text/html; charset=windows-1252">
<META NAME="copyright" CONTENT="Copyright 2007 MyAgency.com. All Copyright and Trademark
Rights Reserved.">
<META NAME="MSSmartTagsPreventParsing" content="TRUE">
<TITLE>MyAgency.com</TITLE>
```

Generally, following the Meta Tag you will see the following and should remove these:

```
</head>
<body>
```

If a Styles sheet is included in the HTML coding LEAVE IT or the page may not display or function as it should!

Examples of Styles Sheet coding:

```
<link rel="stylesheet" type="text/css" href="http://www.hollandamerica.com/styles.css">
<style type="text/css">
<!--
a:hover {color : #B1441E; text-decoration : underline;}
-->
</style>
```

Make sure that the width of the page does not exceed 600 Pixels.

```
<table border="0" width="600">
```

Also make sure that the entire page is flush "left"

```
<p align="left">
```

Generally all HTML offer pages begin with a table

```
<table border="0" width="600">
```

and end with a table closing

```
</table>
```

**IMPORTANT:** Many HTML coded email offers that come from suppliers, have links back to their web sites. It is important to remove those links, but to keep any associated images or text still in the coding.

Example Word Link:

```
<a target="Holland" alt="Holland America" href="http://www.hollandamerica.com">
View Holland America Offers!
</a>
```

Everything but the View Holland America Offers! should be removed

Example Image Link:

```
<a target="Holland" alt="Holland America" href="http://www.hollandamerica.com">

</a>
```

Everything except for the following should be removed.

```
<a target="Holland" alt="Holland America" href="http://www.hollandamerica.com">

</a>
```

Make sure your coding always contains the full URL paths, to avoid any broken images. Below are two examples.

CORRECT

```

```

INCORRECT

```

```

## Custom Offers

---

You can create your own Custom Offers using the Custom Offer tool. This option works well when you want to create an HTML looking page with images, itineraries, pricing, etc. that is exclusive to your agency and not an offer that can be found in Signature.

For those with knowledge of HTML coding; you can add special features like bullets, bold, font size, color and type, text links, etc., that give your offer even more appeal. With a little practice someone without HTML experience can learn to add HTML coding using your Admin's HTML Cheat Sheet!

The following screens take you through the process of adding a Custom Offer with some of these HTML features.

**NOTE:** This is a longer process for adding an offer to your site, but well worth the effort. Your admin navigation allows you to view your progress for creating the Custom Offer while allowing you to continue adding to it as you move forward.

We strongly recommend that you gather your images in advance including images of ships, itinerary maps and other images that you wish to associate with your offer and place them in a folder on your Desktop for easy access.

**NOTE:** That when you save your images we recommend the following format:

**hollandship** instead of **Holland Ship**, etc.

**hollanditinerary** instead of **Holland Itinerary**

Saving your images to the Desktop makes them easier to locate when you are ready to insert them into your Custom Offer!

## Adding a Custom Offers

Select Add Custom Special from the top right navigation bar. The new screen should look like FIGURE 16 with all the fields blank. Like all other specials you will need to fill out the form:

The screenshot shows a form for adding a custom offer. The fields are as follows:

- Title:** Holland America 7-Night Alaska Explorer Cruise
- Tag Line:** 2-for-1 Balcony Staterooms. Pricing starts at \$1499pp!
- Price:** \$1499
- Nights:** 7
- Vendor:** Holland America Cruises
- Destination:** Alaska
- Travel Type:** Cruise
- Blurb:** The beauty that is Alaska is yours with Holland America! Enjoy luxury service at these incredible prices while you explore the "final frontier" that is Alaska.
- Departure:** September 29, 2007
- Tag Line 2:** Join our group to take advantage of exclusive pricing and added amenities that include discounts on shore excursions, select 2-for-1 pricing on all balcony staterooms and the Pinnacle Grill
- Display Deck Plan?:** Yes (selected) / No
- Deck Plan URL:** http://cruises.advaia.com/ship/decks/?shipID=342&CID=13&OfferID=1
- Disclaimer:** Pricing is per person based on double occupancy. Pricing does not include port charges and government fees. Pricing and availability are subject to change without notice.
- Special Type:** Cruise
- Display on Site?:** Yes / No (selected)
- Feature on Home Page?:** Yes / No (selected)
- Expiration:** July 31, 2007
- Submit** button

Callout boxes provide the following information:

- The travel type indicates if this offer is Luxury, Golf, Family etc...** (points to Travel Type)
- This is a longer description of the offer that should be written to grab your viewers attention.** (points to Blurb)
- This option is optional. It allows you to display a link to a Signature Link if applicable.** (points to Display Deck Plan?)
- If applicable, paste the URL that you would like to link to. Use the search function at the top, select that sailing and click on the Deck Plan link when you find that sailings details. Copy and paste the Deck Plan URL into the space in your Admin Panel.** (points to Deck Plan URL)
- If your offer has any kind of disclaimer or terms. Paste them or type them in this box.** (points to Disclaimer)
- The defaults are set to "NO". We recommend you do not change these until you have reviewed and confirmed that the special is displaying and working correctly.** (points to Display on Site? and Feature on Home Page?)
- It must be either a CRUISE or LAND offer. Make sure that if you are promoting a land offer to select the LAND option. If you don't your link will return errors.** (points to Special Type)
- Completes the process for entering the special and saving it to the database.** (points to Submit button)
- Every travel offer should be considered as having a short shelf life, especially if it is an offer that is available to the general public through a large number of agencies! Give your offer a short shelf life as well. You can always add additional offers at a later time as you manage your Admin Panel.** (points to Expiration)

FIGURE 16

The next screen will show that your offer has been accepted.

## Adding Paragraphs, Images and Itinerary Maps

Now you are ready to continue to build the offer. Select the VIEW command.

The next screen allows you to begin adding images and additional paragraphs describing your offer. It also shows you what you have created so far. See FIGURE 17.

Next you will add two images. The first is your offer image that will appear towards the top of the offer and the second is the itinerary map. NOTE that if you do not have or want images, you have the option to skip this section.

**Please note the following:** Although both upload boxes are displaying on the same page, it is still an individual step process. We recommend you upload only one image at a time! If you try to upload both simultaneously you will lose one image or the other.

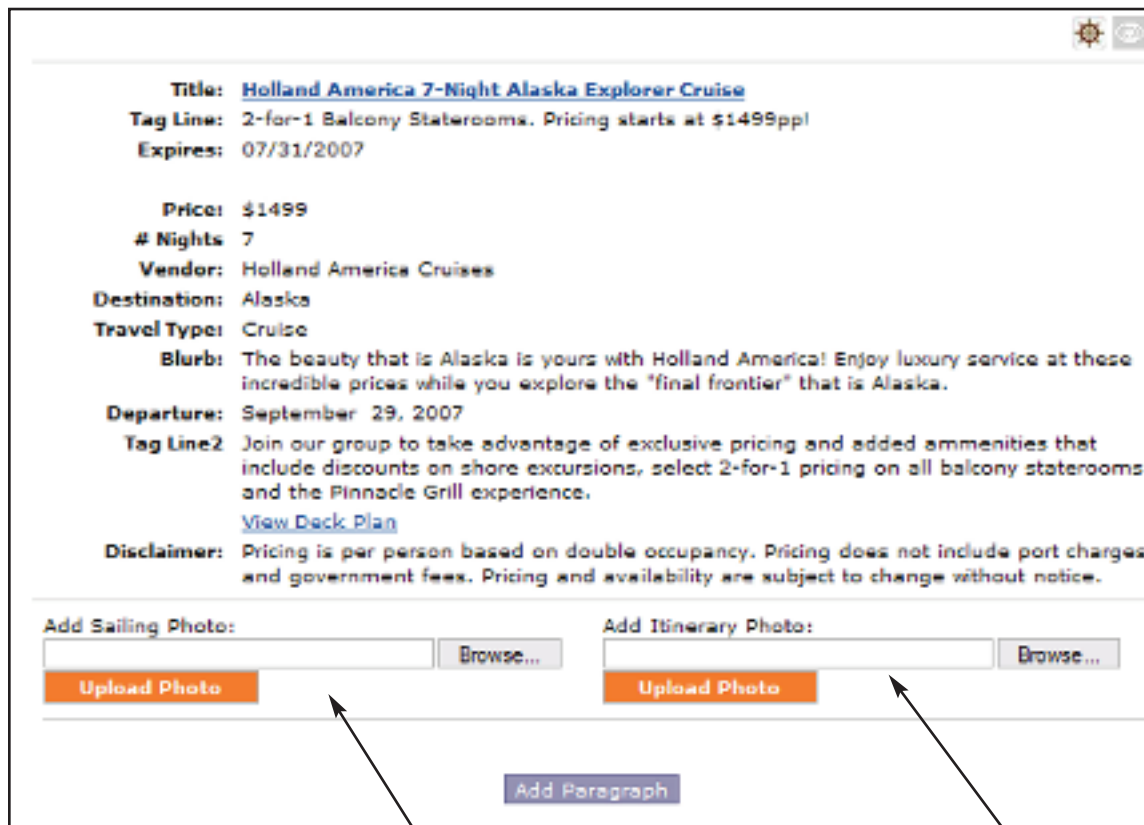


FIGURE 17

In this box you can upload a Sailing photo. If you do not know how to upload images, see FIGURES 8 & 9.

In this box you can upload the itinerary photo. If you do not know how to upload images, see FIGURES 8 & 9.

FIGURE 18 shows what your page will look like once you have uploaded both images.

**Title:** [Holland America 7-Night Alaska Explorer Cruise](#)

**Tag Line:** 2-for-1 Balcony Staterooms. Pricing starts at \$1499pp!

**Expires:** 07/31/2007

**Price:** \$1499

**# Nights:** 7

**Vendor:** Holland America Cruises

**Destination:** Alaska

**Travel Type:** Cruise

**Blurb:** The beauty that is Alaska is yours with Holland America! Enjoy luxury service at these incredible prices while you explore the "final frontier" that is Alaska.

**Departure:** September 29, 2007

**Tag Line2:** Join our group to take advantage of exclusive pricing and added amenities that include discounts on shore excursions, select 2-for-1 pricing on all balcony staterooms and the Pinnacle Grill experience.

[View Deck Plan](#)

**Disclaimer:** Pricing is per person based on double occupancy. Pricing does not include port charges and government fees. Pricing and availability are subject to change without notice.

[Delete](#)

Edit Itinerary Photo:

 [Browse...](#)

[Upload Photo](#)

[Delete](#)

Edit Sailing Photo:

 [Browse...](#)

[Upload Photo](#)

[Add Paragraph](#)

Your recently uploaded photos will display above the UPLOAD PHOTO function. If you want to replace any of the two photos, you can click on the Browse button and repeat the UPLOAD function selecting a new image.

FIGURE 18

### Adding Paragraphs

At the bottom of the page you will notice a button that is labeled as ADD PARAGRAPH.

This button allows you to add a paragraph at a time along with an optional photo. You may add as many paragraphs as you wish. For more flexibility, although not necessary, this function may also contain HTML coding.

Clicking on the ADD PARAGRAPH button will display a page similar to FIGURE 19.

**Summary of your special.**

**Holland America 7-Night Alaska Explorer Cruise**  
 2-for-1 Balcony Staterooms. Pricing starts at \$1499pp!  
 Expires: 07/31/2007

**Paragraph:** Travel back in time to a land where Ice Age giants dominate the landscape. Where whales, moose, bear and eagles roam free. Holland America Line's Alaska cruise vacations allow you to experience the grandeur of Alaska aboard our fleet of 5-star ships specifically designed with Alaska cruising in mind. Wraparound teak decks, wide-open bows, 270° panoramic views from the Crow's Nest lounge and spacious private verandahs provide unparalleled opportunities to experience Alaska's stunning natural wonders. We also carry fewer guests than other ships in our class to ensure quiet corners and unfettered views. Welcome aboard for the trip of a lifetime.

Display Image:  Yes  No

**Save Changes**

**Click this button when you are ready to save the paragraph.**

**This feature is optional and only appears in the EDIT function for each paragraph. If you would like to add a photo to a paragraph, select YES as the DISPLAY IMAGE option.**

**Here is where you type your paragraph or Paste the HTML coding.**

FIGURE 19

**Adding Images to a Paragraph**

You can also add images to appear on the left or right of your paragraph. To add an image you will need to select the EDIT PARAGRAPH option.

As with any other image upload, follow the same instructions as FIGURE 8 & 9.

**NOTE:** Try and use images that are not too large! These can affect how the finished page appears.

**Holland America 7-Night Alaska Explorer Cruise**  
 2-for-1 Balcony Staterooms. Pricing starts at \$1499pp!  
 Expires: 07/31/2007

**Paragraph:** <b>Juneau, Alaska</b>  
 Founded as a gold mining camp in 1880, Juneau became the state capital in 1959 when Alaska was granted statehood. Today Juneau is a hub for wilderness adventures: dog sledding, whale watching, glacier hiking and sports fishing are just few of the possibilities. Sample excursions: Boat of Juneau! Whale Watching Quest, Mendenhall Glacier & Alaska Salmon Bake, Douglas Island Sea Kayaking, Underground Juneau Gold.

Display Image:  Yes  No

**Save Changes**

**You can make edits to your paragraph in this field.**

**NOTE!**  
 Although these two forms display on the same page, they behave separately. If you are trying to save the paragraph changes and upload an image at the same time, it will not work!  
 Edit your paragraph first, then upload your photo or vice versa.

**You can upload or edit the image for any paragraph in this field. See FIGURES 8 & 9 for uploading instructions.**

Release Photo

Edit Photo:  Browse... **Upload Photo**

FIGURE 20

### Adding More Paragraphs

As you add more paragraphs to your custom offer your page will start looking as FIGURE 21.

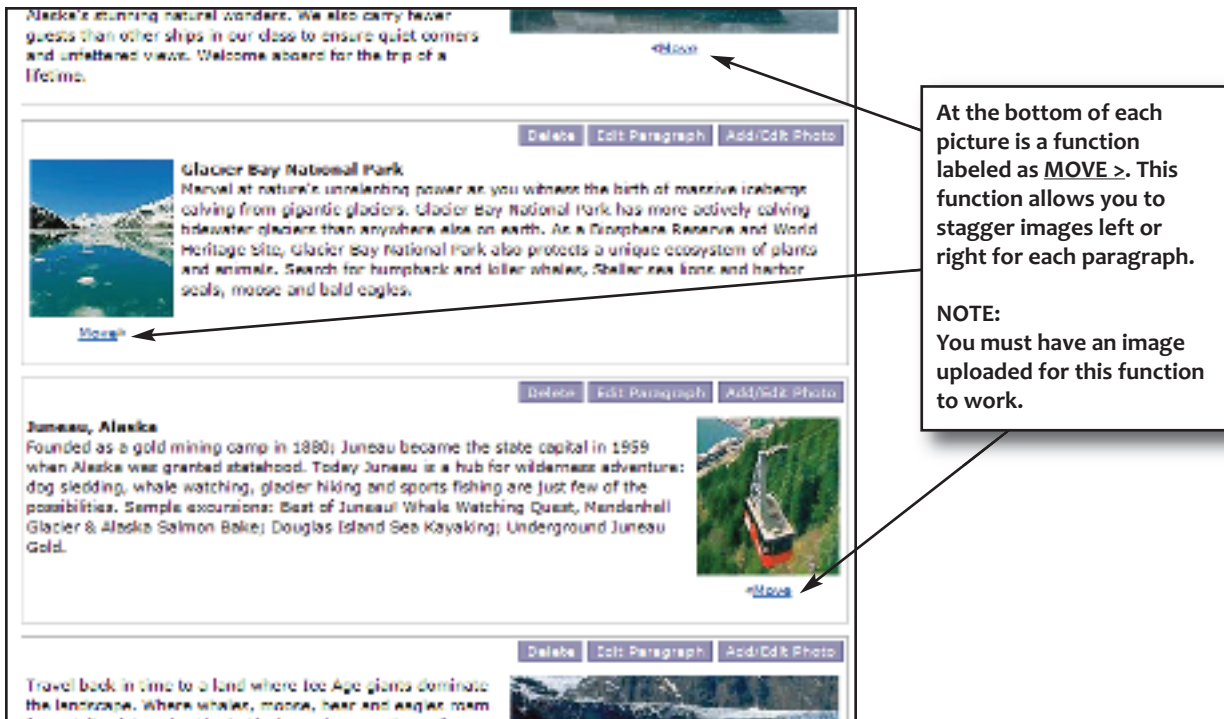


FIGURE 21

Once you have completed inserting paragraphs, HTML coding and images View the offer to see how it looks.

### Adding a Pricing Group

This feature is optional, however you may use it to add pricing to your offer. To create a Pricing Group, from the VIEW page, scroll to the bottom until you see the form similar to FIGURE 22.



FIGURE 22

For the sake of this exercise let's call this pricing group "Exclusive Offers".

Once you have entered the Pricing Group, start adding your pricing as viewed in FIGURE 23.



FIGURE 23

Once completed view the offer again to confirm the Pricing Group and Pricing and complete details of your offer. Your offer should look similar to FIGURE 24.

Confirm that everything is correct, if not, you can edit the offer at anytime by clicking on the EDIT command.

### Holland America 7-Night Alaska Explorer Cruise



**2-for-1 Balcony Staterooms. Pricing starts at \$1499pp!**


Join our group to take advantage of exclusive pricing and added amenities that include discounts on shore excursions, select 2-for-1 pricing on all balcony staterooms and the Pinnacle Grill experience.

The beauty that is Alaska is yours with Holland America! Enjoy luxury service at these incredible prices while you explore the "Last Frontier" that is Alaska.


**Dates:** September 29, 2007

Travel back in time to a land where Ice Age giants dominate the landscape. Where whales, moose, bear and eagles roam free, Holland America Line's Alaska cruise vacations allow you to experience the grandeur of Alaska aboard our fleet of 5-star ships specifically designed with Alaska cruising in mind. Wraparound deck decks, wrap-around 270° panoramic views from the Crow's Nest lounge and spacious private verandas provide unparalleled opportunities to experience Alaska's stunning natural wonders. We also carry fewer guests than other ships in our class to ensure quiet corners and unobstructed views. Welcome aboard for the trip of a lifetime.







**Glacier Bay National Park**  
Marvel at nature's unrelenting power as you witness the birth of massive icebergs calving from gigantic glaciers. Glacier Bay National Park has more actively calving tidewater glaciers than anywhere else on earth. As a Tuleenah Reserve and World Heritage Site, Glacier Bay National Park also provides a unique ecosystem of plants and animals. Search for humpback and killer whales, Stellar sea lions and harbor seals, moose and bald eagles.



**Juneau, Alaska**  
Founded as a gold mining camp in 1880, Juneau became the state capital in 1890 when Alaska was granted statehood. Today Juneau is a hub for wilderness adventures: dog sledding, whale watching, glacier hiking and sports fishing are just few of the possibilities. Sample excursions: Boat of Juneau Whale Watching Quest, Mendenhall Glacier & Alaska Salmon Dive; Douglas Island Sea Kayaking; Underground Juneau Gold.



**Price:** \$1499

**# Nights:** 7

**Wander:** Holland America Cruise

**Destinations:** Alaska  
[View Itinerary](#)

Exclusive Pricing	
Traveler (X) Stateroom	\$499
Cruise (X) Stateroom	\$799
Balcony (X) Stateroom	\$799

FIGURE 24

### Completing the Offer

Once your offer is the way that you want it, you can make it live on your site.

From the EDIT page, go towards the bottom of the form and click YES for the **Display on Site** option. See FIGURE 16.

# Home Page Specials

The Home Page Specials page within the Admin Panel display the list of all the specials that are being featured on the home page. These offers can be Signature Offers, Upload PDF Offers, Custom Offers or HTML Offers.

For your convenience we have divided the specials into two section. The first box displays the Cruise offers the other Land vacation offers. See FIGURE 25.

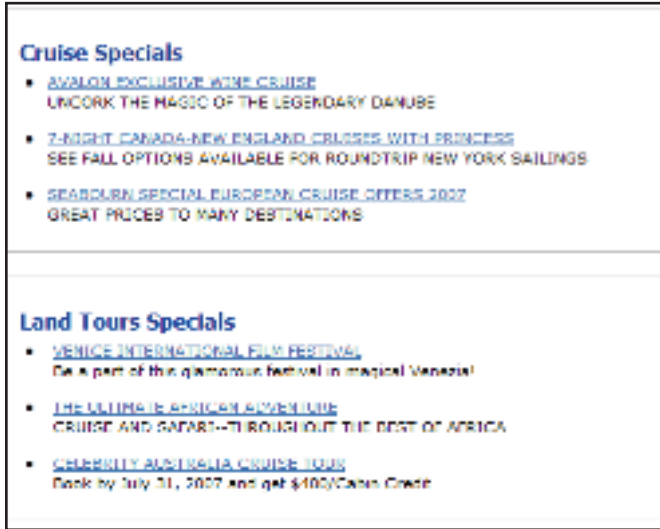


FIGURE 25

**NOTE:** All types of offers will appear when you select Home Page Specials link.

## Other Site Functions

At anytime you can view your completed offers and their status as discussed in the beginning of this manual by using your **left navigation links**.

By selecting the type of offer; **HTML, Upload, Custom or Signature**, you can view all the offers in that category.

You can also view all the offers that are marked to appear on the home page and can manage them or change their status at anytime by editing the offer.

You can also **View all Offers** at anytime to determine how they are appearing on the site (Live, Home Page), when they expire, the type of offer (**Signature, HTML, Custom and Upload**). This is a great tool for daily management of your offers.

We suggest that you change the status of offers by moving offers around on the Home page on a regular basis. This gives returning visitors the ability to see that your offers change on a regular basis. When offers are not marked to appear on the home page but are selected to be live on the site; those offers will appear on the **Agency Offers** page. The Agency Offers page also includes all the home page offers!

Another option is to view the offers by Cruise or by Land offers. The next two screens demonstrate how those offers would appear.

You can also view all the offers that are