**1.**       **Short code:**

a.       Please let me know if you want a vanity code of $1,000.00 per month or random of $500.00 per month.  Either option is billed for 3 months at a time

b.       2nd Shortcode SOW:  You can refer to the existing SOW for pricing.  I would just need to know if it’s going to be random or vanity.

**2.**       **VPN:**

a.       I will speak to Jeff about next steps and get back to you.

b.      Pricing $1,000.00 set up + $250.00 per month (refer to SOW)

3.       **Set Up:** Purchasing the shortcode can be done within 24 hours, but I cannot submit a program to our IT team for the shared short code or the carriers for the dedicated shortcode until I have the following:

a.       Please provide the following for the SMS Channel– Carrier Checklist – See below

                                                               i.      Opt In Screenshots with Disclosure – See sample below

                                                             ii.      Mobile Terms and Conditions – See sample below

                                                            iii.      Text Flows

                                                           iv.      Customer care information toll free number

b.      Please provide voice scripts

4.       **Initial Costs:**Per the SOW, the initial costs will include the following (Your previous e-mail authorized a different amount but here is what it will be to get started):

a.       VPN Set Up for month one = $1000.00 + $250.00 = $1250.00

b.      Short Code Fee = TBD based on random or vanity

c.       Carrier Submittal = $1,400.00

d.      Voice Recordings = $250.00 per recording

5.       **Question/Other:**

a.       Are we setting up only domestic or are we working on international too?

b.      Once we have the above info I can create a more detailed timeline outlining steps for voice, shared short code for the pilot and dedicated short code.  As mentioned the carriers will start a holiday freeze in a week, so we will need to get the above items from you by Monday/Tuesday in order to get the order in time for the dedicated short code.

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| **OVERVIEW** |
| **CARRIER CHECKLIST TO SUBMIT A SMS PROGRAM** |
|          Proof of Opt In: Screenshots of customer preference portal, advertisement, Script, etc.           Mobile T&C’s           Help Email           Toll Free Number           Short Code Receipt (MessageBroadcast will provide to carriers when short code is purchased) |
| **DISCLOSURE FOR OPT IN** |
| * Program sponsor * Service Description * Frequency of messaging (Ex: 1 msg/query) * Help instructions: Text HELP for Help (HELP must be bold) * Opt out Info:  To stop text STOP to <SC #> (STOP must be bold) * Additional carrier costs: ‘ Msg&Data Rates May Apply’ * Static Terms and Conditions:  Mobile T&Cs available at [www.xyz.com/sss](http://www.xyz.com/sss) * Participating carriers:  ACG, ALLTEL AWCC, AT&T Mobility, Boost, Cincinnati Bell, Cricket, Google Voice, Metro PCS, Nextel, Rural Carrier Groups, Sprint, Tier 2/3 Carrier Group, T-Mobile, U.S. Cellular, Verizon Wireless, Virgin Mobile * Sample Disclosure:  Must be placed wherever opt in instructions are provided to the customer     *XYZ Alerts & Notifications:  Message frequency depends on user.  Text****STOP****to XXXXX to cancel.  Text****HELP****to XXXXX for assistance or email to*[*example@client.com*](mailto:example@client.com)*.  Message and data rates may apply.  Participating carriers are:  ACG, ALLTEL AWCC, AT&T Mobility, Boost, Cincinnati Bell, Cricket, Google Voice, Metro PCS, Nextel, Rural Carrier Groups, Sprint, Tier 2/3 Carrier Group, T-Mobile, U.S. Cellular, Verizon Wireless, Virgin Mobile*  *Mobile Terms and Conditions (Link)*  *Privacy Policy (Link)* |
| **SAMPLE MOBILE T&C’S** |
| **XYZ Mobile Terms & Conditions for Text Messages Providing Alerts and/or Notices**  You have subscribed and expressly consented to receive SMS alerts and notifications on your mobile telecommunications device from Client (‘us’ or ‘we’ or ‘our’) for purposes of providing you notices and/or alerts regarding your account with us. You acknowledge, understand and agree as follows:    Message frequency depends on user. Message and Data rates may apply. These would be charged by, and be payable by you to, your mobile service provider. You acknowledge, understand and agree that we shall not be held liable for any delays in the receipt of our text message to you, as its delivery is subject to effective transmission from your mobile service provider. In addition, if you decide you no longer want to subscribe, you can respond to any text alert and notifications you receive by texting in the word **STOP** to (short code) to cancel.  Messages sent via SMS may not be delivered to you if your phone is not in range of a transmission site, or if sufficient network capacity is not available at a particular time. Even within a coverage area, factors beyond the control of your wireless carrier may interfere with message delivery, including the customer’s equipment, terrain, proximity to buildings, foliage, and weather. You acknowledge that urgent alerts may not be timely received and that your wireless carrier does not guarantee that alerts will be delivered.  Content may not be available on all carriers. Participating carriers are: ACG, ALLTEL AWCC, AT&T Mobility, Boost, Cincinnati Bell, Cricket, Google Voice, Metro PCS, Nextel, Rural Carrier Groups, Sprint, Tier 2/3 Carrier Group, T-Mobile, U.S. Cellular, Verizon Wireless, Virgin Mobile. Data obtained by us from you in connection with our providing you the text messages as described above may include your cellular number, the name of your mobile service provider, and the date, time and content of the text messages we send you. We may use this information to contact you and to provide the text messages you have requested.  If you have any questions regarding the above terms or the types of text messages to be received by you as described above, then you can respond to any such message you receive by texting in the word **HELP**and replying back to the message at (short code). Or, you can contact us at XXX-XXX-XXXX or by visiting [www.ABC.com](http://www.abc.com/).  Privacy Policy *(Link)* |
| **Timeline** |
| |  |  | | --- | --- | | **SMS Implementation Steps** | **Weeks** | | Contract | Week 1 | | Meeting to discuss program overview | Week 1 | | MessageBroadcast to provide recap and program timeline | Week 1 | | MessageBroadcast or Client to provide draft scripts | Week 1 | | Client to approve final scripts and text structure | Week 1 | | Client to provide sample data string/report format | Week 2 | | MessageBroadcast and client to establish data transfer | Week 2 | | MessageBroadcast and client to test connectivity | Week 2 | | MessageBroadcast to purchase short code | Week 2 | | MessageBroadcast to submit text order to carriers | Week 3 | | Carriers to approve and provision text structure | Week 4 – Week 10 | | MessageBroadcast to test with carriers | Week 11 | | Carriers to approve and certify | Week 11 | | Client to test with MessageBroadcast | Week 12 | | Program launch | Week 12 | |