The BrightArrow notification system allows you to create and send emails that contain graphics, links, attachments and advanced formatting. In this article we will discuss two areas to show some examples of the many options you have in creating attractive emails using the HTML format.

To create an HTML email, you will need to choose Email from the Create Message page and HTML Email in Step (3):

That takes you to the Email Edit page, which allows you to choose the Subject/From information, but also contains a toolbar with a variety of functions for adding elements and formatting to your email.

To add an attachment, you press the Add Attachment button, and it takes you to the attachment page. In that page select your file, give the attachment a name, and press "Upload and Link":

Once it has been added, it will show in the Email Edit page:

Now let's say you want to add a picture into the email. The important thing to remember is that you need to upload the picture to the BrightArrow servers first so that when people open their email it is visible. Email pictures typically are links to images on the Internet, so uploading the picture to a place that is accessible from the Internet is important.

Here are the steps:

1. Click on the image icon in the Email Edit page:

2. Click on the Browse Server button to view the images you have already uploaded to the server for use in emails.

3. **This will open a page that shows all your current images. If the image you need is already there, simply double-click on it and it will be inserted into your newsletter. If it is not there, you have two choices to bring the image to the BrightArrow servers. You can either simply click and drag the image from your computer folder into the block page, or you can click on the Upload button.**
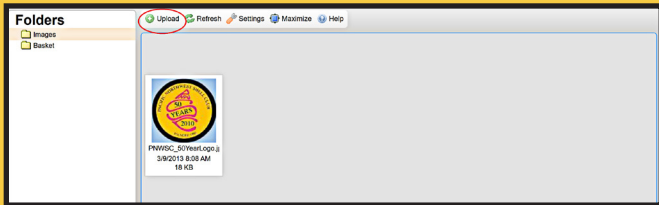
4. **Once you have chosen and uploaded your image, it will be added to your BrightArrow folder of images. Two hints associated with this step:**

   i. **Make sure your image file does not have spaces in the name. BrightArrow accepts them but we have found that gmail's reader rejects images with spaces in them. In your image file name (before you upload) you can either remove the spaces entirely in the name or replace with other characters (like underlines).**

   ii. **If after you upload the image thumbnail is blank in the BrightArrow page, simply click the Refresh button to show the thumbnail.**
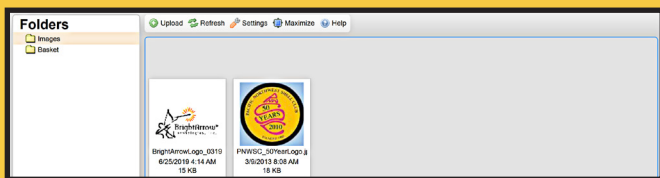

5. **To insert this download image into your email, double click on the thumbnail. This will show the Image Properties page.**

   Note: You can adjust the size of the image here and your email will use proper HTML formatting to adjust the size. We have found, however, that some email readers do not correctly handle HTML size. If you want to make sure your image is as intended for all email readers, it is suggested you reduce the size of our original email file before uploading rather than using the below numbers (and thus HTML commands) to adjust the size.

   *Image to view on next column.

6. **Once you click OK, the image inserts into your email page. You can then click and drag the image to where you want in your email.**
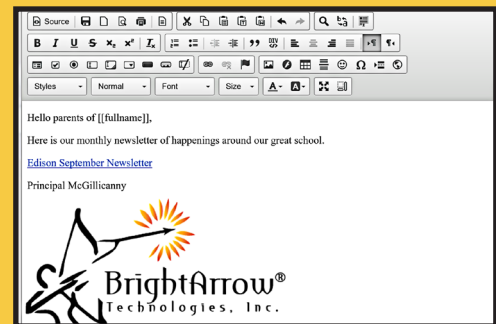
The final step is to click OK in the Email Edit page, which takes you to the Create Message page. Here, you can then click Send Message Now, or schedule the message to go out later.

In addition to being able to bring in images for your HTML email using the above steps, you also can bring images into email templates or letterheads using the above technique.

This just scratches the surface of the types of things you can do with enhancing your HTML emails, and hopefully a good start toward sending out more enticing and graphically rich emails.