



Air Traffic Control

Required Code for Advanced HTML Personalization Modules: Approach 2

ATC Personalisation Property

Module Fallback

The steps outlined in the approach 2 HTML guide are the same for each of these modules, the only difference would be the code that you copy into the main editor. Elements that indicate brand styling are highlighted in yellow and elements that indicate Air Traffic Control personalization properties are highlighted in blue.

This approach will allow you to create a more advanced collection of modules that will automatically pull in the required blog or podcast images and titles but also give the option to have a fallback in case there is a visitor to your site that doesn't have the personalized content recommendations.

Here is a quick explanation of the modules and what they'll insert into your emails, website or landing pages.

Blog Section with backup: a module containing the top 3 recommended blog articles complete with images, meta description, a button and a fallback dropdown.

Number 1 Blog with backup: a module containing the top recommended blog article complete with images, meta description, a button and a fallback dropdown.

Number 1 Podcast with backup: a module containing the top recommended podcast complete with images, meta description, a button and a fallback dropdown.

Syndicated News section: a module containing the top 3 syndicated news articles complete with images, meta description, a button and a fallback dropdown.

3 Blog Section: HTML

```
<!-- module.html -->
<div class="post-listing op">
{% set my_post = content_by_id( module.id_fallback_1 ) %}
{% set blog_image = personalization_token('contact.atc_blog_image_1',
'{{my_post.featured_image}}') %}
{% set blog_headline = personalization_token('contact.atc_blog_headline_1', '{{my_post.title}}')
%}
{% set blog_description = personalization_token('contact.atc_blog_meta_description_1',
'{{my_post.meta_description}}') %}
{% set blog_link = personalization_token('contact.atc_blog_link_1', '{{my_post.absolute_url}}')
%}

<div class="post-item list-op">
  <div class="hs-featured-image-wrapper" style="background-image: url('{{ blog_image }}');
height: 255px; min-height: auto;"></div>
  <div class="post-content-main">
    <div class="post-header">
      <h5>{{ blog_headline }}</h5>
    </div>
    <div class="post-cont">
      <p><small>{{ blog_description }}</small></p>
    </div>
    <div class="button-arrow">
      <a href="{{ blog_link }}" >Read More
      <svg xmlns="http://www.w3.org/2000/svg" width="19" height="13" viewBox="0 0 19 13"
fill="none"> <path d="M17.6484 7.05737C18.1055 6.6355 18.1055 5.89722 17.6484
5.47534L13.1484 0.975342C12.7266 0.518311 11.9883 0.518311 11.5664 0.975342C11.1094
1.39722 11.1094 2.1355 11.5664 2.55737L14.1328 5.12378H1.125C0.492188 5.12378 0
5.65112 0 6.24878C0 6.88159 0.492188 7.37378 1.125 7.37378H14.1328L11.5664
9.97534C11.1094 10.3972 11.1094 11.1355 11.5664 11.5574C11.9883 12.0144 12.7266
12.0144 13.1484 11.5574L17.6484 7.05737Z" fill="#FB706C"></path> </svg>
      </a>
    </div>
  </div>
</div>

<!-- module.html -->

{% set my_post2 = content_by_id( module.id_fallback_2 ) %}
{% set blog_image2 = personalization_token('contact.atc_blog_image_2',
'{{my_post2.featured_image}}') %}
```

```
{% set blog_headline2 = personalization_token('contact.atc_blog_headline_2',
'{{my_post2.title}}') %}
{% set blog_description2 = personalization_token('contact.atc_blog_meta_description_2',
'{{my_post2.meta_description}}') %}
{% set blog_link2 = personalization_token('contact.atc_blog_link_2', '{{my_post2.absolute_url}}')
%}
```

```
<div class="post-item list-op">
  <div class="hs-featured-image-wrapper" style="background-image: url('{{ blog_image2 }}');
height: 255px; min-height: auto;"></div>
  <div class="post-content-main">
    <div class="post-header">
      <h5>{{ blog_headline2 }}</h5>
    </div>
    <div class="post-cont">
      <p><small>{{ blog_description2 }}</small></p>
    </div>
    <div class="button-arrow">
      <a href="{{ blog_link2 }}" target="_blank" class="read-more">Read More <svg
xmlns="http://www.w3.org/2000/svg" width="19" height="13" viewBox="0 0 19 13" fill="none">
<path d="M17.6484 7.05737C18.1055 6.6355 18.1055 5.89722 17.6484 5.47534L13.1484
0.975342C12.7266 0.518311 11.9883 0.518311 11.5664 0.975342C11.1094 1.39722 11.1094
2.1355 11.5664 2.55737L14.1328 5.12378H1.125C0.492188 5.12378 0 5.65112 0 6.24878C0
6.88159 0.492188 7.37378 1.125 7.37378H14.1328L11.5664 9.97534C11.1094 10.3972
11.1094 11.1355 11.5664 11.5574C11.9883 12.0144 12.7266 12.0144 13.1484
11.5574L17.6484 7.05737Z" fill="#FB706C"></path> </svg>
</a>
    </div>
  </div>
</div>
```

```
<!-- module.html -->
```

```
{% set my_post3 = content_by_id( module.id_fallback_3 ) %}
{% set blog_image3 = personalization_token('contact.atc_blog_image_3',
'{{my_post3.featured_image}}') %}
{% set blog_headline3 = personalization_token('contact.atc_blog_headline_3',
'{{my_post3.title}}') %}
{% set blog_description3 = personalization_token('contact.atc_blog_meta_description_3',
'{{my_post3.meta_description}}') %}
{% set blog_link3 = personalization_token('contact.atc_blog_link_3', '{{my_post3.absolute_url}}')
%}
```

```
<div class="post-item list-op">
```

```

    <div class="hs-featured-image-wrapper" style="background-image: url('{{ blog_image3 }}');
height: 255px; min-height: auto;"></div>
<div class="post-content-main">
  <div class="post-header">
    <h5>{{ blog_headline3 }}</h5>
  </div>
  <div class="post-cont">
    <p><small>{{ blog_description3 }}</small></p>
  <div class="button-arrow">
    <a href="{{ blog_link3 }}" target="_blank" class="read-more">Read More <svg
xmlns="http://www.w3.org/2000/svg" width="19" height="13" viewBox="0 0 19 13" fill="none">
<path d="M17.6484 7.05737C18.1055 6.6355 18.1055 5.89722 17.6484 5.47534L13.1484
0.975342C12.7266 0.518311 11.9883 0.518311 11.5664 0.975342C11.1094 1.39722 11.1094
2.1355 11.5664 2.55737L14.1328 5.12378H1.125C0.492188 5.12378 0 5.65112 0 6.24878C0
6.88159 0.492188 7.37378 1.125 7.37378H14.1328L11.5664 9.97534C11.1094 10.3972
11.1094 11.1355 11.5664 11.5574C11.9883 12.0144 12.7266 12.0144 13.1484
11.5574L17.6484 7.05737Z" fill="#FB706C"></path> </svg>
    </a>
  </div>
</div>
</div>
</div>
</div>

```

CSS

```

.button-arrow{
  position:absolute;
  bottom:15px;
}

```

Number 1 Blog: HTML

```
<div id="custom-post-listing" class="custom-post-listing">
  {% set my_post = content_by_id(module.id_fallback_1) %}
  {% set blog_image = personalization_token('contact.atc_blog_image_1',
  '{{my_post.featured_image}}') %}
  {% set blog_headline = personalization_token('contact.atc_blog_headline_1', '{{my_post.title}}')
  %}
  {% set blog_description = personalization_token('contact.atc_blog_meta_description_1',
  '{{my_post.meta_description}}') %}
  {% set blog_link = personalization_token('contact.atc_blog_link_1', '{{my_post.absolute_url}}')
  %}
  <div class="custom-post-item">
    <div class="custom-featured-image-wrapper" style="background-image: url('{{ blog_image
    }}');"></div>
    <div class="custom-post-content-main">
      <div class="custom-post-header">
        <h5>{{ blog_headline }}</h5>
      </div>
      <div class="custom-post-cont">
        <p><small>{{ blog_description }}</small></p>
      </div>
      <div class="custom-button-arrow">
        <a href="{{ blog_link }}">Read More
          <svg xmlns="http://www.w3.org/2000/svg" width="19" height="13" viewBox="0 0 19 13"
          fill="none">
            <path d="M17.6484 7.05737C18.1055 6.6355 18.1055 5.89722 17.6484
            5.47534L13.1484 0.975342C12.7266 0.518311 11.9883 0.518311 11.5664 0.975342C11.1094
            1.39722 11.1094 2.1355 11.5664 2.55737L14.1328 5.12378H1.125C0.492188 5.12378 0
            5.65112 0 6.24878C0 6.88159 0.492188 7.37378 1.125 7.37378H14.1328L11.5664
            9.97534C11.1094 10.3972 11.1094 11.1355 11.5664 11.5574C11.9883 12.0144 12.7266
            12.0144 13.1484 11.5574L17.6484 7.05737Z" fill="#FB706C"></path>
          </svg>
        </a>
      </div>
    </div>
  </div>
</div>
```

CSS

```
/* Overall container styling */
#custom-post-listing {
```

```
display: flex;
flex-wrap: wrap;
gap: 20px;
}

/* Individual blog post item */
.custom-post-item {
flex: 1 1 calc(33.333% - 15px);
display: flex;
flex-direction: column;
border-radius: 10px;
overflow: hidden;
border: 1px solid rgba(12, 10, 68, 0.2); /* Adding border */
}

/* Featured image wrapper */
.custom-featured-image-wrapper {
width: 100%;
height: 255px;
background-size: cover;
background-position: center;
background-color: white; /* White background under the image */
}

/* Main content area */
.custom-post-content-main {
padding: 20px 30px;
background: white;
}

/* Blog post headline */
.custom-post-header h5 {
font-size: 1.25rem;
margin: 0 0 10px;
color: #333;
}

/* Blog post description */
.custom-post-cont p {
font-size: 0.875rem;
color: #666;
}

/* Read more link */
```

```
.custom-button-arrow a {
  display: flex;
  align-items: center;
  color: #FB706C;
  text-decoration: none;
  font-weight: bold;
  margin-top: auto;
  font-size: 18px; /* Font size 18px */
  transition: color 0.3s;
}

/* Hover effect on link */
.custom-button-arrow a:hover {
  color: #0C0A44; /* Hover color */
}

.custom-button-arrow a:hover svg path {
  fill: #0C0A44; /* Change SVG fill color on hover */
}

.custom-button-arrow svg {
  margin-left: 8px;
}

/* Media queries for responsiveness */
@media (max-width: 768px) {
  .custom-post-item {
    flex: 1 1 calc(50% - 20px);
  }
}

@media (max-width: 480px) {
  .custom-post-item {
    flex: 1 1 100%;
  }
}

/* Additional styling for all screen sizes */
.custom-post-item {
  box-shadow: none; /* Remove box shadow */
}
```

Number 1 Podcast: HTML

HTML

```
<div id="unique-podcast-listing" class="custom-post-listing">
  {% set my_post = content_by_id(module.id_fallback_1) %}
  {% set blog_image = personalization_token('contact.atc_podcast_image_1',
  '{{my_post.featured_image}}') %}
  {% set blog_headline = personalization_token('contact.atc_podcast_headline_1',
  '{{my_post.title}}') %}
  {% set blog_link = personalization_token('contact.atc_podcast_link_1',
  '{{my_post.absolute_url}}') %}

  <div class="custom-post-item">
    <div class="custom-post-image" style="background-image: url('{{ blog_image }}');"></div>
    <div class="custom-post-content">
      <div class="custom-post-header">
        <h5>{{ blog_headline }}</h5>
      </div>
      <div class="custom-post-read-more">
        <a href="{{ blog_link }}">Read More
          <svg xmlns="http://www.w3.org/2000/svg" width="19" height="13" viewBox="0 0 19 13"
          fill="none">
            <path d="M17.6484 7.05737C18.1055 6.6355 18.1055 5.89722 17.6484
            5.47534L13.1484 0.975342C12.7266 0.518311 11.9883 0.518311 11.5664 0.975342C11.1094
            1.39722 11.1094 2.1355 11.5664 2.55737L14.1328 5.12378H1.125C0.492188 5.12378 0
            5.65112 0 6.24878C0 6.88159 0.492188 7.37378 1.125 7.37378H14.1328L11.5664
            9.97534C11.1094 10.3972 11.1094 11.1355 11.5664 11.5574C11.9883 12.0144 12.7266
            12.0144 13.1484 11.5574L17.6484 7.05737Z" fill="#FB706C"></path>
          </svg>
        </a>
      </div>
    </div>
  </div>
</div>
```

CSS

```
/* Ensure consistent box sizing */
*, *::before, *::after {
  box-sizing: border-box;
}

.custom-post-listing {
  display: flex;
```



```
flex-wrap: wrap;
gap: 20px;
justify-content: space-between;
}
```

```
.custom-post-item {
background-color: #ffffff;
box-shadow: 0 2px 4px rgba(0, 0, 0, 0.1);
border-radius: 8px;
overflow: hidden;
flex: 1 1 calc(33.333% - 20px);
display: flex;
flex-direction: column;
margin: 10px 0; /* Added margin for spacing in columns */
}
```

```
.custom-post-image {
background-size: cover;
background-position: center;
height: 200px;
}
```

```
.custom-post-content {
padding: 20px 30px;
display: flex;
flex-direction: column;
justify-content: space-between;
}
```

```
.custom-post-header h5 {
font-size: 18px;
color: #333333;
margin: 0 0 10px;
}
```

```
.custom-post-read-more a {
text-decoration: none;
color: #FB706C;
font-weight: bold;
display: flex;
font-size: 18px;
align-items: center;
gap: 5px;
}
```

```
.custom-post-read-more a:hover {  
  color: #0C0A44;  
}
```

```
.custom-post-read-more svg {  
  fill: #FB706C;  
}
```

```
.custom-post-read-more a:hover svg path {  
  fill: #0C0A44; /* Change SVG fill color on hover */  
}
```

```
@media (max-width: 768px) {  
  .custom-post-item {  
    flex: 1 1 calc(50% - 20px); /* Two columns in tablet view */  
    margin: 10px 0; /* Added margin for spacing in columns */  
  }  
}
```

```
@media (max-width: 480px) {  
  .custom-post-item {  
    flex: 1 1 100%; /* Full width for each post in mobile view */  
    margin: 10px 0; /* Added margin for spacing in columns */  
  }  
}
```

3 Syndicated News

HTML

```
<!-- module.html -->
<div class="post-listing op">

{% set blog_image = personalization_token('contact.atc_syndicated_news_image_1',
'https://placeholder.co/600x350/png') %}
{% set blog_headline = personalization_token('contact.atc_syndicated_news_headline_1', 'Head
line news 1') %}
{% set blog_link = personalization_token('contact.atc_syndicated_news_link_1') %}

<div class="post-item list-op">
  <div class="hs-featured-image-wrapper" style="background-image: url('{{ blog_image }}');
height: 255px; min-height: auto;"></div>
  <div class="post-content-main">
    <div class="post-header">
      <h5>{{ blog_headline }}</h5>
    </div>
    <div class="button-arrow">
      <a href="{{ blog_link }}" >Read More
      <svg xmlns="http://www.w3.org/2000/svg" width="19" height="13" viewBox="0 0 19 13"
fill="none"> <path d="M17.6484 7.05737C18.1055 6.6355 18.1055 5.89722 17.6484
5.47534L13.1484 0.975342C12.7266 0.518311 11.9883 0.518311 11.5664 0.975342C11.1094
1.39722 11.1094 2.1355 11.5664 2.55737L14.1328 5.12378H1.125C0.492188 5.12378 0
5.65112 0 6.24878C0 6.88159 0.492188 7.37378 1.125 7.37378H14.1328L11.5664
9.97534C11.1094 10.3972 11.1094 11.1355 11.5664 11.5574C11.9883 12.0144 12.7266
12.0144 13.1484 11.5574L17.6484 7.05737Z" fill="#FB706C"></path> </svg>
      </a>
    </div>
  </div>
</div>

<!-- module.html -->

{% set blog_image2 = personalization_token('contact.atc_syndicated_news_image_2',
'https://placeholder.co/600x350/png') %}
{% set blog_headline2 = personalization_token('contact.atc_syndicated_news_headline_2',
'Head line news 2') %}

{% set blog_link2 = personalization_token('contact.atc_syndicated_news_link_2') %}

<div class="post-item list-op">
```

```
<div class="hs-featured-image-wrapper" style="background-image: url('{{ blog_image2 }}');
height: 255px; min-height: auto;"></div>
<div class="post-content-main">
  <div class="post-header">
    <h5>{{ blog_headline2 }}</h5>
  </div>
  <div class="button-arrow">
    <a href="{{ blog_link2 }}" target="_blank" class="read-more">Read More
    <svg xmlns="http://www.w3.org/2000/svg" width="19" height="13" viewBox="0 0 19 13"
fill="none"> <path d="M17.6484 7.05737C18.1055 6.6355 18.1055 5.89722 17.6484
5.47534L13.1484 0.975342C12.7266 0.518311 11.9883 0.518311 11.5664 0.975342C11.1094
1.39722 11.1094 2.1355 11.5664 2.55737L14.1328 5.12378H1.125C0.492188 5.12378 0
5.65112 0 6.24878C0 6.88159 0.492188 7.37378 1.125 7.37378H14.1328L11.5664
9.97534C11.1094 10.3972 11.1094 11.1355 11.5664 11.5574C11.9883 12.0144 12.7266
12.0144 13.1484 11.5574L17.6484 7.05737Z" fill="#FB706C"></path> </svg>
</a>
  </div>
</div>
</div>
```

```
<!-- module.html -->
```

```
{% set blog_image3 = personalization_token('contact.atc_syndicated_news_image_3',
"https://placeholder.co/600x350/png") %}
{% set blog_headline3 = personalization_token('contact.atc_syndicated_news_headline_3',
'Head line news 3') %}
{% set blog_link3 = personalization_token('contact.atc_syndicated_news_link_3') %}
```

```
<div class="post-item list-op">
  <div class="hs-featured-image-wrapper" style="background-image: url('{{ blog_image3 }}');
height: 255px; min-height: auto;"></div>
  <div class="post-content-main">
    <div class="post-header">
      <h5>{{ blog_headline3 }}</h5>
    </div>
```

```
  <div class="button-arrow">
    <a href="{{ blog_link3 }}" target="_blank" class="read-more">Read More <svg
xmlns="http://www.w3.org/2000/svg" width="19" height="13" viewBox="0 0 19 13" fill="none">
<path d="M17.6484 7.05737C18.1055 6.6355 18.1055 5.89722 17.6484 5.47534L13.1484
0.975342C12.7266 0.518311 11.9883 0.518311 11.5664 0.975342C11.1094 1.39722 11.1094
2.1355 11.5664 2.55737L14.1328 5.12378H1.125C0.492188 5.12378 0 5.65112 0 6.24878C0
6.88159 0.492188 7.37378 1.125 7.37378H14.1328L11.5664 9.97534C11.1094 10.3972
```

```
11.1094 11.1355 11.5664 11.5574C11.9883 12.0144 12.7266 12.0144 13.1484
11.5574L17.6484 7.05737Z" fill="#FB706C"></path> </svg>
</a>
</div>
</div>
</div>
</div>
```

CSS

```
.button-arrow{
  position:absolute;
  bottom:15px;
}
```

Email Module

```
<div class="post-listing op" style="border: 1px solid #ddd; padding: 20px; margin-bottom: 20px;
display: flex; align-items: center; flex-wrap: wrap;">
  {% set my_post = content_by_id( module.id_fallback_1 ) %}
  {% set blog_image = personalization_token('contact.atc_blog_image_1',
'{{my_post.featured_image}}') %}
  {% set blog_headline = personalization_token('contact.atc_blog_headline_1', '{{my_post.title}}')
%}
  {% set blog_link = personalization_token('contact.atc_blog_link_1', '{{my_post.absolute_url}}')
%}

  <div class="hs-featured-image-wrapper" style="background-image: url('{{ blog_image }}');
height: 180px; width: 180px; background-size: cover; background-position: center;
border-radius: 8px; flex: 0 0 180px; margin-bottom: 20px;"></div>
  <div class="post-content-main" style="flex: 1; margin-left: 20px;">
    <div class="post-header" style="margin-bottom: 10px;">
      <h5 style="font-size: 1.25rem; margin-bottom: 20px; line-height: 1.2;">{{ blog_headline
}}</h5>
    </div>
    <div class="button-arrow" style="margin-top: 10px;">
      <a href="{{ blog_link }}" style="text-decoration: none; color: #fff; background-color:
#FB706C; padding: 10px 20px; border-radius: 50px; font-weight: bold; display:
inline-block;">Read More</a>
    </div>
  </div>
</div>

<style>
@media (max-width: 768px) {
  .post-listing.op {
    flex-direction: column !important;
    align-items: flex-start !important;
  }
  .post-content-main {
    margin-left: 0 !important;
  }
  .hs-featured-image-wrapper {
    margin-bottom: 10px !important;
  }
}
</style>
```