

USAD Ancillary Charges: SMS Text

*Applies to SMS Service Agreement and Service Order



Basic SMS Charges - Per Account	NRC	MRC	Change Fee	Description
Monthly Text Message (SMS) Gateway Subscription Fee	\$50.00	\$50.00	N/A	Monthly subscription fee for access to the USAD SMS portal.
Long-Code Charges - Per number	NRC	MRC	Change Fee	Description
Dedicated Long Code Lease Fee	\$5.00	\$0.30	\$0.00	Activation and monthly charges per long code number.
Monthly Minimum Fee - Long Code	\$0.00	\$0.00	\$0.00	Minimum monthly SMS usage fee for long-code usage.
Toll Free 1+ Charges - Per number	NRC	MRC	Change Fee	Description
Dedicated Toll Free Lease Fee	\$12.00	\$6.00	\$0.00	Activation and monthly charges per toll free number.
Monthly Minimum Fee - Toll Free Code	\$0.00	\$0.00	\$0.00	Minimum monthly SMS usage fee for toll free usage.
Short-Code Charges - Per Short-Code	NRC	MRC	Change Fee	Description
Monthly Short-Code Lease Fee (Pre-paid Quarterly) - Random Short-Code	\$1,500.00	\$800.00	\$2,500.00	Minimum monthly short-code lease fee. Short-codes are assigned on a random basis.
Monthly Short-Code Lease Fee (Pre-paid Quarterly) - Vanity Short-Code	\$2,500.00	\$1,500.00	\$2,500.00	Minimum monthly short-code lease fee. Short-codes are based on a custom customer request for a vanity code.
Monthly Minimum Fee - Short-Code	N/A	\$1,500.00	N/A	Minimum monthly SMS usage fee for short-code usage per short code.
10DLC Campaign Registry Pass-Through Fees	NRC	MRC	Change Fee	Description
Campaign Service Activation (CSP) Sign Up Fee	\$200.00	N/A	N/A	One time fee for setting up to register Brands and Campaigns in the 10DLC registry.
BRAND REGISTRATION FEE	\$4.00	N/A	N/A	One time for each brand
2FA	N/A	\$10	N/A	Monthly for each Campaign
Account Notifications	N/A	\$10	N/A	Monthly for each Campaign
Customer Care	N/A	\$10	N/A	Monthly for each Campaign
Delivery Notifications	N/A	\$10	N/A	Monthly for each Campaign
Fraud Alert Messaging	N/A	\$10	N/A	Monthly for each Campaign
Higher Education	N/A	\$10	N/A	Monthly for each Campaign
Low Volume Mixed	N/A	\$2	N/A	Monthly for each Campaign
Marketing	N/A	\$10	N/A	Monthly for each Campaign
Mixed	N/A	\$10	N/A	Monthly for each Campaign
Polling and voting	N/A	\$10	N/A	Monthly for each Campaign
Public Service Announcement	N/A	\$10	N/A	Monthly for each Campaign
Security Alert	N/A	\$10	N/A	Monthly for each Campaign
Carrier Exemptions	N/A	\$10	N/A	Monthly for each Campaign
Charity	N/A	\$5	N/A	Monthly for each Campaign
Conversational Messaging	N/A	\$10	N/A	Monthly for each Campaign
Emergency	N/A	\$10	N/A	Monthly for each Campaign
Sweepstakes	N/A	\$10	N/A	Monthly for each Campaign
Political	N/A	\$10	N/A	Monthly for each Campaign
Social	N/A	\$10	N/A	Monthly for each Campaign
Platform Free Trial	N/A	\$0	N/A	Monthly for each Campaign
Vetting through portal - collected on behalf of Aegis	\$40.00	N/A	N/A	Once time for each brand vetting
Additional SMS Options	NRC	MRC	Change Fee	Description
Custom SMS Gateway Integration	ICB	ICB	ICB	Allows for customer API integration directly into the USAD SMS platform.
Private Network Connectivity				See Private Line for details
VPN Connectivity				See Private Line for details
Expedite Request	\$1,000	N/A	N/A	Expedite charges apply when a customer requests installation of service in less time than otherwise established by USAD's published delivery intervals listed at http://usad.com/provisioningintervals . Request for expedite does not guarantee a service delivery date.