

# Vodafone CallMe Service

## Creative Specifications and Rate Card

### General Principles and Requirements

CallMe is a free service available Vodafone customers, that enables them to request other Vodafone customers to call them. Vodafone offers the ability to append third-party marketing messages to the CallMe text service.

**Message volumes** (volumes vary depending upon usage please contact us for most up to date volumes)

15,000 service requests per week

30,000 messages per week

Each party (i.e. the Vodafone customer requesting the call and the Vodafone customer receiving the request) receive a different message, each respective messages has character restrictions. (see below).

If the copy appended in the message contains a link through to a mobi site, a campaign specific landing page that must be zero rated must be utilised to ensure Vodafone customers are aware of any associated data charges. Direct links directly through to 3rd party hosted microsites are currently not allowed due to data charging.

When creating TXT marketing campaigns, please take into consideration the following specifications and requirements:

### Creative Specifications

TYPE	SPECIFICATION
Character restrictions	Party A (Requesting) – 95 Characters Party B (Receiving) – 115 Characters
Inventory Unit	Inventory is available in single week blocks (Monday – Sunday)
Copy	Copy must be submitted to Vodafone 3 working days before live date. Vodafone reserve the right to make amendments due to Legal and Customer Service requirements
UEMA (Unsolicited Electronic Messages Act)	To ensure all messages are UEMA compliant, the advertiser must be clearly identifiable in the txt copy.

### Rate Card

CallMe                      \$20 (excl GST) cpm (cost per thousand messages)  
 Minimum order 100,000 messages (\$2,000)

If you have any questions, please do not hesitate to contact:

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