

# US Short Codes

red<sub>4</sub>oxygen

For Business Text Messaging

**New  
low-cost  
Pricing!**

***Our new pricing structure reduces the high entry costs normally associated with US Short Codes – and also features low on-going monthly and messaging fees***

## Benefits & Uses

- ➔ Publicize and implement an easy to remember short code for your corporate communications with existing and potential customers
- ➔ List a text message Short Code alongside your 1-800 number and website address on company letterheads, vehicles and advertisements for sales, customer support or billing enquiries, and promotions
- ➔ Use your short code to receive customer feedback or for running competitions and surveys

## Account Features

- ➔ Includes either a random or custom (vanity) 5 or 6 digit US Short Code
- ➔ Low monthly fees (paid quarterly in advance)
- ➔ Low messaging fees (see details below)

## Additional Benefits

- ➔ Includes full Red Oxygen corporate account allowing integration of text messaging into your corporate communications infrastructure (including competitive national and international text messaging rates with a full web-based account administration system)
- ➔ Ability to use all Red Oxygen client software options for receiving and sending messages including:-
  - OfficeSMS for integration with Microsoft Outlook 2000/XP/2003/2007
  - Outlook Mobile Service (OMS) – Microsoft Outlook 2007's built-in text messaging feature
  - NotesSMS for integration into IBM Lotus Notes (Domino server) corporate environments
  - BulksMS with easy data interface with most database systems and mail-merge functionality (for fully personalized bulk text message mailings)
  - RedAPI for incorporating text message functionality into other IT applications and systems (e.g. CRM)
- ➔ Ability to communicate to a large number of contacts instantly with text messaging
- ➔ Engage in two-way conversations with multiple message replies

## Account Costs

### One-off Setup Fees

- \$250 per short code

### Ongoing Monthly Fees

- Either \$ 1,250 for a randomly allocated 5 or 6 digit number  
or \$ 1,750 for a custom 5 or 6 digit short code (e.g. 733699 = "REDOXY")  
*Note: These fees are paid quarterly in advance and include the cost of a Short Code, account maintenance fees and 1,000 message credits per month-*
- Additional Message fee rate (for messages received and sent using the Short Code):-
  - 4 ¢ per message – for under 5,000 total monthly messages
  - 3 ¢ per message – for under 100,000 totally monthly messages
  - 2 ¢ per message – for over 100,000 total monthly messages

*Due to the regulatory and operator approval procedures that need to be followed there is a program launch lead time of approximately 8 – 12 weeks.*

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