

Vodafone Sponsored Service TXT Creative Specifications and Rate Card

Service SMS messages

General Principles and Requirements

Vodafone offer the ability to append third-party advertising messages to a selection of free to customer service SMS messages e.g. TXTBAL and Top-Up.

Message Volumes (approx. per week)

| | |
|--------|-----------|
| TXTBAL | 1,000,000 |
| TOP-UP | 250,000 |

Each of these respective messages have 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 | TXTBAL - 50 characters Top-Up - 75 characters |
| Inventory unit | Inventory is available in week blocks (Monday – Sunday) |
| UEMA (Unsolicited Electronic Messages Act) | All messages must be UEMA compliant. This includes a requirement that the advertiser must be clearly identifiable |
| Copy | Copy must be submitted to Vodafone 10 working days before live date. Vodafone reserve the right to make amendments due to Legal and Customer Service requirements |

Rate Card

| | |
|--------|--|
| TXTBAL | \$20 (excl GST) cpm (cost per thousand messages) |
| TOP-UP | \$15 (excl GST) cpm |
| | Minimum order 100,000 messages |

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

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