



SMS Communications Solutions

The UK's first SMS Gateway

KAPOW! Premium SMS UK

Premium SMS allows you to charge your customers for content or services by sending a reverse-billed message to their mobile phone. The amount is billed by the customers Network Provider who take a percentage of the money charged. The table below shows how much revenue you will receive for each charge-band and Network.

You can choose to have a dedicated Shortcode which is unique to your Organisation. Alternatively you may wish to choose a 'keyword' on an existing shared Shortcode. If you will be receiving SMS on a shared Shortcode your messages will need to start with your keyword.

The associated costs are;**

Shared Short code (per keyword):

We can provide Shared Short codes at the following price points:0p, 25p, 50p, £1.00, £1.50 & £3

Set up - £50

Monthly rental fee - £50

Dedicated Short code:

Set up - £500

Monthly rental fee - £750

We offer competitive Out Payment rates, as shown in the table below:

Short code*	Orange	Vodafone	O2	T-mobile	Virgin	3Three
20p	5.5p	3.1p	3.8p	5.5p	0p	4.2p
25p	7.5p	6p	6.5p	7p	7p	7p
50p	22.7p	22.9p	21.9p	23p	15p	19p
£1.00	54.1p	54.1p	53.3p	55p	31p	58p
£1.50	84.3p	85.8p	83.8p	83.4p	48p	82.2p
£2.00	£1.14	£1.16	£1.14	£1.18	70p	£1.14
£2.50	£1.46	£1.46	£1.45	£1.48	90p	£1.46
£3.00	£1.78	£1.79	£1.78	£1.80	£1.06	£1.79
£3.50	£2.11	£2.10	£2.11	£2.11	£1.26	£2.11
£4.50	£2.75	£2.72	£2.77	£2.72	£1.66	£2.77
£5.00	£3.05	£3.01	£3.07	£3.01	£1.83	£3.08

* Short Code rates shown are inclusive of VAT e.g. a £1 SMS is approximately 85p + VAT.

**Set up, monthly fees & Out Payment rates are shown exclusive of VAT.

The minimum contract is 4 months for a dedicated service and one month for a keyword (most companies contract you to 12 months). After this period the service can be canceled with one months notice.

The lead time for a Dedicated Shortcode averages at 3-4 weeks for all networks excluding Virgin (it can take up to 8 weeks for a dedicated service to be live on Virgin).



SMS Communications Solutions

The UK's first SMS Gateway

A keyword on a shared Shortcode should be live after 3 working days of us receiving your order form. During busy periods these times could increase. Please inform your Account Manager if you will need the service live for a specific date.

Bulk Premium Rates

When a large volume of Premium messages are being sent the Out Payment rates from Networks can rise significantly.

You should expect to receive higher rates when sending more than 5k / 25k / 50k messages to recipients on any particular network.

Availability

We can supply Premium rate for the following Countries:

Ireland, South Africa and the USA.

As a shortcode is connected to the Networks directly the prices vary for each Country, please ask your Account Manager for details.

Payment

The first payment of revenue will be issued within 8 weeks. Once due we will send you a statement (around the 15th of the month) you may then invoice us for the amount. Invoices will be paid within 30 days.

Sending Premium SMS

Premium Messages can be sent via HTTP. To send Premium messages you simply need to add the variable 'route=' followed by your shortcode e.g. "route=84010". Premium SMS can also be sent via our easy to use Webform.

All services must meet ICSTIS requirements, please visit <http://www.icstis.org.uk/> for details.

Out-payment rates, set-up and Monthly charges may be changed with notice.