

# Vodafone AdMe Service Creative Specifications and Rate Card

## General Principles and Requirements

AdMe allows advertisers to send highly targeted TXT and MMS messages to an opted-in database of Vodafone customers.

AdMe is a great way to engage your target audience with an interactive and measurable 'call to action' e.g.

- Vouchers
- 'Click to call'
- Links to mobi sites

How does it work

- Vodafone customers opt-in by TXTing 'join' to AdMe (2363) or by going to AdMe WAP page <http://go.live/AdMe>
- Customers enter 5 simple pieces of data
  - Name
  - Gender
  - Age
  - Location
  - Interest
- This data is then combined with various other elements of aggregated Vodafone data to enable highly targeted communication
- Messages can then be sent to database members via TXT or MMS (approx 65% of our customer base have MMS capable handsets)

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

## Creative Specifications

Type	Specification
General	Each message commences with 'AdMe' followed by a 6 digit code that is unique to the particular campaign e.g. AdMe ID#####
SMS	145 characters
MMS	No larger than 500kb  Recommended formats for <ul style="list-style-type: none"><li>- Image</li><li>- Video</li><li>- Audio</li></ul> There are also network volume constraints that could influence high volume, time sensitive MMS messages
UEMA (Unsolicited Electronic Messages Act)	To ensure all messages are UEMA compliant, the advertiser must be clearly identifiable in the message

## Rate Card

Cost Per Contact (excl GST)

SMS	\$0.50
MMS	\$0.75

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

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