

PromoSupport News

A Value-Added Service of OnYourMark, LLC



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New Servers and Colocation Facility

We have relocated our web servers and colocation facilities from downtown Milwaukee to Time Warner Telecom in Brookfield, Wisconsin. The firm is independent of Time Warner Cable - the service many of us know as the provider of Roadrunner.

The Time Warner facility features a number of upgrades for our hosting services:

- 24 hour, 7 days a week key card access with appropriate security screening
- Video camera surveillance with 2 week tape backup
- AC power backed up by a 500 Kva generator
- Dedicated 480V, 800 amps transformer from Wisconsin Energies
- Transient Voltage Surge Suppression (TVSS) on all AC commercial power
- Redundant HVAC units (four 30 ton HVAC units, two active, two standby)
- Three diverse fiber routes into the facility



We have installed ten new Dell servers with features like dual power supplies with "Y" power cords, hot-swappable/redundant hard drives with RAID (Redundant Array of Independent Drives), redundant NIC cards and more.

We have designed a new, fully redundant, network infrastructure from the ground up. This includes redundant servers and services, including an immediate fail-over response of services (i.e. email, hosting) in case of a server crash. We have also split these services up onto several different servers to provide a greater level of independence.

Configuration completion this month will help ensure trouble-free systems infrastructure for years to come. All-in-all we've made a six-figure investment to ensure we can take care of clients' needs well in the future.

We appreciate the opportunity to be of service. Please email support@OnYourMark.com with questions or suggestions.

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A Reminder for Web-Based Email Users

If you are using our web-based email system to send messages, please





add your email address to the Cc: (carbon copy) field on all outgoing messages. Web-based email does not always save sent messages properly. By copying yourself, you are ensuring that you have a copy of the message you sent. Questions on web-based email may be sent to support@OnYourMark.com.

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Welcome New Associates

Please join us in welcoming the newest members of the OnYourMark, LLC team!



Jonathan Pauli **Systems Administrator**

Jonathan's seven years of professional experience include managing FreeBSD Unix and Linux Servers, supporting Windows desktops, streamlining data center efficiency and providing help desk support. Jonathan will be instrumental in network infrastructure planning, deployment, security, maintenance and technical support.

Yvonne Zywicki **Operations Assistant**

Yvonne provides assistance to many aspects of our business, from accounting to printing to client relations. Yvonne brings an extensive background of customer service to our team.



Kate Hodgkinson **Marketing Assistant**

Kate's marketing, writing and desktop publishing skills are put to great use on OnYourMark, LLC's websites and communications. Kate is currently pursuing a marketing degree at Waukesha County Technical College.



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BlackBerry Email Forwarding Available

OnYourMark can copy your hosted email account's messages to your BlackBerry's email address. With this type of forwarding set up, you will receive a copy of the message in your email inbox and in your BlackBerry's inbox.



Use our [Email Support Form](#) to request BlackBerry email forwarding. Be sure to give us your BlackBerry email address (i.e. *jdoe@tmo.blackberry.net*)!

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Ask The Pro: Where can I get images for my website?

This month's Pro is [Ellen Rohr](#), Operations Manager at [OnYourMark, LLC](#). Ellen offers resources for obtaining digital images without infringing on copyrights.



Photos and images are essential to a website. They add interest, excitement and brand awareness. Here is some important terminology to know about photos:

Copyrighted photos are exclusive to their owners and cannot be used without the owner's permission. Most photos found on the web will have a copyright. The [World Intellectual Property Organization](#) has extensive information on photography and legal issues.

Many of us turn to [Google's Image Search](#) or [Flickr](#) to find photos. While these sites can retrieve photos on any topic, the photos are usually copyrighted. Google Images photos are pulled from websites across the Internet or posted by users. They belong to the photographers, users, webmasters, site owners or companies that own and operate the websites. Google even posts a warning on its results pages: *Image may be scaled down and subject to copyright.*



Images found in a Google Image Search are from websites. Consult the website's copyright policies or contact its webmaster before using the image!

Flickr's [Community Guidelines](#) specifically address use of copyrighted images:

Don't upload anything that isn't yours. This includes other people's photographs and/or stuff that you've collected from around the Internet. Accounts that consist primarily of such collections may be terminated at any time.

RULE OF THUMB: If you didn't personally take the photograph, chances are you may have to ask permission before use.

If you do find an image on the web and want to use it, check the website's copyright policies. If nothing is posted, that does not mean there is no copyright on it. The absence of a notice in works published on or after March 1, 1989, does not necessarily indicate that the work is in the public domain. Use the site's contact form or an email to contact the owner. Often photographers are happy to share photos... as long as you ask and receive permission. Even if you use the photo and cite the source, you are risking copyright infringement if you have not received permission to use it.

Public Domain images are uncopyrighted, uncopyrightable or have a copyright that has expired. [Stock.XCHNG](#) and [PDphoto.org](#) are popular sources of free images. Photographers post their work to these sites and allow others to use the photos. While the image use is free, some photographers will ask to be notified or credited if their image is used in

a public work. More free photo sources can be found at myBackgrounds.com or in theBubbler forums under [Tons of Free Stock Photo Images](#).

Royalty Free photos can be purchased for web or print use. The purchaser can use the photos as often as allowed according to the source's license terms. Some licenses allow up to a set number of uses, while others allow unlimited use of the photo.

[iStockphoto](#), [Getty Images](#) and [Photos.com](#) offer royalty free images for sale. Prices and subscriptions vary widely. iStockphoto charges more for high-resolution images; a better investment because they can be used in print and on the web. Photos.com is a subscription service. Users can download up to 250 photos per day and subscribe for as little as \$99.95 for one month.

Royalty free and public domain photos do not guarantee exclusive use. If you purchase an image for your website from iStockphoto, your competitor can also purchase that image and use it. The only way to guarantee exclusivity is to have custom photography done by a [professional photographer](#).



*A royalty-free image from
PDphoto.org*

The bottom line is simple... read disclaimers, terms of use, licensing agreements and copyright policies before using any photo you find online!

Links Mentioned in this Article:

- wipo.int/sme/en/documents/ip_photography.htm
- images.google.com
- flickr.com
- flickr.com/guidelines.gne
- sxc.hu
- pdphoto.org
- mybackgrounds.com
- thebubbler.com/modules.php?name=Forums
- istockphoto.com
- creative.gettyimages.com
- photos.com
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What would you like to ask the pro? Email your questions to askthepro@OnYourMark.com!

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22603 West Main Street
Sussex, WI 53089
www.OnYourMark.com

Ph: 262.820.8201 Fax: 262.820.8202 Call Toll Free: 800.747.3399

General Email: Info@OnYourMark.com

Newsletter Email: PromoSupport@OnYourMark.com

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