

Rate Card – Bulk Push, Non-Billed SMS
Robust SMS Delivery

txtNation Non-Premium SMS Pricing North America (USA & Canada)

txtNation's Bulk Push SMS service enables companies to take advantage of mobile distribution and quickly deliver SMS in a variety of formats such as ringtones, news updates, adverts and information. As the premier service provider of HTTP Post and Web Interface Bulk Messaging infrastructure in Europe and the United States, txtNation presents companies with a recognized, reliable and comprehensive Bulk SMS delivery service, including:

- **7 bit, 8 bit and 16 bit** support to support delivery of all types of SMS messages.
- Comprehensive **Real-time Reporting** tools.

We offer different types of routing schemes to match the needs and requirements of every kind.



txtNation offers a competitive pricing and delivery to ensure companies receive a high quality, reliable, mobile messaging service that generates profitable returns. Enclosed are txtNation's pricing and delivery network details.

txtNation covers over **578** networks in **200+** countries. Message delivery includes load balancing and intelligent routing. If you require to know if we deliver to a particular network on a chosen Option, please enquire.

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txtNation allows your company to send SMS messages to and from mobile networks worldwide. txtNation serves a broad range of customers such as content providers, media companies, governments, consumer brands and many more.

North America

USA, Canada

Option 1

Option 2

Delivery Formats Accepted:

WAP Bookmarks

Operator Logos

Group Graphics

Concatenated Messages

EMS Picture Messages

vCard Entries

vCalendar Entries

Picture Messages

WAP Push Messages

Binary Messages

Unicode Messages

User Data Header Messages

Getting started

Your company can easily interface with txtNation. The communication between your systems and txtNation is based on various options, which works across platform independent languages.

txtNation ensures that you have access to all necessary technical documentation and support to get started quickly. The whole setup process can be completed within a few days.

Taking you forward

Partnering with technology leader txtNation offers you access to a wide range of global expertise as well as local knowledge of your local market.

API's are available on account setup.

Charges in this rate card are listed in British Pounds (USD).

Please contact your sales representative for quotes in other currencies.

Note:

Min. Order Volume (All Options): 50,000 messages

Test Account: 10,000 messages

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Option 1

Available Service Interfaces

HTTP, SMPP, XML

Throughput

10 SMS / second

Latency

1 minute

Requirements

Dedicated Short Code

Features

Dynamic Sender ID, Delivery Reports, Binary, Unicode, WAP-Push

Originators

All major US carriers require all MT SMS to have a short code originator. For this reason, txtNation cannot allow any client to send SMS without such an originator. Conversely, some carriers and some of txtNation's connections to carriers do not support short codes.

To ensure successful SMS delivery to these latter carriers txtNation discards the originator and it's replaced with a fixed number. The table below shows on which networks the MT SMS will arrive with a short code and which will have a default originator.

This is the most preferred, efficient and ethical way of delivery to North America.

Supported carriers USA:

Alltel, Cincinnati Bell, Cingular Blue, Cingular, Dobson, Nextel, Prime Co, Qwest, Sprint, T-Mobile, US Cellular, Verizon

Supported carriers Canada:

Bell Mobility, Microcell, Rogers Wireless, Telus

Short code and Campaign Fees

To send MT SMS to subscribers in the US companies must acquire a short code and submit a Customer Care Form, otherwise delivery to handsets on these networks will be blocked.

Country	Operator	0-100k	100k-250k	250k-500k	500k-1m	1m+
USA	All	\$0.041	\$0.035	\$0.032	\$0.029	\$0.023
Canada	All	\$0.059	\$0.059	\$0.059	\$0.053	\$0.047

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Option 2

Available Service Interfaces

HTTP, SMPP, XML

Throughput

No commitment

Latency

No commitment

Requirements

Utilisation of our Shared Short Code

Features

Fixed Sender ID, Delivery Reports, Binary, Unicode, WAP-Push

Country	Operator	0-100k	100k-250k	250k-500k	500k-1m	1m+
USA	All	\$0.078	\$0.072	\$0.069	\$0.060	\$0.054

Note: The carriers require a Short Code to send SMS, and it must be reflected in the Sender ID. Aggregators will only allow you to send bulk if you have a short code, which is why our per-message rate is generally higher than theirs. We need to go through them to get to the carriers. This is delivered via our Short Code.

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All Countries:

Country	Network / Carrier	Country Code
Canada	Alliant Telecom (Mobility)	1
	Bell Mobility	
	Microcell Solutions Inc. (Fido)	
	Rogers AT&T Wireless	
	Sasktel Mobility	
	Telus Mobility	
USA	Alltel (text only)	1
	Arch	
	AT&T (text only)	
	Cellular One (text only)	
	Cingular (text only)	
	Cingular-Bellsouth (text only)	
	Cingular-Pacific Bell (text only)	
	Metrocall	
	MetroPCS	
	Nextel (text only)	
	Sprint (text only)	
	T-Mobile (text only)	
	T-Mobile: PCS One (text only)	
	T-Mobile: Powertel (text only)	
	Unallocated Prefixes (text only)	
	US Cellular (text only)	
Verizon (text only)		

Common Questions and Acronyms

What is a Sender ID?

This will display as the sender address, which will replace the “from” number that is typically displayed when a message arrives on a handset. The sender ID functionality is not available on all networks, and should be tested prior to sending it as such. Some handsets also do not accept messages with non-numeric “from” addresses. The limit to numeric sender ID is 16 characters.

What is a Delivery Report?

After receiving an SMS message, the recipient mobile phone will send back a message delivery report to the SMS center to inform whether there is any error or failure (example causes: unsupported SMS message format, not enough storage space, etc). This process is transparent to the mobile user. If there is no error or failure, the recipient mobile phone sends back a positive delivery report to the SMS center. Otherwise it sends back a negative delivery report to the SMS center.

Binary SMS

We provide pre-defined message types that allow you to send binary SMS data such as ringtones and logos to Nokia phones. However if you have an application that creates the UDH and DATA fields automatically you can set these parameters directly through our API.

EMS (Enhanced Message Service)

EMS messages are sent using binary, and relies on the manipulation of the message headers. txtNation does not integrate EMS into any of its applications, but you can send existing EMS message strings through the gateway. EMS allows for extra-long messages, as the message can be relayed within the header, but also for images within messages to be displayed on certain types of handsets (Ericsson, Motorola, Siemens).

SMS Concatenation

According to GSM standards, SMS messages may only be 160 characters in length. You can, however, split a longer message across multiple SMS messages. SMS concatenation is also used when sending logos and ringtones, meaning that your logo may cost more than one message credit to send to a recipient, depending on the length of the binary SMS that is created for the delivery of the message. The required number of credits is shown when any file is converted using txtNation API converters.

VCards and VCals

Sending a person’s contact details via a Nokia VCard for storage on a handset is simple through any of txtNation’s API’s. Nokia VCals allows the recipient to store calendar entries on his handset as if he has created them himself.

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What will txtNation Bulk Messaging API's do for you?

- Customised Bulk or Single Trigger Messaging
- Immediate Messaging to Global Contacts
- Unique Sender ID Branding (on certain options)
- Ringtone and Logo Support
- Unicode Support (Arabic, Chinese, etc.)
- Low Per Message Fee
- Easy and Immediate integration and deployment
- Fast Delivery
- Immediately Multicast Messaging Enabled

Wholesale Pricing:

- SMSC Infrastructure
- Connectivity and Testing
- High Reliability
- Least Cost Routing
- Extensive Network Coverage
- Multiple API's
- Online Reporting
- Extensive Account Management

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