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| **PROGRAM INFORMATION** | |
| **Campaign Name:** | Q2 2016 Base Upgrade Waived Fee 201604 |
| **Program Name(s):** This will be the exact name used for tracking. Include. PLEASE PROVIDE 1 OPS FORM PER PROGRAM. Include “MMS” if applicable | |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | |  | | --- | | Q2 2016 Base Upgrade Waived Fee 201604 SMS | |  | | | |
| **Sprint PostPaid Project Owner:** | Pam white |
| **Sprint PostPaid Initiative Owner**: | Bonnie Warner |
| **Sprint PostPaid (CRM) Contact:** | Lisa Kinzalow |
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| **Project Description:** | iPhone Forever Price change |
| **Deliverables:** | SMS MMS WAP |
| **# of Versions:** | 1 |
| **Date Submitted** | 3/30/16 |
| **Data/Leads Delivery Date(s):** | 3/30/16 |
| **Launch Date(s):** | **4/5/16** |

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| **PROGRAM REQUIREMENTS** | |
| **Short Code :** | **4567** |
| **Campaign Type:** | Promotional Non Promotional Legal  If Promotional is selected the following opt out verbiage must be included in the message copy: Reply End to Stop / Parar: responde End  May include: Reply H or End for help/stop /Ayuda: responde H. Parar: End |
| **Blacklist Scrub:**  **8989 and Shortcode**  **or as advised** | YES NO |
| **Campaign to be Automated** | YES NO  If messages are to be automated please confirm file naming convention has all static information prior to any underscores and all variable information after the underscore: i.e.: DIADS1-124ZBC1AA-12391DJ JAB\_141016132657630.csv |
| **Automated Campaigns – Required Launch Days** | Monday Tuesday Wednesday Thursday Friday  Saturday Sunday Holidays  Check all that apply. NOTE: No promotional SMS allowed on weekends/holidays. |

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| **MMS INFORMATION – IF APPLICABLE** | |
| **Media Type/Name** |  |
| **Formats supported:** | |
| **Video** | 250 KB  3gpp2, 3gpp, mp4, mpeg4, h263, mp4v-es, lsmj, mp4-es |
| **Images** | 350 KB BMP, WBMP, PNG, X-PNG, JPEG, PJPEG, GIF 87A, GIF 89A, WND, WAP, WBMP, X-LS-MJPG |
| **Audio** | 350KB QCELP, WAV, X-WAV, MIDI, SP-MIDI, MID, X-MID, AMR(NB/WB), MP3, AAC, AAC+ |
| Shortcodes supported = 1111, 2222, 3223, 7777, 7788, 8888 | |
| Qty of multi-media attachments supported = 1 | |
| Maximum characters supported = 1000 | |

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| **FILE INFORMATION** | |
| **# of Files Provided:**  **File format .csv** | One file for all messages – indicator(s) provided below  One file per message  One file per language  Other – (please provide details) |
| **File Name:** |  |
| **Delivery Location:** |  |
| **Expected # of Records:** |  |

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| **FILE DETAILS (INCLUDE ALL FIELDS ON FILE)** | | | | | |
| If one file for multiple messages – please confirm column # and message indicator as needed | | | | | |
| **Column #** |  |  |  |  |  |
| **Field Name:** |  |  |  |  |  |
| **Field Description:** |  |  |  |  |  |
| **Field Values:** |  |  |  |  |  |

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| **URL INFORMATION – Click Thru Tracking – IF APPLICABLE** |
| Provide the destination URL below  For each file launched, for each message containing a destination URL, a sprint.us URL appended with a unique 5 character string will be generated (i.e. <http://sprint.us/13efG>)  The auto generated sprint.us URL will account for 22 characters of the available characters in the message copy. |
| **NOTE: Vanity URLs (i.e. sprint.us/holiday) are not available for click thru tracking except via special request.** |

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| **DESTINATION URL WITH OMNITURE – IF APPLICABLE** |
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| **MESSAGE COPY** | | |
| **File Name** (if one file per Message) **or**  **Field Column# and Indicator** (if one indicator per Message) | **Version** | **Message:**  Maximum characters – SMS - 160 / MMS 1000  Maximum characters - SMS if @ symbol or underscore is used in message - 140  Allow for 22 characters for URL redirect |
| Q2 2016 Base Upgrade Waived Fee 201604 SMS | DIADS1-13DOX1BPA-13DOX1JPAB\_160331133027009 | SprintFreeMsg: Upgrade your phone online and we’ll waive the $30 upgrade fee. Offer ends 4/30. <http://sprint.us/XXXXX>. Data rates may apply. Reply END to stop. |
| https://www.sprint.com/shop/?ECID=MA:SMS:MBL:20160405:BAS:UPG:WUF#!/device/list/PHONE&isDeepLinked=True | | |
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| **KEYWORD AUTO RESPONSE - IF APPLICABLE** | | | |
| **Shortcode** | **Keyword(s)** | **Response Message** | **End Date** |
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| **Name** | **Device** | **Min** |
| Pam White |  | 913-568-8557 |
| Matt Helbig |  | 312-729-0190 |
| Bonnie Warner |  | 913-219-5900 |
| Chris Randall |  | 312-933-2686 |
| Jack Haben |  | 312 933 1286 |

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| **SEED LIST – IF APPLICABLE** | | |
| **Name** | **Device** | **Min** |
| Pam White |  | 913-568-8557 |
| Bonnie Warner |  | 913-219-5900 |
| Jeff Wenzl |  | 913-221-7755 |
| Matt Helbig |  | 312-729-0190 |
| Chris Randall |  | 312-933-2686 |
| Caroline Price |  | 9132230673 |
| Brian Widener |  | 9132214463 |
| Jack Haben |  | 312 933 1286 |