

## When to Use

An eCard is similar to a postcard or a greeting card with the primary difference being it is created using digital media instead of paper. The eCard page type will allow a website visitor (the eCard sender) to choose from an online catalog of “cards”. After selecting a card, the sender can personalize it by adding a message. Finally, the sender specifies the number of recipients and their email address and the website delivers the eCard within an email message on behalf of the sender to the recipient.

Content providers have the ability to select and order the images to appear for selection on the eCard and customize the text that will prompt the user throughout the card creation process.

## Examples of How to Use

- ▶ Highlight tourist locations and present their images to be sent as a postcard.
- ▶ Customize images with seasonal greetings.
- ▶ Use images from yearly events to use as invitations.

## eCard Page Sections & Fields

<i>Page Section</i>	<i>Field Name/Item</i>	<i>Description of usage</i>
<b>ECard Properties</b>	<b>Message Text</b>	This is the text that will display before your sender and recipients name. Use this field to customize the type of eCard (Postcard, Birthday Card, etc.)
	<b>Includes</b>	Check this box to include an image caption above the images when displayed in view mode.
	<b>Form Text</b>	This is the text that will display above the form to send the eCard. Use this field to customize the type of eCard (Postcard, Birthday Card, etc.)
	<b>Preview Button Text</b>	This is the text for the eCard preview button.
	<b>Send Button Text</b>	This is the text for the eCard send button.
	<b>Edit Button Text</b>	This is the text for the eCard edit button.
<b>Image Attributes</b>	<b>Add</b>	Click this button to create a row to insert and manage the digital assets to be used on the eCard. Multiple rows can be created at the same time.

	<b>Order</b>	Use this column to change the default ordering of the digital assets. Use the arrows to move an asset up or down one line, or click on the order number to enter the row number where you would like the image to appear. The ordering will be reflected in view mode from left to right, then top to bottom.
	<b>Image</b>	Click the <<Select Digital Asset>> link to browse the digital asset library and select the images to use on your eCard.
	<b>Caption</b>	Click in the row below the Caption header to enter the text to be displayed with the image. If a caption is not entered here, by default the name of the digital asset will appear in view mode.
	<b>Delete</b>	Click the Delete icon to remove the row, and delete the digital asset from the eCard.
<b>Introduction Text</b>	n/a	The text entered here appears at the top of the initial eCard page, above the thumbnails.
<b>Conclusion Text</b>	n/a	Text entered here appears at the bottom of the initial eCard page, below the thumbnails.
<b>Confirmation Text</b>	n/a	Text entered here appears after the eCard has been sent.

## eCard Page Tips!

- ▶ eCards currently only work with image files.
- ▶ Be sure to size all of the digital assets to the correct display size before making them available for use on your site.