NetPages™

**The Internationally Renowned Resource Guide to the Internet
by Aldea Communications, Inc.**

Welcome to **NetPages**™, the World-wide Internet Directory from Aldea Communications, Inc. Modeled after a familiar commercial concept, the telephone book, NetPages makes it easier to find people and organizations and to do business on the Net.

In addition to this paperback version, NetPages is available as an electronic-book and on the World Wide Web. To find out how to get these versions, visit the web at http://www.aldea.com.

Now "let your computer do the walking" with Aldea's NetPages.

Suggestions? Talk to the publisher directly by sending suggestions, comments, or complaints to Susan Estrada, President and CEO, at sestrada@aldea.com. We want to hear from you.

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aldea™

... a small village in a busy world

You can be in the next edition of the NetPages. Visit http://www.aldea.com to find out how!

Introducing the NetPages™

NetPages is a handy guide to the Internet. Three sections of the NetPages provide a familar phonebook-style format.
- a **blue section** with Internet "how-to" information,
- a **white section** with listings for email addresses and web addresses
- a **yellow section** with classified advertising.

Keep NetPages by your computer for handy reference.

Blue NetPages

The Blue NetPages provides a easy-to-use "how-to" guide for your Internet adventures. Topics include:

- Anatomy of the Internet
- Connecting to the Internet
- International Internet Statistics
- Internet Code of Conduct and Internet Culture
- Internet Names and Address Basics
- Internet Tool Box – Software Hints
- Email Basics
- Email Gateways on the Internet
- Mailing List Basics
- USENET News Basics
- World Wide Web Basics
- Good Free Places to Start Surfing
- Internet Community Organizations
- Your Business and the Internet

Add your name to the **White NetPages**.

Visit the Aldea web at http://www.aldea.com for an easy fill-out form.

White NetPages

The White NetPages has two sections: Individual Listings and Business Listings. The Individual listing section is sorted by last name and is right after the Blue NetPages section. The Business listing section is sorted by company name and follows the Individual listing section.

You can add your name or your business contact information in the White NetPages for no charge It will appear in the Fall-Winter edition of the NetPages and be available immediately online at the NetPages Web site. Visit the NetPages Web site to add your name or use the online version.

You can be in the next edition of the NetPages. Visit http://www.aldea.com to find out how!

The address: http://www.aldea.com.

Direct Online Access for EUDORA Users

Did you know that Eudora has a built-in directory feature that works automatically with the online version of the White NetPages? Configure your Eudora mail reader for Ph under the configuration or settings area. Look under Hosts for the Ph. In the blank next to Ph, type aldea.aldea.com.
To find email addresses and Web addresses, open up Ph under the Window menu. Enter the name in the query window.

Yellow NetPages

The Yellow NetPages includes thousands of Web sites, mailing lists and USENET Newsgroups – organized by category. Additionally, display and expanded line listings are available for businesses who want to feature their online activities. You can add your business to the Yellow NetPages at the NetPages Web site. Visit http://www.aldea.com for more details.

How does Aldea collect information for NetPages?

All White NetPages listings are voluntary. We solicit information via the usual Internet means—mailing lists, newsgroups, word of mouth, etc. Your name will not be included without your permission. Classified advertising in the Yellow NetPages can be purchased with onebasic listing free of charge for all business.

How can I get more information about NetPages and Aldea?

info@aldea.com .... General Aldea information
ads@aldea.com .... NetPages advertising information

Argentina
Australia
Austria
Belarus
Belgium
Brazil
Bulgaria
Canada
Chile
Columbia
Costa Rica
Czech Republic
Denmark
Ecuador
Estonia
Finland
France
Germany
Guatemala
Guinea
Haiti
Hong Kong
Hungary
Iceland
Ireland
Israel
Italy
Japan
Kazakhstan
Latvia
Lithuania
Malaysia
Mexico
Netherlands
New Zealand
Norway
Peru
Philippines
Poland
Portugal
Romania
Russia
Saudi Arabia
Singapore
Slovakia
South Africa
Spain
Sweden
Switzerland
Taiwan
Thailand
Turkey
United Kingdom
U.S.A.
Uzbekistan
Venezuela
Yugoslavia
Zambia
Zimbabwe

Anatomy of the Internet

The Internet is made up of three distinct functions. First, thousands of networks all connected to each other provide the transport infrastructure. Second, people like you use the Net for day-to-day transactions. Third people place information on the net for others to read or use.
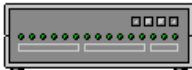
Internet Service Providers (ISPs)

ISPs are the businesses, universities, government agencies and others who connect you to the Internet. They provide dial-up modem connections or dedicated line connections to customers. Plus, they also connect to other ISPs so you can talk to anybody anywhere in the world.

Users

Users are the people who use the Internet. Kids and adults, schools and businesses, people all over the world use the Internet.

Internet Information Providers (IIPs)

IIPS are the people or businesses who put information on the Internet for others to use. The information can be made available on the Net in a variety of formats: World Wide Web, Gopher, FTP, Telnet, Usenet Newsgroups or email mailing lists. Businesses that support IIPs include Web presence providers and cybermalls.

Internet Information Provider

User

Internet Information Provider

User

Internet Service Provider

Internet Service Provider

The Internet

Internet Service Provider

User

User

CyberMall – Internet Information Provider
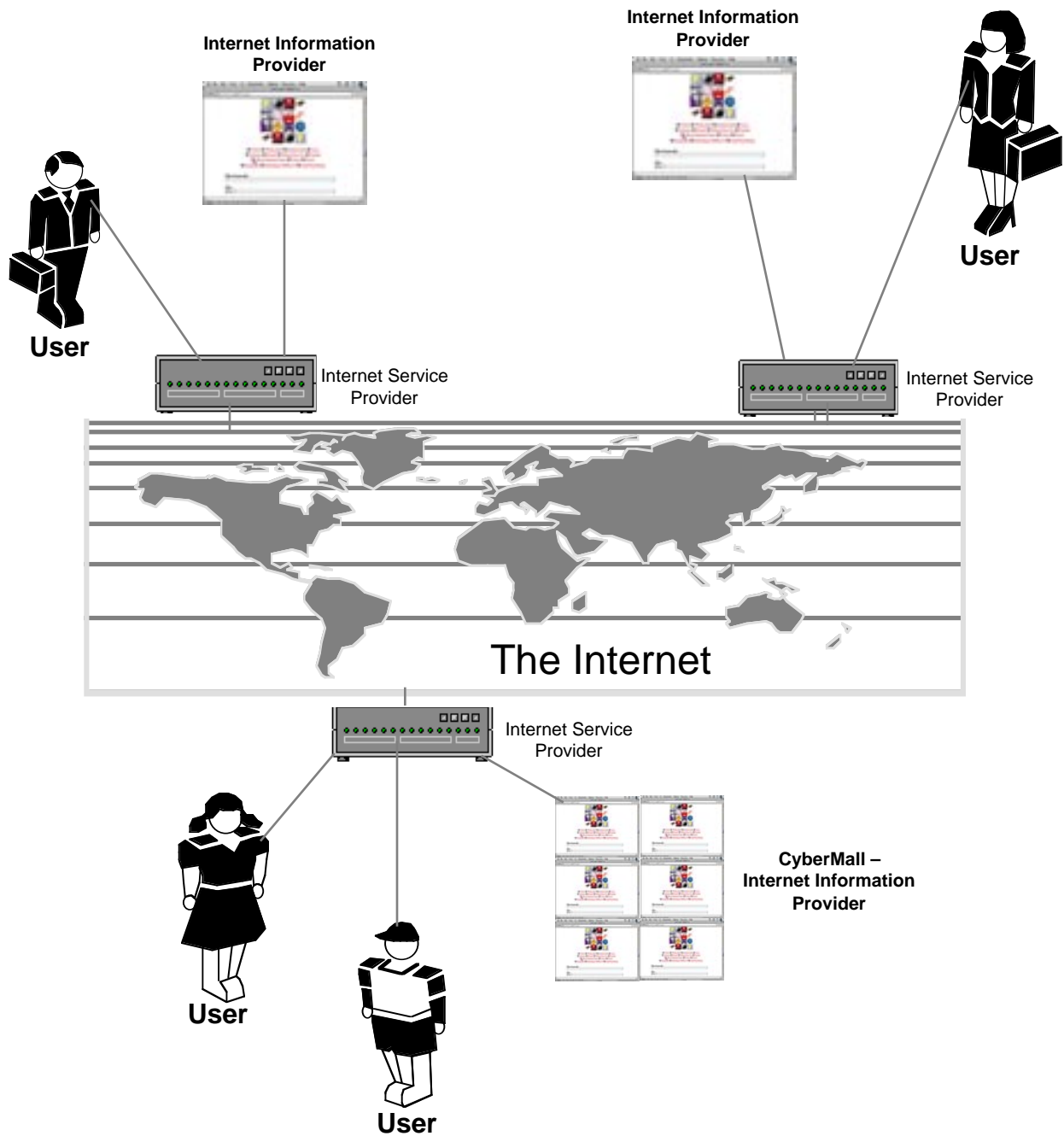
The Internet can be viewed as three distinct functions.
- Internet Service Providers connect.
- Internet Information Providers provide content.
- And, users use the content.

Types of Connections

Online accounts with full Internet functionality

- Good for individuals and small business
- Inexpensive
- Many times have obtuse commands for finding information
- Requires a "double-download" for file transfers

to Internet

Computer   Modem and Phone Line   Internet Service Provider
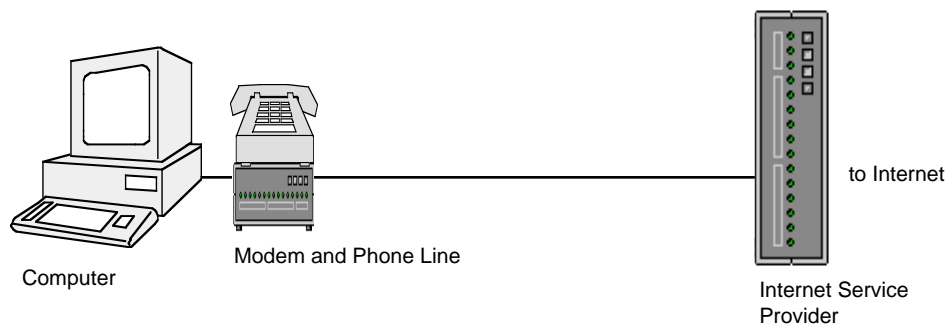
Software is usually bundled and customized. Examples include America Online and Prodigy.

PPP Accounts

- Good for individuals, small business and medium businesses
- Inexpensive connect time
- Full Internet to the desktop

Internet Service Provider

to Internet

Computer   Modem and Phone Line
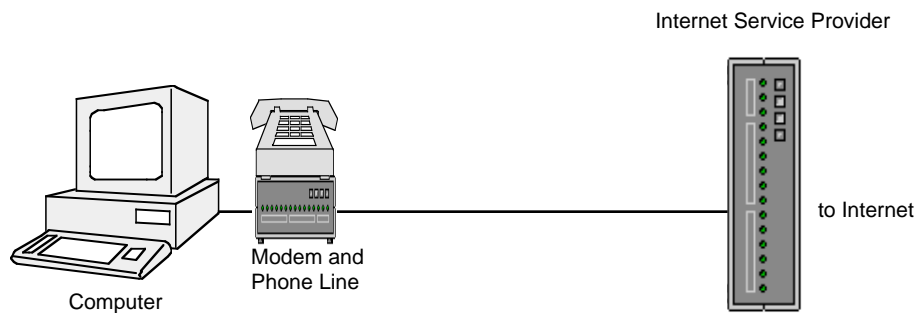
Regular Internet software can be used. Check the Toolbox on pages 16 and 17 for more information.

See the **Yellow NetPage** section *Internet Service Providers* for companies that can sell you an Internet connection.

Dedicated Line Connections

- Good for medium and large businesses
- High speed connectivity, full time
- Expensive hardware
- Best to have local staff for connection support

Company Equipment

Internet Service Provider Equipment

Local Area Network

Router

Router

Dedicated Line

to Internet

CSU/DSU

CSU/DSU
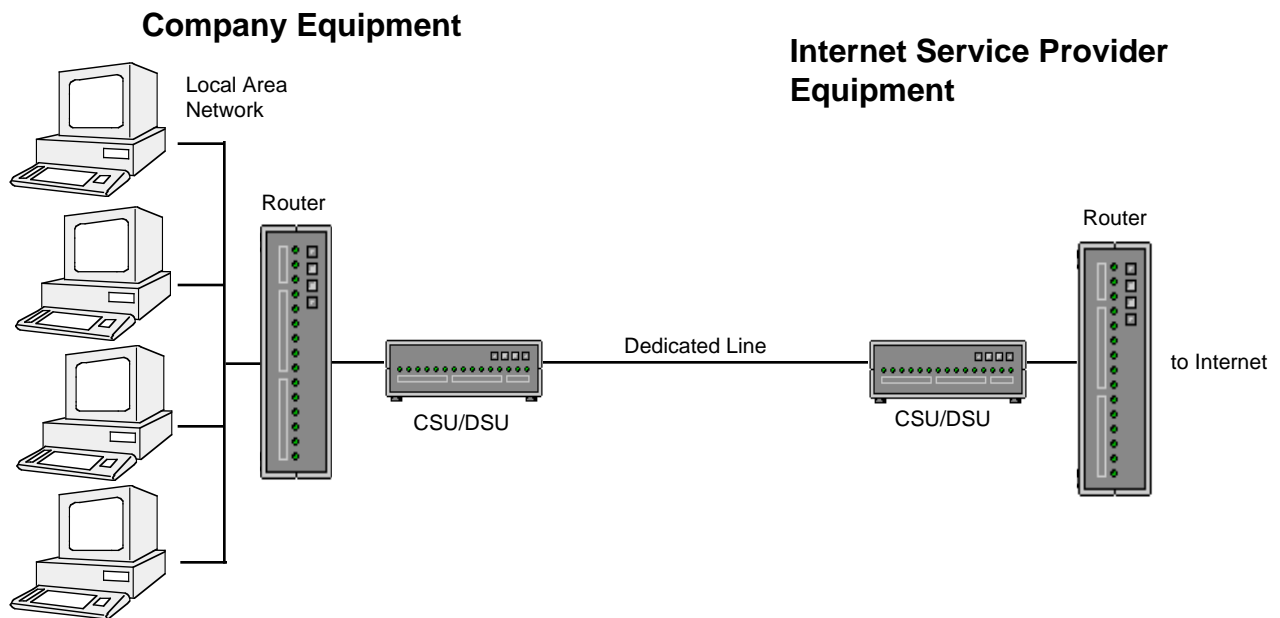
A computer expert or information systems department will recommend a standard set of software. The Toolbox on pages 16 and 17 describes a variety of software that can be used.

Choosing a connection can be quite confusing.
Make sure that you ask your potential Internet Service provider the right questions to determine the kind of connection you are purchasing from them. Remember, price is not the only judgement factor when choosing a connection. Educate yourself before you shop. Ask your potential provider for references.

Users of the Internet continue to double annually. The number of World Wide Web sites is doubling every 3 months. Historically, exponential growth has been documented in the Internet since the late 1980s.

World Wide Web Growth

Month	Number of Web Sites	Percent of .com Sites	Hosts per Web Server
6/93	130	1.5	13,000
12/93	623	4.6	3475
6/94	2738	13.5	1095
12/94	10,022	18.3	451
6/95	23,500	31.3	270
1/96	90,000	50.2	100 (estimate)

From Matthew Gray, Chief Technologist
net.Genesis Corporation
For more information, visit http://www.netgen.com
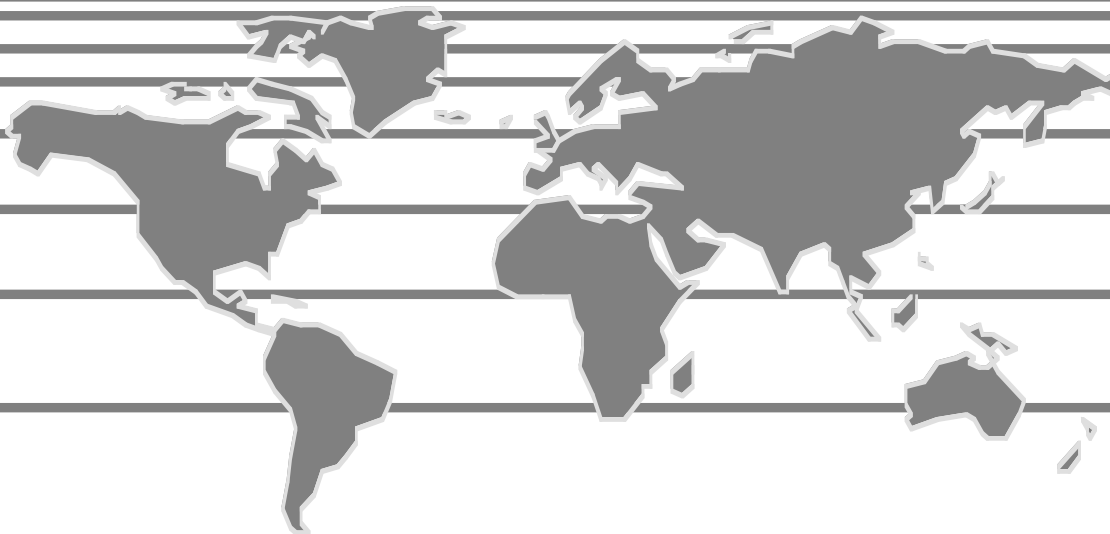
Growth of Hosts

A host is a computer on the Internet. Many hosts support multiple users.
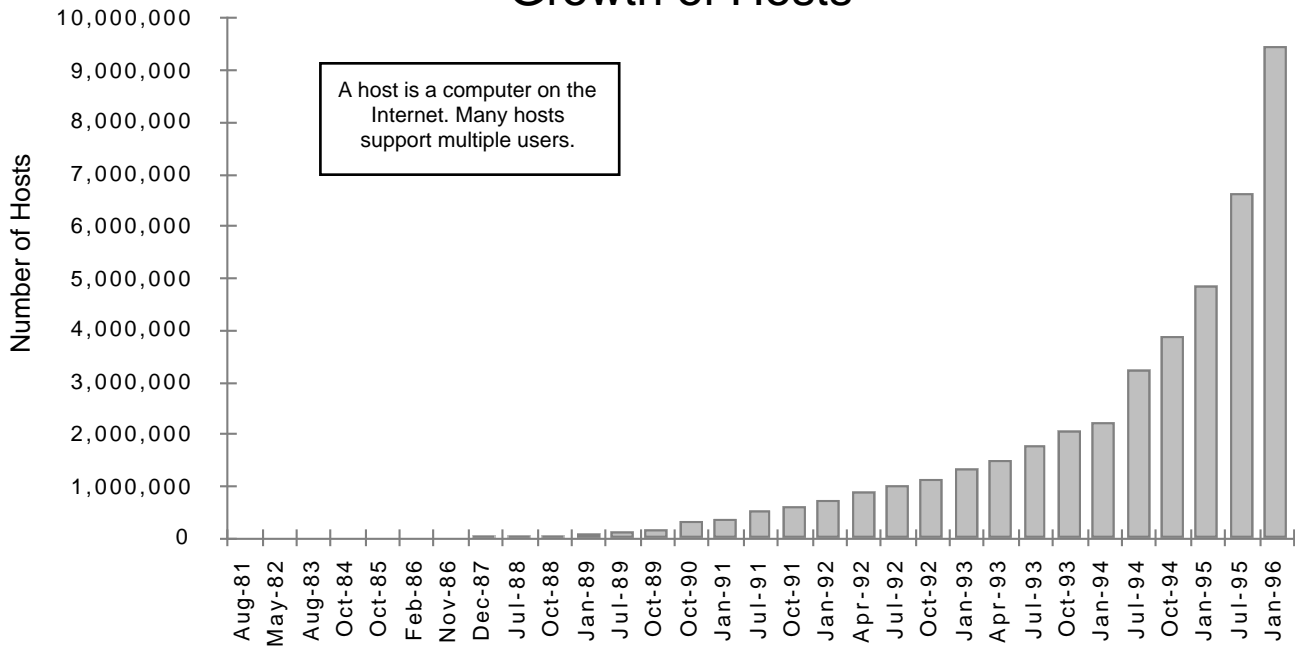
From ZONE, Mark Lottor, Network Wizards
For more information, visit http://www.nw.com

Number of Internet Users

Realistic Estimate

Conservative Estimate
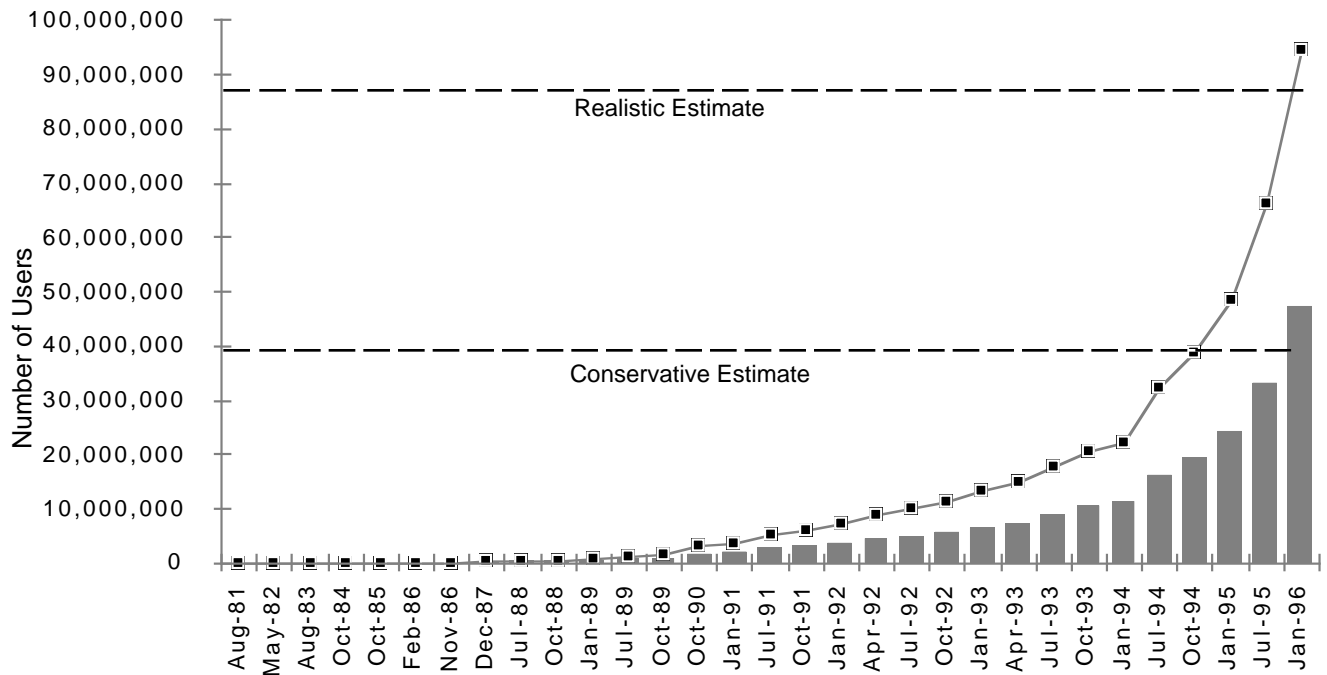
Derived from ZONE, Mark Lottor, Network Wizards

Cyber-cues

To communicate some emotion in cyberspace a series of smiley-face-like concoctions have evolved to punctuate your informal network messages. Here are a few of the more common ones:

```
:-) smile          :-( frown
:)  also a smile   ;-) wink
:-D laughing       8-) wide-eyed
:-} grin           :-X close mouthed
:-] smirk          :-o oh, no!
```

Short cuts to over-used expressions

To save time when typing in informal network messages, the following expressions have been abbreviated to save on wrist and hand strain:

```
btw   "by the way"
fyi   "for your information"
imho  "in my humble [or
       honest] opinion"
wrt   "with respect to"
```

The Culture

The Internet, as a network of networks, is built on a foundation of trust and cooperation. For many years, the use of the net was limited to researchers and scientists. During this time, a special Internet "culture" evolved. There are very few rules on the Internet–generally, most forums are open and democratic. Because of this, unmoderated sessions sometimes become "noisy," that is, for every valuable piece of information you find, you must spend time sorting through useless information.

Direct mail advertising is a sensitive issue to some net users. Because the recipient of a message usually is the one who has to pay for it, recipients become very sensitive to unwanted messages. Senders must take care to ensure that their email messages are desired by the recipient or else face an onslaught of complaints.

The spirit of cooperation is still alive and well in the Internet–without it, the network would fall apart. Remember this spirit of cooperation as you use the Internet.

> *"The Internet is a giant international network of intelligent, informed computer enthusiasts, by which I mean, "people without lives." We don't care. We have each other, on the Internet. "Geek pride," that is our motto."* —Dave Barry, humorist

Internet Code of Conduct

The Internet relies on the cooperation of its constituents — users with users, service providers with other service providers, and users and service providers with one another.

The following guidelines for conduct were developed from an Internet Society (ISOC) document available online at (http://www.isoc.org).

Mailing lists, newsgroups and bulletin boards

✔ Post within the forum's scope/topic.
✔ Avoid redundant, empty, or stupid postings.
✔ Respect the opinions of other participants.
✔ Be careful about the lack of social cues and possible ambiguities in text communications.
✔ Use common courtesy when posting critical, negative comments (avoid flaming.)
✔ Be sensitive to the forum's standards in respect to obscenity.
✔ Do not use expressions that are considered sexually harassing, racial, or in some way discriminitory.

Advertising

✔ Do not post to lists or boards or newsgroups whose purpose states no advertising.
✔ Use browsing services such as WAIS, gopher, and WWW to list products and services.
✔ Use email-enabled information services like mailing lists to which users can subscribe or send email to obtain information.

Privacy

✔ Do not invade the personal privacy of other users.
✔ Do not forward email without permission.
✔ Do not deliberately break into computer systems.

Security

✔ System break-ins or aiding others to break into systems is illegal.
✔ Getting passwords or other access information by fraudulently is unacceptable.

Intellectual Property

✔ Copying or making available copies of protected works without the author's permission is illegal.

Names, Names, We All Have Names

There are two kinds of names used on the Internet—host name (computer names) and user names (specific names for people). Email addresses encompass both user names and host names in this format:

> *francine@aldea.com*

where *francine* is the **user name** and *aldea.com* is the **host name**.

Host names are used when you telnet, ftp, gopher, and use the "web."
A host name is structured like this:

> *alpha.aldea.com*
> *beta.aldea.com*
> *gamma.aldea.com*
>
> *where:*
> *com* is the **top level name** *(aka domain)*
> *aldea* is the **company name** *(domain)*
> *alpha, beta,* and *gamma* are **individual computer names**

You can get your own domain, either under one of the commonly used organizational domains such as .com (commercial) or unde r a geographic identity such as carlsbad.ca.us. See pages 14 and 15 for a complete list of top level domains – the right-most part of a name.

Universal Resource Locators, fondly known as URLs, are the domain names plus an identifying prefix. Here are common URL prefixes.

URL	Type	Usage
http://	World Wide Web sites	http://www.aldea.com
ftp://	FTP sites	ftp://ftp.uu.net
news://	USENET Newsgroups	news://news.announce.newusers
gopher://	Gopher sites	gopher://gopher.eff.org

These are used with World Wide Web browser software.

Addresses

IP (Internet Protocol) addresses are four-part names separated by periods (called dots or dot notation); for example, 192.149.45.3 is the IP address for a computer at Aldea Communications. You very rarely need to use IP addresses, but it is handy to jot down a few important addresses for emergencies; in particular, make a note of the addresses for your computer (if you have one) and the computer from which you usually read your email.

Many names on the Internet are case-sensitive. Take time to type the name exactly.

Recognizing Names

Once you've spent time on the Internet, you'll find it easy to recognize the different top level domains. You'll be able to tell how international the Internet is as you communicate with people the world over. Pages 14 and 15 have a list of the commonly used domains as well as all country domains.

Getting a Name

If you are doing business on the Internet, you may want to consider getting your own domain name. Here are a variety of ways to obtain one.

Your Internet Service Provider

Your Internet Service Provider must be your first stop in the quest for your own domain name. They will help you decide if you need a domain name and assist in filling out the oft-confusing forms. And, most importantly, Providers must tell you if they support domain names for their customers. If the answer is no and you really want your own name, you'll have to change providers.

InterNIC – http://rs.internic.net

The InterNIC Registration Services assigns domain for .com, .gov, .org, and .net. Forms can be obtained at their web site.

APNIC – http://www.apnic.net

APNIC Info Service gathers, organizes and distributes information in the Asia Pacific region. They can help you get a domain name in this region or point you to the appropriate national Network Information Center (NIC).

RIPE NCC – http://www.ripe.net

The RIPE Network Coordination Centre provides a support service to Internet Service Providers in Europe. The procedure for registering for an Internet domain name in Europe is available at their web site.

Canadian Domain Name Registry – http://www.canet.ca

The CA Domain Committee and the University of British Columbia administer the .ca domain. To apply for a ca domain name, visit their web site and fill out the application template.

U.S. Domain Registry – http://www.isi.edu/in-notes/usdnr

The U.S. domain (.us) registers federal government agencies, state government agencies, K-12 schools, community colleges, technical/vocational schools, private schools, libraries, museums, city and county government agencies, and as well as businesses and home computers. Visit their web and read the overview first.

Check the availability of a domain name through the InterNIC's Whois service at http://rs.internic.net/cgi-bin/whois

You can be in the next edition of the NetPages. Visit http://www.aldea.com to find out how!

Commonly Used Top Level Domains for Internet Names

COMMERCIAL BUSINESSES	COM
HIGHER EDUCATION (MAINLY U.S.)	EDU
GOVERNMENT (MAINLY US)	GOV
MILITARY (US)	MIL
NETWORK	NET
ORGANIZATION (EG. CHARITIES)	ORG
AFGHANISTAN	AF
ALBANIA	AL
ALGERIA	DZ
AMERICAN SAMOA	AS
ANDORRA	AD
ANGOLA	AO
ANGUILLA	AI
ANTARCTICA	AQ
ANTIGUA AND BARBUDA	AG
ARGENTINA	AR
ARMENIA	AM
ARUBA	AW
AUSTRALIA	AU
AUSTRIA	AT
AZERBAIJAN	AZ
BAHAMAS	BS
BAHRAIN	BH
BANGLADESH	BD
BARBADOS	BB
BELARUS	BY
BELGIUM	BE
BELIZE	BZ
BENIN	BJ
BERMUDA	BM
BHUTAN	BT
BOLIVIA	BO
BOSNIA AND HERZEGOWINA	BA
BOTSWANA	BW
BOUVET ISLAND	BV
BRAZIL	BR
BRITISH INDIAN OCEAN TERRITORY	IO
BRUNEI DARUSSALAM	BN
BULGARIA	BG
BURKINA FASO	BF
BURUNDI	BI
CAMBODIA	KH
CAMEROON	CM
CANADA	CA
CAPE VERDE	CV
CAYMAN ISLANDS	KY
CENTRAL AFRICAN REPUBLIC	CF
CHAD	TD
CHILE	CL
CHINA	CN
CHRISTMAS ISLAND	CX
COCOS (KEELING) ISLANDS	CC
COLOMBIA	CO
COMOROS	KM
CONGO	CG
COOK ISLANDS	CK
COSTA RICA	CR
COTE D'IVOIRE	CI
CROATIA (local name: Hrvatska)	HR
CUBA	CU
CYPRUS	CY
CZECH REPUBLIC	CZ
DENMARK	DK
DJIBOUTI	DJ
DOMINICA	DM
DOMINICAN REPUBLIC	DO
EAST TIMOR	TP
ECUADOR	EC
EGYPT	EG
EL SALVADOR	SV
EQUATORIAL GUINEA	GQ
ERITREA	ER
ESTONIA	EE
ETHIOPIA	ET
FALKLAND ISLANDS (MALVINAS)	FK
FAROE ISLANDS	FO
FIJI	FJ
FINLAND	FI
FRANCE	FR
FRANCE, METROPOLITAN	FX
FRENCH GUIANA	GF
FRENCH POLYNESIA	PF
FRENCH SOUTHERN TERRITORIES	TF
GABON	GA
GAMBIA	GM
GEORGIA	GE
GERMANY	DE
GHANA	GH
GIBRALTAR	GI
GREECE	GR
GREENLAND	GL
GRENADA	GD
GUADELOUPE	GP
GUAM	GU
GUATEMALA	GT
GUINEA	GN
GUINEA-BISSAU	GW
GUYANA	GY
HAITI	HT
HEARD AND MC DONALD ISLANDS	HM
HONDURAS	HN
HONG KONG	HK
HUNGARY	HU
ICELAND	IS
INDIA	IN
INDONESIA	ID
IRAN (ISLAMIC REPUBLIC OF)	IR
IRAQ	IQ
IRELAND	IE
ISRAEL	IL
ITALY	IT
JAMAICA	JM
JAPAN	JP
JORDAN	JO
KAZAKHSTAN	KZ
KENYA	KE
KIRIBATI	KI

KOREA, DEMOCRATIC PEOPLE'S REPUBLIC OF	KP
KOREA, REPUBLIC OF	KR
KUWAIT	KW
KYRGYZSTAN	KG
LAO PEOPLE'S DEMOCRATIC REPUBLIC	LA
LATVIA	LV
LEBANON	LB
LESOTHO	LS
LIBERIA	LR
LIBYAN ARAB JAMAHIRIYA	LY
LIECHTENSTEIN	LI
LITHUANIA	LT
LUXEMBOURG	LU
MACAU	MO
MACEDONIA, THE FORMER YUGOSLAV REPUBLIC OF	MK
MADAGASCAR	MG
MALAWI	MW
MALAYSIA	MY
MALDIVES	MV
MALI	ML
MALTA	MT
MARSHALL ISLANDS	MH
MARTINIQUE	MQ
MAURITANIA	MR
MAURITIUS	MU
MAYOTTE	YT
MEXICO	MX
MICRONESIA, FEDERATED STATES OF	FM
MOLDOVA, REPUBLIC OF	MD
MONACO	MC
MONGOLIA	MN
MONTSERRAT	MS
MOROCCO	MA
MOZAMBIQUE	MZ
MYANMAR	MM
NAMIBIA	NA
NAURU	NR
NEPAL	NP
NETHERLANDS	NL
NETHERLANDS ANTILLES	AN
NEW CALEDONIA	NC
NEW ZEALAND	NZ
NICARAGUA	NI
NIGER	NE
NIGERIA	NG
NIUE	NU
NORFOLK ISLAND	NF
NORTHERN MARIANA ISLANDS	MP
NORWAY	NO
OMAN	OM
PAKISTAN	PK
PALAU	PW
PANAMA	PA
PAPUA NEW GUINEA	PG
PARAGUAY	PY
PERU	PE
PHILIPPINES	PH
PITCAIRN	PN
POLAND	PL
PORTUGAL	PT
PUERTO RICO	PR
QATAR	QA
REUNION	RE
ROMANIA	RO
RUSSIAN FEDERATION	RU
RWANDA	RW
SAINT KITTS AND NEVIS	KN
SAINT LUCIA	LC
SAINT VINCENT AND THE GRENADINES	VC
SAMOA	WS
SAN MARINO	SM
SAO TOME AND PRINCIPE	ST
SAUDI ARABIA	SA
SENEGAL	SN
SEYCHELLES	SC
SIERRA LEONE	SL
SINGAPORE	SG
SLOVAKIA (Slovak Republic)	SK
SLOVENIA	SI
SOLOMON ISLANDS	SB
SOMALIA	SO
SOUTH AFRICA	ZA
SOUTH GEORGIA & THE SOUTH SANDWICH ISLANDS	GS
SPAIN	ES
SRI LANKA	LK
ST. HELENA	SH
ST. PIERRE AND MIQUELON	PM
SUDAN	SD
SURINAME	SR
SVALBARD AND JAN MAYEN ISLANDS	SJ
SWAZILAND	SZ
SWEDEN	SE
SWITZERLAND	CH
SYRIAN ARAB REPUBLIC	SY
TAIWAN, PROVINCE OF CHINA	TW
TAJIKISTAN	TJ
TANZANIA, UNITED REPUBLIC OF	TZ
THAILAND	TH
TOGO	TG
TOKELAU	TK
TONGA	TO
TRINIDAD AND TOBAGO	TT
TUNISIA	TN
TURKEY	TR
TURKMENISTAN	TM
TURKS AND CAICOS ISLANDS	TC
TUVALU	TV
UGANDA	UG
UKRAINE	UA
UNITED ARAB EMIRATES	AE
UNITED KINGDOM	GB
UNITED STATES	US
UNITED STATES MINOR OUTLYING ISLANDS	UM
URUGUAY	UY
UZBEKISTAN	UZ
VANUATU	VU
VATICAN CITY STATE (HOLY SEE)	VA
VENEZUELA	VE
VIET NAM	VN
VIRGIN ISLANDS (BRITISH)	VG
VIRGIN ISLANDS (U.S.)	VI
WALLIS AND FUTUNA ISLANDS	WF
WESTERN SAHARA	EH
YEMEN	YE
YUGOSLAVIA	YU
ZAIRE	ZR
ZAMBIA	ZM
ZIMBABWE	ZW

You can be in the next edition of the NetPages. Visit http://www.aldea.com to find out how!

These Internet software programs can expand your "surfing" experience. If you have an account from an Internet Service provider that gives you "their" software, you most probably won't be able to use this software. If you have a SLIP, PPP, or dedicated line connection to the Internet, you'll be able to use these programs.

T
O
O
L
B
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X

Software Tool	Purpose	Quantity of Accessible Information
FTP	File Transfer - great for software downloads	Gigabytes
Gopher	Hierarchical document publishing- lots of pre-1993 information still stored in Gopher format	Over than 25,000 sites
IRC	Internet Relay Chat - party-line typing sessions	
Phone and Videoconferencing	Talking to another Internet connected person	person to person
Telnet	Remote interactive - controlling and using a remote computer	Thousands of databases
Usenet News	Topical news discussion groups organized by subject	Over 14,000 newsgroups
World Wide Web	Document publishing with linking features	Over 90,000 sites

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Positive Features	Negative Features	Retrieve Software or Get More Information	Ease of Use ☆☆☆☆ = easiest ☆☆☆ = easy ☆☆ = not so easy ☆ = hard
Good for moving even large files, lots of software archives	Need to know where the files are in advance	ftp://wuarchive.wustl.edu Pick the directory for your computer	☆☆☆
Menued information is easily navigated	No obvious search methods	ftp://boombox.micor.umn.edu /pub/gopher	☆☆☆
Fun to "chat" with other netters. Good "what's on" guide.	Sometimes confusing to follow conversations	http://www.prospero.com /globalchat	☆☆☆☆
Real time audio and video conferencing	Usually need at least 28.8 kbps connection to use. Need special equipment – audio and video capability	http://www.northcoast.com /savetz/voice-faq.html	☆☆
Log into thousands of databases	Need to know where the databases are in advance	ftp://ftp.ncsa.uiuc.edu/Telnet Choose your type of computer	☆☆
Thousands of realtime discussions on a wide variety of topics	Reading Newsgroups can become a career	news://news.announce. newusers	☆☆☆
Nirvana for information junkies - easy to use with lots of accessible information	Need to install web browser PLUS helper applications for full functionality	http://www.netscape.com http://www.microsoft.com *(There are many browsers. These are two of the most popular for Macs and PCs.)*	☆☆☆☆

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Email Anatomy

Date & time sent

Sender's real
name & email
address

Subject of
message

Recipient's real
name & email
address

Message Header

Date: Sat, 19 Feb 1994 17:42:39 -0800
From: Francine Badupdup <francine@aldea.com>
Subject: NetPages (TM) - The Internet Directory
Apparently To: John Doe <john@companyname.us>

Message Body

John:
NetPages is the best thing since sliced bread! You should really think about
advertising your company in the next edition.
Regards,
Francine

Email Do's and Don'ts

☞ Don't say anything in your email messages that you wouldn't want to
see in the newspaper. Remember email is easily forwarded.

☞ Don't forward personal email to mailing lists without the author's
permission.

☞ Don't send personal messages to conferences, bulletin boards,
or digests.

☞ Do proof-read and edit messages. Conference and bulletin board
messages are "showcases" for your work .

☞ Do ask your Internet Service Provider to tell you which email software
they support. There are many different computer programs available
to read mail.

☞ Do ask your friends and business associates to write their email
address on their business card and add them to your address book. Or,
tell them to add their name to NetPages!

Email Gateways on the Internet

Many other large public networks have electronic mail gateways between their networks and the Internet. Sometimes, an email address has to be "converted" to Internet format. To help you find the correct formatting for some large networks, we summarize some guidelines from the Internetwork Mail Guide by Scott Yanoff (available via ftp at ftp://ftp.csd.uvm.edu/pub/internetwork-mail-guide).

Network Name	Sample User ID	How to form Internet Email
America Online	user id	userid@aol.com
Applelink	userid	userid@applelink.com
AT&T Mail	userid	userid@attmail.com
Bitnet	userid@site	userid@site.bitnet
BIX	userid	userid@bix..com
Compuserve	1234,567	1234.567@compuserve.com
Connect	userid	userid@connectinc.com
Delphi	userid	userid@delphi.com
Easylink	1234567	1234567@ein.attmail.com
Easynet	host::userid	userid@host.enet.dec.com
Eastbet	first last @ org	first.last@org.mts.dec.com
Econet	userid	userid@igc.apc.org
Ecuanex	userid	userid@ecuanex.apc.org
Fidonet	first last at 1.2/3.4	first.last@p4.f3.n2.z1.fidonet.org
Genie	userid	userid@genie.geis.com
Geonet	userid at host	userid@host.geonet.de
Glasnet	userid	userid@glas.apc.org
Greenet	userid	userid@gn.apc.org
MCI Mail	first last (1234567)	1234567@mcimail.com or first_last@mcimail.com
Niftyserve	userid	userid@niftyserve.or.jp
Nordnet	userid	userid@pns.apc.org
Peacenet	userid	userid@igc.apac.org
Pegasus	userid	userid@peg.apc.org
Prodigy	userid	userid@prodigy.com
Pronet	userid	user@tanus.oz.au
Sprint Mail	first last at org	/G=first/S=last/O=org/ADMD= TELEMAIL/C=US/@sprint.com
Telecom	userid	userid@viatel.pronet.com

You can be in the next edition of the NetPages. Visit http://www.aldea.com to find out how!

A pet peeve of many net veterans is misposting request messages. Contact the administrator of a mailing list, rather than posting to the entire list.

Mailing Lists and Sending Mail

A mailing list is an email address that stands for a group of people rather than for an individual. Mailing lists are usually created to discuss specific topics. Generally, anybody interested in that topic may join that list. Some mailing lists have membership restrictions, others have message-content restrictions, and still others are moderated. Most "public" mailing lists have a second email address to handle administrative matters, such as requests to be added to or deleted from the list.

> ☞ *All subscription requests should be sent to the administrative address rather than to the list itself.*

If you are unsure of the kind of list you are subscribing to, try the automated methods first.

Finding Mailing Lists

NetPages includes a Mailing List category in the Yellow NetPages.

Liszt lists over 20,000 mailing lists which are searchable. You can find Liszt on the World Wide Web at http://www.liszt.com.

PAML, Publicly Accessible Mailing Lists, has categorized and alphabetical lists of mailing lists. You can find PAML on the World Wide Web at http://www.neosoft.com/internet/paml/ and in the USENETNewsgroup news.lists.

Tile.net has lists of mailing lists and Usenet Newsgroups. You can reach it on the World Wide Web at http://www.tile.net.

Subscribing to a Person-Administered Mailing List

The administrative address for many mailing lists has the same name as the list itself, but with –request appended to the list name. For example, to join the ietf-announce@cnri.reston.va.us list, you would send a message to ietf-announce-request@cnri.reston.va.us. Most often, however, requests to a –request mailbox are handled by a human, and you can phrase your request as a normal email message. Normally, if you want to be taken off of a mailing list, just send an email message to the same –request address. Then be patient, and wait a few days for the mail to be turned off.

Subscribing to Majordomo Mailing Lists

✔ To get information about mailing lists at a site, send a message to
```
majordomo@host.domain
```
In the body of the message, type
```
index
```

✔ When subscribing to a Majordomo mailing list, send email to
```
majordomo@host.domain
```
In the body of the message, type
```
subscribe ListName
```
Substitute the name of the list for ListName.

✔ To unsubscribe from a Majordomo mailing list, send email to
```
majordomo@host.domain
```
In the body of the message, type
```
unsubscribe ListName
```

✔ To send mail to the mailing list, send email to
```
ListName@host.domain
```

Subscribing to Listserv Mailing Lists

✔ To get information about mailing lists at a site, send a message to
```
listserv@host.domain
```
In the body of the message, type
```
List
```

✔ When subscribing to a Listserv mailing list, send email to
```
listserv@host.domain
```
In the body of the message, type
```
subscribe ListName YourFirstName YourLastName
```
Substitute the name of the list for ListName and your own name.

✔ To unsubscribe from a Listserv mailing list, send email to
```
listserv@host.domain
```
In the body of the message, type
```
unsubscribe ListName YourFirstName YourLastName
```
Substitute the name of the list for ListName and your own name.

✔ To send mail to the mailing list, send email to
```
ListName@host.domain
```

For lists with many readers, administrators prefer to have a computer program handle routine list administration. Many lists are accessible via Listserv, Majordomo or other mailing-list manager programs.

USENET is a world-wide conferencing system comprised of thousands of newsgroups. People read and respond to their favorite subjects.

The Essence of USENET News

Newsgroups are ordered in a hierarchical structure. The left word in the name specifies the newsgroup's category.

Major USENET categories are :

alt.	Alternative groups
comp.	Computer discussions
misc.	Everything else
rec.	Recreational activities – both sports and hobbies
sci.	Scientific discussions
soc.	Social issues
clari.	Clarinet commerical services
news.	Discussions about USENET itself

USENET News Tips

- Start by reading news.announce.newusers.

- If you have questions about using USENET, check out news.newusers.questions.

- Before participating, read a newsgroup until you feel comfortable with the subject matter and the personalities.

- In moderated newsgroups, pay attention to the moderator.

- Don't post off-subject material.

- DON'T SPAM – post the same message to a large number of groups all at once. It is rude.

- Don't blatently advertise if a newsgroup doesn't allow it.

Finding USENET Newsgroups

There are many ways to find newsgroups.on the Internet. Here are three:

NetPages

Check out the special section at the end of the Yellow NetPages where over 14,000 USENET Newsgroups are located.

Liszt – http://www.liszt.com

Liszt has searchable Newsgroups. If you are interested in making beer, you can type beer into the search window and newsgroups that are associated with beer will be displayed.

Tile.Net – http://www.tile.net

Tile.Net also provides a searchable database of newsgroups.

Recommended News Readers

• Software like America Online and Netcruiser from Netcom include News Readers.

• Netscape Navigator has a function which allows you to read news from it's browser. Navigator can be downloaded from http://www.netscape.com

• Trumpet is a commonly used reader for PCs and can be picked up at ftp://ftp.utas.edu.au.

• News is a commonly used reader for Macintoshes and can be picked up at ftp://ftp.apple.com
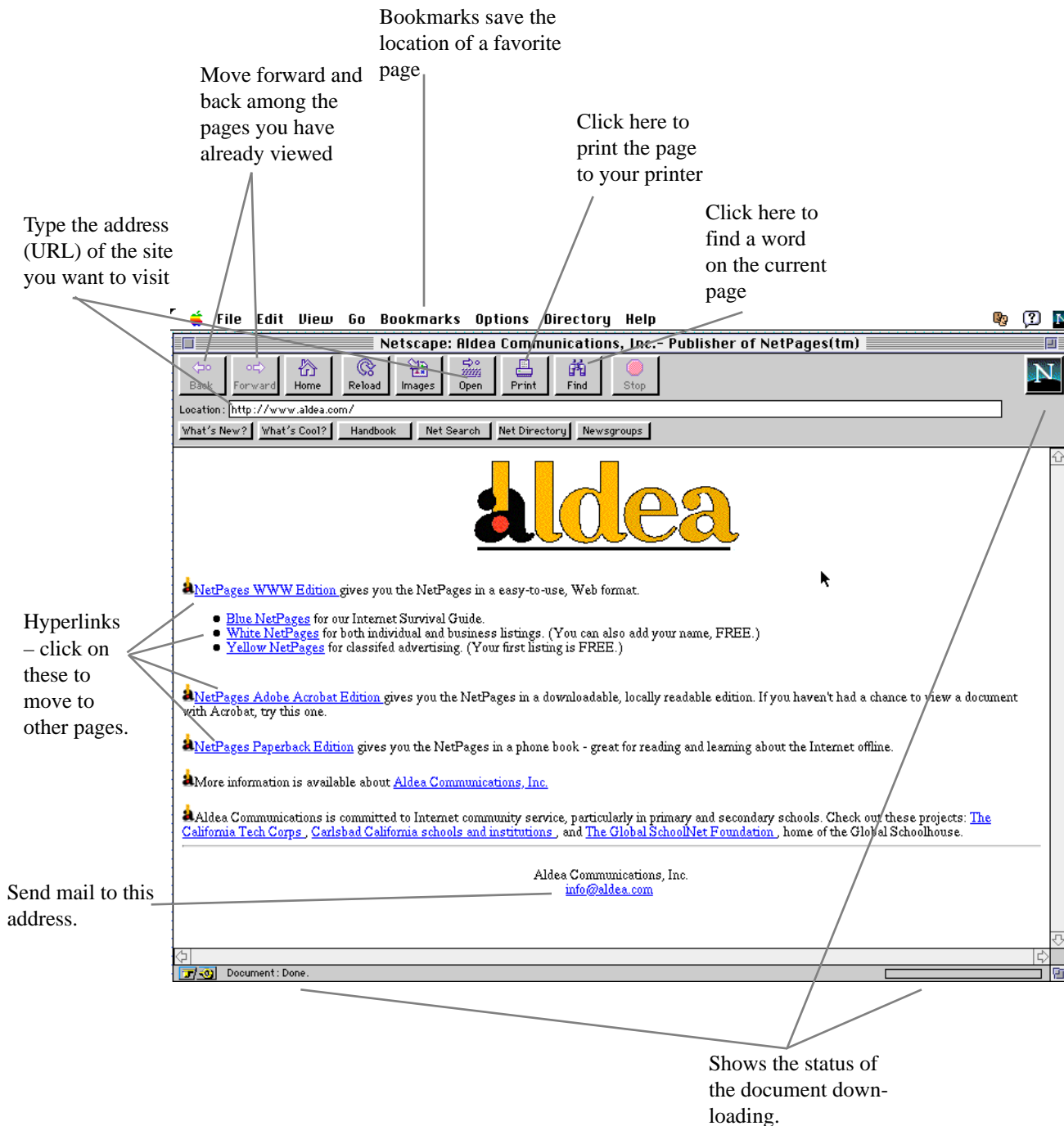
Flames

A flame is an overreaction to something that someone else has said in a newsgroup or on a mailing list. Flames can be acerbic, vile, vicious, and downright mean. If you post on the net, eventually some jerk will flame you. Here are some coping strategies:

- ignore the flame
- feel bad about the flame and then delete it
- try your hardest (and sometimes it's really hard) not to flame back
- start a flame war by sending an equally harsh reply

You need a software program to read news. Ask your Internet Service provider for a recommendation.

You need to know the name of the computerwhere you'll find USENET News stored. Ask your Internet Service Provider for the name of the computer.

You can be in the next edition of the NetPages. Visit http://www.aldea.com to find out how!

Bookmarks save the
location of a favorite
page

Move forward and
back among the
pages you have
already viewed

Click here to
print the page
to your printer

Click here to
find a word
on the current
page

Type the address
(URL) of the site
you want to visit

Hyperlinks
– click on
these to
move to
other pages.

Send mail to this
address.

File   Edit   View   Go   Bookmarks   Options   Directory   Help

Netscape: Aldea Communications, Inc. - Publisher of NetPages(tm)

Back   Forward   Home   Reload   Images   Open   Print   Find   Stop

Location: http://www.aldea.com/

What's New?   What's Cool?   Handbook   Net Search   Net Directory   Newsgroups

aldea

NetPages WWW Edition gives you the NetPages in a easy-to-use, Web format.

- Blue NetPages for our Internet Survival Guide.
- White NetPages for both individual and business listings. (You can also add your name, FREE.)
- Yellow NetPages for classifed advertising. (Your first listing is FREE.)

NetPages Adobe Acrobat Edition gives you the NetPages in a downloadable, locally readable edition. If you haven't had a chance to view a document with Acrobat, try this one.

NetPages Paperback Edition gives you the NetPages in a phone book - great for reading and learning about the Internet offline.

More information is available about Aldea Communications, Inc.

Aldea Communications is committed to Internet community service, particularly in primary and secondary schools. Check out these projects: The California Tech Corps , Carlsbad California schools and institutions , and The Global SchoolNet Foundation , home of the Global Schoolhouse.

Aldea Communications, Inc.
info@aldea.com

Document : Done.

Shows the status of
the document down-
loading.

A typical Web Browser screen.
Some browsers look different, but most support the features highlighted here.

Helper Applications

A World Wide Web browser like Netscape or Mosaic needs helper applications to take full advantage of the coolness of the Internet. The chart below lists common helper applications and where to get more information. You'll have to configure your Web browser to recognize helper applications. Review the Web browser manual to find out how.

Helper	Purpose	Macintosh	Windows
Acrobat Reader	Allows viewing of Adobe Acrobat (pdf) files	http://www.adobe.com	http://www.adobe.com
Movies	Watch movies	Mpegplay http://www.ncsa.uiuc.edu /SDG/Software/ MacMosaic/ Supplementary/Helper.html	http://www.ncsa.uiuc.edu /SDG/Software/ WinMosaic/viewers.htm
RealAudio	Listen to audio streams	http://www.realaudio.com	http://www.realaudio.com
Quicktime	Watch Quicktime movies	http://www.ncsa.uiuc.edu /SDG/Software/ MacMosaic/ Supplementary/Helper.html	http://www.ncsa.uiuc.edu /SDG/Software/ WinMosaic/viewers.htm
Video	Watch Movies	Sparkle http://www.ncsa.uiuc.edu /SDG/Software/ MacMosaic/ Supplementary/Helper.html	MPEG Player http://www.ncsa.uiuc.edu /SDG/Software/ WinMosaic/viewers.htm
Audio	Listen to audio files	SoundMachine http://www.ncsa.uiuc.edu /SDG/Software/ MacMosaic/ Supplementary/Helper.html	http://www.ncsa.uiuc.edu /SDG/Software/ WinMosaic/viewers.htm
Global Chat	Realtime typing discussion groups	http://www.prospero.com	http://www.prospero.com

Using the World Wide Web is easy. All you need is an Internet account, Web brower software, and a sense of adventure.

Good Free Places to Start

http://www.aldea.com .... NetPages Web site

Alta Vista

Take the high view with this search site. Just type in what you seek, and you'll get suggestions on where to go.

World Wide Web:
http://www.altavista.digital.com

Cool Site of the Day

If they say it's cool, it must be cool. A nice way to find an eclectic assortment of Web sites.

World Wide Web:
http://cool.infi.net/

EFF's (Extended) Guide to the Internet

The basics – Web-readable or downloadable for offline reading. Versions available in English, Hungarian, Italian, Japanese, Polish, and Russian.

World Wide Web:
http://www.eff.org/pub/Net_info/EFF_Net_Guide/

Excite

A thrill a minute , this site has a nifty search and directory. You can even set up your own personal search page. Remember your privacy though – do you really want strangers to know what you are seeking?

World Wide Web:
http://www.excite.com

Infoseek

One of our favorites, it's the fastest search tool out there.   Try this one first.

World Wide Web:
http://www.infoseek.com

Net Happenings

Net-Happenings is a list started by a really nice guy in North Dakota for the purpose of spreading the word about educational resources on the Net. There's lots of stuff that's useful for everyone.

Email:
listserv@lists.internic.net
In the body of the message type: *subscribe   net-happenings*
your first name   your last name

World Wide Web:
http://www.midnet.net/NET

NetPages

Hey, you're already reading it! Check out the online version and add your name and business to the White and Yellow NetPages sections.
> **World Wide Web:**
>> http://www.aldea.com

Netsurfer Digest

One of our favorite ways to find new information. It's brief, it's funny, and it comes right to your email box. What could be better?
> **Email:**
>> nsdigest-request@netsurf.com
>> To **subscribe** to the **HTML** version send the following message in the **BODY** of the message: `subscribe nsdigest-html`
>> To **subscribe** to the **HTML** version send the following message in the **BODY** of the message: `subscribe nsdigest-text`
> **World Wide Web:**
>> http://www.netsurf.com

Pathfinder

Pathfinder is Time Inc.'s collection of online selections of its already famous print publications like Time, Money, People and other magazines. A fun place to get started.
> **World Wide Web:**
>> http://www.pathfinder.com

Scout Report

Scout Report is a weekly publication featuring new resource announcements. If you like it delivered and academic, this one's for you.
> **Email:**
>> listserv@lists.internic.net
> **World Wide Web:**
>> http://rs.internic.net/scout/report

Yahoo

Yipee, it's a directory organized by categories, making it easy to find general information. Point and click, point and click, point and click - you get it.
> **World Wide Web:**
>> http://www.yahoo.com

The organizations listed here are "doing good" for the general Internet user. They are good places to find further topical information.

APNIC – **Email:** info@apnic.net
WWW: http://www.apnic.net

The Asia Pacific Networking Group provides Internet information for Asia Pacific region. They can help you find Internet Service Providers and get an Internet address and domain name.

CIX – **Email:** info@cix.org
WWW: http://www.cix.org

The Commercial Internet Exchange (CIX) is an international trade association for Internet service providers.

EFF – **Email:** ask@eff.org
WWW: http://www.eff.org

The Electronic Frontier Foundation (EFF) was founded in July of 1990 to ensure that the principles embodied in the U.S. Constitution and the Bill of Rights are protected as new communications technologies emerge. It is open to membership from individuals and organizations.

IETF – **Email:** info@ietf.cnri.reston.va.us
WWW: http://www.ietf.cnri.reston.va.us

To help coordinate the operation, management and evolution of the Internet, the IAB established the Internet Engineering Task Force (IETF). The IETF is managed by its Internet Engineering Steering Group (IESG). The IETF is a large open community of network designers, operators, vendors, and researchers concerned with the Internet and the Internet protocol suite.

Internet Society (ISOC) – **E mail:** info@isoc.org
WWW: http://www.isoc.org

The Internet Society is a professional, non-profit organization with the general goal of fostering the well-being and continued interest in, and evolution and use of the Internet. Membership is open to individual members and corporate members. Chapters are being formed worldwide. A membership form is available in the Yellow NetPages.

IANA – **Email:** iana@isi.edu
WWW: http://www.isi.edu

The task of coordinating the assignment of values to the parameters of protocols is delegated by the Internet Architecture Board (IAB) to the Internet Assigned Numbers Authority (IANA). The "Assigned Numbers" Request for Comments (RFC) documents the currently assigned values from several series of numbers used in network protocol implementations. Internet addresses and Autonomous System numbers are assigned by the Registration Services portion of the InterNIC. The IANA is located at USC/Information Sciences Institute.

InterNIC – **Email:** info@internic.net
WWW: http://www.internic.net

The InterNIC is a five year project partially supported by the U.S. National Science Foundation to provide network information services to the Internet community. Domain names, Internet addresses and advice are provided via the network electronically and by FAX.

Terena – **Email:** terenasec@terena.nl
WWW: http://www.terena.nl

The Trans-European research and Education Networking Association (Terena) was formed in October 1994 by the merger of Rare and Earn. They provide a Central Internet Registry for the European Region (domain names and addresses.)

WWW Consortium – **Email:** info@w3.org
WWW: http://www.w3.org

The World Wide Web Consortium exists to realize the full potential of the Web. W3C works with the global community to produce specifications and reference software. W3C is funded by industrial members but its products are freely available to all. The Consortium is run by MIT LCS and by INRIA, in collaboration with CERN where the web originated.

Your Business and the Internet

The timely delivery of information is one of the new competitive measures of conducting business. The Internet is an inexpensive and quick distribution mechanism for your information. The Internet shrinks the time the information is in transit between sender and receiver.

The Internet is still growing exponentially, world-wide, with most of the growth occurring in the commercial/business sector. Personal computers are being widely deployed in business and for personal use and modems are inexpensive, so it's becoming more likely that the consumers you want to reach are Internet users.

Are Your Customers on the Internet?

✔ Are they individuals with home computers and modems?

✔ Are they small or medium businesses with computers and modems?

✔ Are they large businesses with local area networks (LANs) and personal computers?

If you answered yes to any of these, you will probably find customers on the Internet.

What Can Your Business Do on the Internet?

There are a variety of things you can do when you start using the Internet as a strategic communication medium for your business such as:

Sales - Selling goods or services to people
Marketing - Promoting your goods or services
Public relations - Promoting your business
Customer service - Providing information or a help desk to support your product or service.
Retail sales - Selling soft goods or hard goods
EDI (Electronic Data Interchange) - Exchange of inter- or intra- business data
Research - Collaborations and tracking of developments
Using the Internet as a library - Using the variety of resources online

Cultural Issues for Businesses

There are a number of Internet cultural issues you should consider. The Internet only works because of a foundation of trust and cooperation among the people who use and run it. You must take care not to break any unwritten rules.

Advertising, in general, should be carefully dealt with. Passive advertising is generally acceptable on the Internet such as a gopher or WWW sites. But, active advertising such as direct email or posting to large number of inappropriate newsgroups is not generally acceptable. Why? People usually have to pay to receive your information. And, they are focused on a particular list for topical discussions, not something off-topic.

The *Blacklist of Internet Advertisers* can be a good education for the novice. Visit the site at http://www.cco.caltech.edu/~cbrown/BL

Security Issues for Businesses

Security is a concern when you start doing business on the Internet. Some of the most important issues are:

- Copyright protection
- Trademark protection and globification
- Proprietary information protection
- Protection from hacker break-ins

Since doing business on the Internet is so new, many of these issues have no simple solution and are under active discussion.

Educate yourself about copyright at the Library of Congress (http://www.loc.gov) and about trademarks at the U.S. Patent and Trademark Office (http://www.uspto.gov). See the *Yellow NetPages* subjects Internet Security and Computer Security for vendors who have turnkey security solutions for you. There are many security mailing lists and USENET newsgroups. If you are responsible for company-wide information system security, you may want to read them.

Business Activities on the Internet

Activity	Application
Sales	• **Contacting customers** • **Customers contacting you** • **Browsing your online catalog** • **Literature dissemination** • **Taking orders and payment**
Marketing	• **On line literature** • **Billboards** • **Participation in topical discussions**
Public Relations	• **Participate in online forums** • **Site for browsing** • **Online press releases** • **Interact with press online**
Customer Service	• **Customer-service@yourcompany.com** • **Site for browsing new information**
Retail Sales	• **Catalog sales** • **Soft good (information) downloading** • **Query system** • **Ordering and payment mechanisms**
Research	• **Collaborations inter or intra-company** • **Development tracking**
Using the Internet as library	• **Thousands of databases** • **Huge variety of information available**

Cultural Issues	Security Issues
• Direct mail is not wanted by some Internet users • Know venue where you are selling and use appropriate behavior	• Proprietary information • Competitors • Protection of payment information
• Different software formats such as email and WWW . Know your customer and make it easy for them to get your information by formatting it the way they want it. • Direct mail is not wanted by some Internet users	• Competitors • Proprietary information
• Know the venue where you are selling and use appropriate behavior • Direct mail is not wanted by some Internet users • Press is just starting to get online - many are lurkers	• Falsified information • Intact forwarding of publications • Designate an official spokesperson and make sure all employees know who it is and what each employee is allowed to say
• Unfamiliar use except in high tech industries • People expect "interactive" response, respond within 24 hours	• Real customers • Protect logging system
• Still perceived as novelty • Some people are uncomfortable • Lack of human interface, sometimes good, sometimes bad	• Protection of payment information • Copyright of transferred soft goods • Hacker break-ins
• Novices are not welcome • Net veterans are somewhat snobbish	• Proprietary information • Computer protection
• Free sites are sometimes very busy • Finding information can be difficult • Value to "info scout" concept - on-staff or outsourced Internet expert	• Virus protection • Hacker break-ins

You can be in the next edition of the NetPages. Visit http://www.aldea.com to find out how!

Building a Web Site

A Web site can benefit any business. But, building one is not a trival decision. Time and energy must be devoted to creating the site, keeping the site up-to-date, and responding to customer requests that result from the site. I f you want to have your own "on-net" shop, it has to be there all the time, 24 hours per day, 7 days per week. You need either a dedicated line connection or a space in an online mall.

Answer these three important questions before building a web site:

- What are you going to put on it – what's the purpose of the site?
- Who is going to build it?
- Where will it "live" once it is ready?

Owning Your Own Web

Large companies and smaller companies with an Internet "agenda" can benefit from owning their own hardware and software. Here's a brief checklist of requirements:

- The highest speed Internet connection you can afford
- Web server software
- A computer to run your Web server
- A Web designer

Rent a Web

Any company with limited time, money, or energy can benefit from renting Web space. Many "cybermalls" or Web presence providers have online help making it simple and inexpensive to get on the Web. Here's a brief checklist of requirements:

- Decide the goal of your web and decide on content.
- Evaluate web shops and find one that meets your needs.
- Hire a Web designer if necessary.
- Buy a user connection so you can monitor your site.

Check the *Yellow NetPages* under Internet and Web subjects for listings of connection providers and online malls.

Ogilvy & Mather Direct's
Internet Advertising Rules

1. Intrusive-mail is not welcome.
2. Internet consumer data is not for resale without the express permission of the user.
3. Advertising is allowed only in designated newsgroups and list servers.
4. Promotions and direct selling are allowed, but only under full disclosure.
5. Consumer research is allowed with the consumer's full consent.
6. Internet communications software must never hide concealed functions.

From Advertising Age, July 11, 1994

Promote, Promote, Promote

Building customer awareness is the same problem on the Internet or off. Just like a traditional store, you must create "cyber-foot-traffic" into your online area and, then, generate return visits.

Put your electronic contact information everywhere; word of mouth works well on the Internet. Set up your own direct mailing lists by issuing invitations to customers. Take a listing in a directory service like the NetPages (any business can get a free Basic listing in the Yellow NetPages). Generate return visits to your site with contests and regularly updated information. Keep customers updated through your mailing list.

Use common sense and your imagination when promoting your business on the Internet.

- **Advertising online**
  Messages to *appropriate* mailing lists
  Messages to *appropriate* USENET newsgroups

- **Simple things**
  Electronic addresses on business cards
  Electronic addresses in advertisements

- **Specialized places to list your information**
  Internet directory services like NetPages
  Internet specific publications such as magazines and newletters.

Seven Rules for Companies on the Electronic Highway in the late 1990s

- Know your customer–meet his/her needs.
- Think global; act local.
- Capital expansion can be incrementally self-funding.
- Joint ventures can provide low-cost expertise.
- Create competitive advantages through change.
- Manage for cash.
- You will be regulated — live with it.

From PaineWebber, Hype vs. Reality on the Electronic Highway,
Christopher P. Dixon, Media Analyst

Doing business on the Internet makes sense for many businesses. This might be the right time for your business to join the thousands of others in cyberspace.

- Evaluate your business's needs and your customers' needs.

- Figure out what you want to do online and choose the best Internet software to present your information.

- Get a high quality connection to the network or find a good partner like a cybermall or advertising agency.

- Build customer awareness of your electronic presence.