



US SMS Carrier Guidelines

Issue Date 04/03/09



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Version Control

| Issue Date | Reason |
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| 5/15/08 | Release of a redesigned and streamlined document including all updated guidelines |
| 12/14/08 | Updated existing carrier playbooks (AT&T, T-Mobile, Virgin, Verizon Wireless ,Alltel) Added new carriers supported. |
| 01/20/09 | Release of a redesigned and streamlined document including all updated guidelines and new carriers supported |
| 04/03/09 | <ul style="list-style-type: none">• Added Cellcom guidelines• Added Verizon Wireless chat guidelines• Updated Virgin Mobile binary content delivery method• Updated Audit Section• Updated Sprint Sweepstakes rules and requirements• Updated Cellular South guidelines |
| | <ul style="list-style-type: none">• Updated Cellcom guidelines – binary content not supported• Updated nTelos guidelines – PSMS is supported• Updated Audit Section – addition of Cellular One |



Program certification Process

| Submission, Approval, Provisioning, Testing and Certification | | |
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| 1 | Program Submission | Using the finalized Program Brief (PB) the program is submitted to the carriers. Note: All websites associated with the program MUST be live and provide Terms and Conditions* before the carriers will approve a program. |
| 2 | Program Approved/ Provisioned | Carriers review and approve the program submitted. Once approved the carrier will provision the short code on their network. Upon individual carrier provisioning you will be notified |
| 3 | Application development and short code integration with the Rip Road SMS platform. | At this point your program should be ready for testing. Your SMS application will be made live for testing on individual carriers that have provisioned your program. A request for certification will be sent to the carriers. |
| 4 | Program Testing | Carriers will test each program to ensure that it behaves as outlined in the PB. Please note these key points: <ul style="list-style-type: none"> • Program uses the correct send, receive, and WAP services (if applicable) • Error handling is considered (wrong keywords, bad characters etc.) • Messages contain clear pricing information (if applicable) • Message flow does not contain poor grammar, bad characters, etc. • Program bills correctly and on the right messages (as described in program brief and adhering to these Guidelines) • The message flow and customer experience is aligned to the approved brief • Help and Stop MUST provide appropriate and expected responses • NOTE: Comprehensive testing of the program is critical to the Certification Process. All programs must be fully tested through your internal processes prior to any request for Certification to the carriers. |
| 5 | Program Certification Requested | When the program behaves as expected per the PB submitted to the carriers, will request certification. Partial certifications are not supported – all services submitted must be certified as one program. |
| 6 | Certification | A program is certified and ready for commercial launch. |

*Per MMA Guidelines, at a minimum, Terms and Conditions must include in BOLD lettering:

- **HELP** instructions in BOLD lettering
- Carrier pricing and messaging frequency
- Program sponsor information, defined as the program name, company name, or brand associated with the campaign
- “Standard rates may apply”
- Information disclosing that the premium charge will be added to your phone bill or deducted from your prepaid account, contact info (#800, email address or website).
- For video programs, Terms and Conditions must be legible

Confer with your legal team regarding complete content requirements for your program.



MMA Consumer Best Practices

The Mobile Marketing Association (MMA) is a global association that seeks to stimulate the growth of mobile marketing and its associated technologies in a sustainable way. Its members include agencies, advertisers, device manufacturers, carriers and operators, retailers, software providers and service providers.

The MMA's Consumer Best Practices for Cross-Carrier Mobile Content Services ("CBP") Guidelines provides a guide to implementing short code programs in the North American market. Fundamentally, the guidelines document is a compilation of accepted industry practices and wireless carrier policies, and is based upon regulatory guidance given to representative members of the "off-net" ecosystem.

While the MMA CBP committee strives to implement policies that encourage the growth of the off-net industry, the primary focus is on consumer protection and privacy, as industry growth without consumer satisfaction is not sustainable. All parties involved in active short code programs must be familiar and compliant with these Consumer Best Practices.

It is the responsibility of all content providers to adjust their services to be compliant with current guidelines prescribed by the MMA and individual carriers, which vary from time to time.

Version 7.0 of the MMA Consumer Best Practices can be found [here](#)

The most current version of the MMA Consumer Best Practices for Cross-Carrier Mobile Content Services can always be found at:

<http://mmaglobal.com/bestpractices.pdf>.



Guidelines for Alltel

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| General Pricing | <ul style="list-style-type: none"> ○ Alltel’s Spend limit is \$75.00/month, managed by the carrier. This is an aggregate cap applying to all third party content purchased by the MDN. The cap is reset on the 1st day of a calendar month. ○ Minimum price point of \$.99 ○ Subscription-based programs must be billed on a monthly basis and are capped at \$9.99. ○ Non-subscription caps: <ul style="list-style-type: none"> • Chat based program cap: \$.99 per message • Participation TV cap: \$1.49 per message • Event based/other cap: \$.99 per message |
| Chat Services | <ul style="list-style-type: none"> ○ All chat programs must be in compliance with the following requirements in addition to MMA Consumer Best Practices ○ Per message and monthly subscription chat is allowed. ○ Per message chat is capped at \$.99/msg ○ Campaigns billed over \$9.99 are approved on a case-by-case basis |
| Advertising | <ul style="list-style-type: none"> ○ All advertising must be in compliance with the following requirements in addition to the MMA Consumer Best Practices ○ Advertising (including all websites, banners, and any other advertising medium) must clearly display opt-in and opt-out information, pricing, product being sold, length of subscription and customer care contact information should be prominently displayed. ○ The use of the word “Free” in connection with advertising is legally suspect in many cases. Alltel strictly adheres to truth-in-advertising laws and reserves the right to de-provision the short code of any advertiser who does not adhere to appropriate advertising standards. |
| Subscription | <ul style="list-style-type: none"> ○ Monthly billing only ○ Prices greater than \$9.99 are approved on a case-by-case basis ○ Subscription billed and renewed on monthly anniversary of opt-in ○ Customer subscriptions cannot be transferred from one short code to another short code without written authorization from Alltel |
| Subscription Billing Reminder Message | <p>A subscription billing reminder message must be sent out at least two (2) business days BEFORE the subscription renews each month. The message should include:</p> <ul style="list-style-type: none"> ○ Name of Program ○ Disclosure that the program is a subscription ○ Date the subscription will renew |



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| | <ul style="list-style-type: none"> o Length of subscription (i.e. Monthly) o Billing period and amount of charges o Opt-out details o Customer care contact information <p>*Note – these messages must be sent during business hours between 9 AM-7PM CST</p> |
| MMS | Currently, MMS on Alltel Wireless is not supported by our platform. Please contact your representative at Rip Road for more information. |
| Binary Content | Alltel does not support binary content downloads via SMS |
| Audits | Please see the US Carrier Auditing Process |
| Customer Care | <p>Content Providers are responsible for providing reliable information for customer support and service with respect to the use and functionality of the SMS service.</p> <p>Alltel requires content providers to supply:</p> <ul style="list-style-type: none"> o A support email address (actively monitored) o 24x7 toll-free number o Website (if applicable) <p>If an opt-out request is received by the content provider the subscription and charges should cease immediately</p> |
| Opt-in Requirements | <p>All opt-in requests must adhere to the following guidelines in addition to the MMA Consumer Best Practices</p> <p>Alltel Opt-in Requirements</p> |
| Opt-out Requirements | <p>All opt-out requests must adhere to the following guidelines in addition to the MMA Consumer Best Practices</p> <p>Alltel Opt-out Requirements</p> |
| Help Requirements | <p>The universal HELP keyword must adhere to the following guidelines in addition to the MMA Consumer Best Practices</p> <p>Alltel Help Requirements</p> |
| Sweeps | All sweepstakes/contests must be in compliance with all state & federal laws. Final terms and conditions must be included when program is submitted. |
| SMTP/Email gateway | SMS messages delivered via SMTP Gateway is strictly prohibited. |
| FTEU | FTEU programs are accepted on a case-by-case basis |
| Gifting | Gifting programs are accepted on a case-by-case basis |
| Micropayments | Programs involving purchasing physical goods are supported on a case-by-case basis. |
| Alternate billing | Alltel does not support credit card/gift card purchasing |



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| Inappropriate content | Alltel Content Standards |
| Certification | Partial certifications are not supported – all services submitted must be certified as one program. |
| Additional Carrier Specific information | Full Alltel Guidelines |

Guidelines for AT&T

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| General Pricing | <ul style="list-style-type: none"> ○ AT&T's Spend limit is \$100.00/month, managed by the carrier. This is an aggregate cap applying to all third party content purchased by the MDN. ○ Minimum price point of \$.25 for premium programs ○ Subscription-based programs must be billed on a monthly basis. Campaigns with price points above \$9.99 per month will be approved on a case-by-case basis |
| Chat Services | <ul style="list-style-type: none"> ○ All chat programs must be in compliance with the following requirements in addition to MMA Consumer Best Practices ○ Per message and monthly subscription chat is allowed. ○ Campaigns billed over \$9.99 per month are approved on a case-by-case basis |
| Advertising | All advertising must adhere to the following guidelines in addition to the MMA Consumer Best Practices AT&T Advertising Requirements |
| Subscription | <ul style="list-style-type: none"> ○ Monthly billing only ○ Prices greater than \$9.99 are approved on a case-by-case basis ○ Subscription Billed and Renewed on Monthly Anniversary of opt-in ○ AT&T controls the billing of subscription services and has a specific opt-out mechanism for subscription services. Please see details in the AT&T Monthly Subscriptions Policy section. |
| Subscription Billing Reminder Message | n/a |
| MMS | Inbound/outbound MMS is available on AT&T. Please contact your representative at Rip Road for more information |
| Binary Content | AT&T supports binary content downloads via embedded URL's in SMS and via WAP Pushes For more information please contact your representative at Rip Road. |
| Audits | Please see the US Carrier Auditing Process |
| Customer Care | Content Providers are responsible for providing reliable information for customer |



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| | <p>support and service with respect to the use and functionality of the SMS service.</p> <p>AT&T requires content providers to supply:</p> <ul style="list-style-type: none"> ○ A support email address (actively monitored) ○ A support website <p>In addition a toll free number is strongly recommended.</p> <p>If an opt-out request is received by the content provider the subscription and charges should cease immediately</p> |
| Opt-in Requirements | <p>All opt-in requests must adhere to the following guidelines in addition to the MMA Consumer Best Practices</p> <p>AT&T Opt-in Requirements – **please take special note of Off Portal Purchase Control requirements**</p> |
| Opt-out Requirements | <p>All opt-out requests must adhere to the following guidelines in addition to the MMA Consumer Best Practices</p> <p>AT&T Opt-out Requirements</p> <p>Please also see the AT&T Monthly Subscriptions Policy which outlines opt-out requests for subscription services</p> |
| Help Requirements | <p>The universal HELP keyword must adhere to the MMA Consumer Best Practices</p> |
| Sweeps | <p>All sweepstakes/contests must be in compliance with the MMA Consumer Best Practices</p> |
| SMTP/Email gateway | <p>SMS messages delivered via SMTP Gateway is strictly prohibited.</p> |
| FTEU | <p>FTEU programs are accepted on a case-by-case basis</p> |
| Gifting | <p>Gifting programs are accepted on a case-by-case basis</p> |
| Micropayments | <p>Programs involving purchasing physical goods are supported</p> |
| Alternate billing | <p>AT&T does not support credit card/gift card purchasing</p> |
| Inappropriate content | <p>AT&T Content Standards</p> |
| Certification | <p>Partial certifications are not supported – all services submitted must be certified as one program.</p> |
| Additional Carrier Specific information | <p>Prepaid Customers Supported?</p> <ul style="list-style-type: none"> ○ Yes – however ‘Tracfonés’ (sold by AT&T resellers) are not supported, ‘GO Phones’ are supported. |



WAP Supported?

- Yes – however campaigns must demonstrate adequate processes to ensure handset-content compatibility and virus protection.

URL-embedded SMS?

- Yes

[Full AT&T Guidelines](#)



Guidelines for Boost

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| General Pricing | <ul style="list-style-type: none"> ○ Boost has a maximum price point of \$6.99 ○ Boost has a monthly spend limit of \$50 managed by the carrier |
| Chat Services | <ul style="list-style-type: none"> ○ All chat programs must be in compliance with the following requirements in addition to MMA Consumer Best Practices ○ Per message chat is not supported. Only monthly subscription chat can be run with a maximum price point of \$6.99 per month. ○ Minors cannot chat with adults. ○ All chat programs must be monitored and screened for adult content and language and illegal activities. ○ The service provides an estimate to subscribers of how many messages are required to sign up. ○ Subscribers must be able to report other subscribers and block other subscribers. ○ There must be clear guidelines for how subscribers are removed from the service. ○ Adult chat cannot be supported |
| Advertising | All advertising must adhere to the MMA Consumer Best Practices |
| Subscription | <ul style="list-style-type: none"> ○ Monthly billing capped at \$6.99 per month ○ Daily billing approved on a case-by-case basis. Cannot exceed an aggregate \$30 per month |
| Subscription Billing Reminder Message | n/a |
| MMS | n/a |
| Binary Content | n/a |
| Audits | Please see the US Carrier Auditing Process |
| Customer Care | Customer care information must be in compliance with the MMA Consumer Best Practices |
| Opt-in Requirements | <p>All opt-in requests must be in compliance with the MMA Consumer Best Practices</p> <p>Opt-in is on a per-campaign basis</p> <ul style="list-style-type: none"> ○ Additional messages may not be delivered to the end user upon completion of the applicable campaign. Subsequent campaigns will require end users to provide opt-in registration specifically for the subsequent campaign. |
| Opt-out Requirements | All opt-out requests must be in compliance with the MMA Consumer Best Practices |
| Help Requirements | The universal HELP keyword must adhere to the MMA Consumer Best Practices |
| Sweeps | <p>Sweepstakes are supported on Boost Mobile with the following stipulations:</p> <ul style="list-style-type: none"> ○ Premium sweepstakes are not supported ○ Standard rate campaigns are accepted on a case-by-case basis and must adhere to Sprint's Sweepstakes Submission Requirements |



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| SMTP/Email gateway | SMS messages delivered via SMTP Gateway is strictly prohibited. |
| FTEU | FTEU programs are not supported |
| Gifting | Gifting programs are not supported |
| Micropayments | Programs involving purchasing physical goods are not supported |
| Alternate billing | Programs supporting credit card/gift card purchasing are not supported |
| Inappropriate content | All content must be in compliance with the MMA Consumer Best Practices |
| Certification Additional Carrier Specific information | <p>Partial certifications are not supported – all services submitted must be certified as one program.</p> <p>CSCA deactivations</p> <ul style="list-style-type: none"> ○ Sprint receives weekly notification of short codes which have not been renewed ○ Sprint will notify Rip Road of the intent to expire the short code on Sprint Nextel Boost networks and provide a ‘renew-by’ date. ○ Sprint will check with the CSCA the day after the renew-by date. If paid, they will remove the short code from the expiration file, if not paid, the short code will be submitted to Sprint Nextel Boost networks for termination from the network. ○ If the short code is allowed to expire, proof of payment is required prior to submission as a NEW short code campaign within standard provisioning cycle timelines <p>DO NOT CONTACT LIST - You must maintain and comply with a do not contact list.</p> |



Guidelines for Cellcom

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| General Pricing | <ul style="list-style-type: none"> ○ Minimum price point is evaluated on a per campaign basis ○ Max price point of \$9.99 ○ Spend cap of \$50.00 per month |
| Chat Services | <ul style="list-style-type: none"> ○ Premium chat programs are supported on a per-message or subscription basis ○ All chat programs must be in compliance with the MMA Consumer Best Practices |
| Advertising | All advertising must be in compliance with the MMA Consumer Best Practices |
| Subscription | Premium subscriptions are supported and can be charged on a monthly or per-message basis |
| Subscription Billing Reminder Message | n/a |
| MMS | Currently, our platform does not support MMS on Cellcom. Please contact your representative at Rip Road for more information. |
| Binary Content | <ul style="list-style-type: none"> ○ Binary Content downloads are not supported |
| Audits | n/a |
| Customer Care | Customer care information must be in compliance with the MMA Consumer Best Practices |
| Opt-in Requirements | All opt-in requests must be in compliance with the MMA Consumer Best Practices |
| Opt-out Requirements | All opt-out requests must be in compliance with the MMA Consumer Best Practices |
| Help Requirements | The universal HELP keyword must adhere to the MMA Consumer Best Practices |
| Sweeps | All sweepstakes/contests must be in compliance with the MMA Consumer Best Practices |
| SMTP/Email gateway | SMS messages delivered via SMTP Gateway is strictly prohibited. |
| FTEU | FTEU programs are not accepted |
| Gifting | Gifting programs are accepted |
| Micropayments | Programs involving purchasing physical goods are not accepted |
| Alternate billing | Programs supporting credit card/gift card purchasing are not accepted |
| Inappropriate content | All content must adhere to the Cellcom Inappropriate Content Policy |
| Certification | Partial certifications are not supported – all services submitted must be certified as one program. |



Guidelines for Cellular One (Formerly Known as Dobson)

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| General Pricing | <ul style="list-style-type: none"> ○ Minimum price point of \$.50 for premium campaigns |
| Chat Services | <ul style="list-style-type: none"> ○ Subscription chat only ○ Chat programs are capped at \$15.00 per month ○ All chat programs must be in compliance with the MMA Consumer Best Practices |
| Advertising | <ul style="list-style-type: none"> ○ All advertising must adhere to the MMA Consumer Best Practices |
| Subscription | <ul style="list-style-type: none"> ○ Monthly and weekly subscriptions are supported |
| Subscription Billing Reminder Message | n/a |
| MMS | Currently, our platform does not support MMS on Cellular One. Please contact your representative at Rip Road for more information. |
| Binary Content | <p>Cellular One supports premium binary content downloads via embedded URL's in SMS.</p> <p>***Please note Cellular One will not allow any ringtone to be sold through any of its content providers that violates the following FCC standards. In other words, if the content couldn't be broadcast on the radio, Cellular One won't sell it as a ringtone***</p> |
| Audits | n/a |
| Customer Care | Customer care information must be in compliance with the MMA Consumer Best Practices |
| Opt-in Requirements | All opt-in requests must be in compliance with the MMA Consumer Best Practices |
| Opt-out Requirements | All opt-out requests must be in compliance with the MMA Consumer Best Practices |
| Help Requirements | The universal HELP keyword must adhere to the MMA Consumer Best Practices |
| Sweeps | All sweepstakes/contests must be in compliance with the MMA Consumer Best Practices |
| SMTP/Email gateway | SMS messages delivered via SMTP Gateway is strictly prohibited. |
| FTEU | FTEU programs are not supported |
| Gifting | Gifting programs are not supported |
| Micropayments | Programs involving purchasing physical goods are not supported |
| Alternate billing | Programs supporting credit card/gift card purchasing are not supported |
| Inappropriate content | Cellular One Content Policy |
| Certification | Partial certifications are not supported – all services submitted must be certified as one program. |



Guidelines for Cellular South

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| General Pricing | <ul style="list-style-type: none"> o Lowest price point is evaluated on a per campaign basis o Cellular South's spend limit is \$50.00 per month managed by the carrier - This can be changed by customer to be up to \$500. |
| Chat Services | <ul style="list-style-type: none"> o All chat programs must be in compliance with the following requirements in addition to MMA Consumer Best Practices o Per message chat programs are not supported – only monthly subscription based chat is accepted |
| Advertising | All advertising must adhere to the MMA Consumer Best Practices |
| Subscription | o Monthly, weekly, daily and per message subscriptions are supported |
| Subscription Billing Reminder Message | n/a |
| MMS | Currently, we do not support MMS on Cellular South. For more information, please contact your Rip Road representative |
| Binary Content | <ul style="list-style-type: none"> o Binary content downloads are accepted on a case-by-case basis o Cellular South supports premium binary content downloads via embedded URL's in SMS and via WAP Pushes. Java applications are not supported. <p>For more information please contact your Rip Road representative</p> |
| Audits | n/a |
| Customer Care | Customer care information must be in compliance with the MMA Consumer Best Practices |
| Opt-in Requirements | All opt-in requests must be in compliance with the MMA Consumer Best Practices |
| Opt-out Requirements | All opt-out requests must be in compliance with the MMA Consumer Best Practices |
| Help Requirements | The universal HELP keyword must adhere to the MMA Consumer Best Practices |
| Sweeps | All sweepstakes/contests must be in compliance with the MMA Consumer Best Practices |
| SMTP/Email gateway | SMS messages delivered via SMTP Gateway is strictly prohibited. |
| FTEU | FTEU programs are accepted on a case-by-case basis |
| Gifting | Gifting programs are accepted |
| Micropayments | Programs involving purchasing physical goods are not accepted |
| Alternate billing | Programs supporting credit card/gift card purchasing are not accepted |
| Inappropriate content | Cellular South Content Policy |
| Certification | Partial certifications are not supported – all services submitted must be certified as one program. |
| Additional Carrier Specific | Full Cellular South Guidelines |



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| information | |
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Guidelines for Cincinnati Bell

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| General Pricing | <ul style="list-style-type: none"> o Programs submitted with a price point higher than \$19.99 are approved on a case-by-case basis |
| Chat Services | <ul style="list-style-type: none"> o Per message and monthly subscription chat is allowed. o All chat programs must be in compliance with the MMA Consumer Best Practices |
| Advertising | All advertising must adhere to the MMA Consumer Best Practices |
| Subscription | <ul style="list-style-type: none"> o Monthly, weekly, daily and per message subscriptions are supported |
| Subscription Billing Reminder Message | n/a |
| MMS | Currently, MMS on Cincinnati Bell is not supported. Please contact your Rip Road representative for more information. |
| Audits | n/a |
| Customer Care | Customer care information must be in compliance with the MMA Consumer Best Practices |
| Opt-in Requirements | All opt-in requests must be in compliance with the MMA Consumer Best Practices |
| Opt-out Requirements | All opt-out requests must be in compliance with the MMA Consumer Best Practices |
| Help Requirements | The universal HELP keyword must adhere to the MMA Consumer Best Practices |
| Sweeps | All sweepstakes/contests must be in compliance with the MMA Consumer Best Practices |
| SMTP/Email gateway | SMS messages delivered via SMTP Gateway is strictly prohibited. |
| Binary Content | <p>Cincinnati Bell supports binary content downloads via embedded URL's in SMS.</p> <p>For more information please contact your Rip Road Representative</p> |
| FTEU | FTEU programs are accepted on a case-by-case basis |
| Gifting | Gifting programs are accepted on a case-by-case basis |
| Micropayments | Programs involving purchasing physical goods are accepted on a case-by-case basis |
| Alternate billing | Programs supporting credit card/gift card purchasing are accepted on a case-by-case basis |
| Inappropriate content | All content must be in compliance with the MMA Consumer Best Practices |



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| Certification | Partial certifications are not supported – all services submitted must be certified as one program. |
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Guidelines for Cricket

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| General Pricing | <ul style="list-style-type: none"> ○ Prepaid users based on a flex bucket system ○ Premium price points are capped at \$6.99 per month ○ Standard rate programs are not supported |
| Chat Services | <ul style="list-style-type: none"> ○ All chat programs must be in compliance with the following requirements in addition to MMA Consumer Best Practices ○ Per message and monthly subscription chat is allowed. |
| Advertising | All advertising must adhere to the MMA Consumer Best Practices |
| Subscription | <ul style="list-style-type: none"> ○ Monthly, weekly, daily and per message subscriptions are supported |
| Subscription Billing Reminder Message | n/a |
| MMS | MMS is supported. Please contact your Rip Road Representative for more information. |
| Binary Content | Cricket supports premium binary content downloads. For more information please contact your Rip Road Representative |
| Audits | n/a |
| Customer Care | Customer care information must be in compliance with the MMA Consumer Best Practices |
| Opt-in Requirements | All opt-in requests must be in compliance with the MMA Consumer Best Practices |
| Opt-out Requirements | All opt-out requests must be in compliance with the MMA Consumer Best Practices |
| Help Requirements | The universal HELP keyword must adhere to the MMA Consumer Best Practices |
| Sweeps | All sweepstakes/contests must be in compliance with the MMA Consumer Best Practices |
| SMTP/Email gateway | SMS messages delivered via SMTP Gateway is strictly prohibited. |
| FTEU | FTEU programs are not accepted |
| Gifting | Gifting programs are not accepted |
| Micropayments | Programs involving purchasing physical goods are not accepted |
| Alternate billing | Programs supporting credit card/gift card purchasing are not accepted |
| Inappropriate content | All content must adhere to the MMA Consumer Best Practices |
| Certification | Partial certifications are not supported – all services submitted must be certified as one program. |
| Additional Carrier Specific information | ***All messages have a character limit of 152 characters*** |





Guidelines for Nextel

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| General Pricing | <ul style="list-style-type: none"> ○ Campaigns over \$9.99 per month will be approved on a case-by-case basis ○ Nextel has a monthly spend limit of \$50 managed by the carrier ○ Subscribers must open an eWallet account to utilize 3rd party content. If a user has not set up their eWallet account, you may send them a std rate MT directing them to the URL link below to activate their eWallet account: http://nextelonline.nextel.com/en/services/personalize/nextel_wallet.shtml ○ A subscriber then must re-solicit the 3rd party content. |
| Chat Services | <ul style="list-style-type: none"> ○ All chat programs must be in compliance with the following requirements in addition to MMA Best Practices Chat Guidelines ○ Per message chat is not supported. Only monthly subscription chat can be run with a maximum price point of \$19.99 per month. ○ Minors cannot chat with adults. ○ All chat programs must be monitored and screened for adult content and language and illegal activities. ○ The service provides an estimate to subscribers of how many messages are required to sign up. ○ Subscribers must be able to report other subscribers and block other subscribers. ○ There must be clear guidelines for how subscribers are removed from the service. ○ ADULT CHAT CANNOT BE SUPPORTED |
| Advertising | All advertising must adhere to the MMA Consumer Best Practices |
| Subscription | <ul style="list-style-type: none"> ○ Campaigns over \$9.99 per month will be approved on a case-by-case basis ○ A \$19.99 price point for a monthly subscription can be requested on an individual- case basis on Nextel. The value proposition for the price point must be appropriate. For ex. 5 ringtones for \$9.99 a month, or 10 ringtones for \$19.99 a month. The value should at least double from a \$9.99 subscription. ○ Daily billing is supported. Cannot exceed an aggregate \$30 per month |
| Subscription Billing Reminder Message | n/a |
| MMS | n/a |
| Binary Content | n/a |
| Audits | Please see the US Carrier Auditing Process |
| Customer Care | Customer care information must be in compliance with the MMA Consumer Best Practices |
| Opt-in Requirements | <p>All opt-in requests must be in compliance with the MMA Consumer Best Practices</p> <p>Opt-in is on a per-campaign basis</p> <ul style="list-style-type: none"> ○ Additional messages may not be delivered to the end user upon completion of the applicable campaign. Subsequent campaigns will require end users to provide opt-in registration specifically for the subsequent campaign. |



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| | <ul style="list-style-type: none"> ○ Nextel must approve the post-registration notification in writing. Although you may offer several opt-out options, the end user must be allowed to opt-out in the same manner to which the end user opted-in. <p>MT's - You can send messages only to end users who have opted-in, and messages shall contain only the content corresponding to:</p> <ul style="list-style-type: none"> (a) the Short Code used by such Registered User; or (b) the content described during the opt-in registration process <p>Opt-in registrations via a website</p> <ul style="list-style-type: none"> ○ Must include three levels of validation, i.e., after registering; a validation code will be delivered to the end user's handset and the code must then be entered into the web site by the end user. ○ You must include your phone contact information. |
| Opt-out Requirements | All opt-out requests must be in compliance with the MMA Consumer Best Practices |
| Help Requirements | The universal HELP keyword must adhere to the MMA Consumer Best Practices |
| Sweeps | Sweepstakes are supported on Nextel with the following stipulations: <ul style="list-style-type: none"> ○ Premium sweepstakes are not supported ○ Standard rate campaigns are accepted on a case-by-case basis and must adhere to Sprint's Sweepstakes Submission Requirements |
| SMTP/Email gateway | SMS messages delivered via SMTP Gateway is strictly prohibited. |
| FTEU | FTEU programs are not supported |
| Gifting | Gifting programs are not supported |
| Micropayments | Programs involving purchasing physical goods are not supported |
| Alternate billing | Programs supporting credit card/gift card purchasing are not supported |
| Inappropriate content | All content must be in compliance with the MMA Consumer Best Practices |
| Certification | Partial certifications are not supported – all services submitted must be certified as one program. |
| Additional Carrier Specific information | <p>Handsets</p> <ul style="list-style-type: none"> ○ Nextel two way and MMS handsets support 500 character message lengths. Nextel SMS only handsets support 140 character message lengths and cannot originate MO messages. ○ Some Nextel handsets include the handset's phone number in the body of the MO. For example – sending a MO of "Chat" on a Nextel handset will look like "+14085907199 Chat" as the body. So consequently, your application will receive "+14085907199 Chat". Please adjust your application accordingly to respond appropriately. <p>CSCA deactivations</p> <ul style="list-style-type: none"> ○ Sprint receives weekly notification of short codes which have not been |



renewed

- Sprint will notify Rip Road of the intent to expire the short code on Sprint Nextel Boost networks and provide a 'renew-by' date.
- Sprint will check with the CSCA the day after the renew-by date. If paid, they will remove the short code from the expiration file, if not paid, the short code will be submitted to Sprint Nextel Boost networks for termination from the network.
- If the short code is allowed to expire, proof of payment is required prior to submission as a NEW short code campaign within standard provisioning cycle timelines

DO NOT CONTACT LIST - You must maintain and comply with a do not contact list.



Guidelines for nTelos

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| General Pricing | ○ Price points are approved on a per-campaign basis |
| Chat Services | ○ All chat programs must be in compliance with the MMA Consumer Best Practices |
| Advertising | ○ All advertising must be in compliance with the MMA Consumer Best Practices |
| Subscription | ○ Standard rate subscriptions are supported |
| Subscription Billing Reminder Message | n/a |
| MMS | n/a |
| Binary Content | n/a |
| Audits | n/a |
| Customer Care | Customer care information must be in compliance with the MMA Consumer Best Practices |
| Opt-in Requirements | All opt-in requests must be in compliance with the MMA Consumer Best Practices |
| Opt-out Requirements | All opt-out requests must be in compliance with the MMA Consumer Best Practices |
| Help Requirements | The universal HELP keyword must adhere to the MMA Consumer Best Practices |
| Sweeps | All sweepstakes/contests must be in compliance with the MMA Consumer Best Practices |
| SMTP/Email gateway | SMS messages delivered via SMTP Gateway is strictly prohibited. |
| FTEU | FTEU programs are not accepted |
| Gifting | Gifting programs are not accepted |
| Micropayments | Programs involving purchasing physical goods are not accepted |
| Alternate billing | Programs supporting credit card/gift card purchasing are not accepted |
| Inappropriate content | All content must adhere to the MMA Consumer Best Practices |
| Certification | Partial certifications are not supported – all services submitted must be certified as one program. |



Guidelines for Sprint

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| General Pricing | <ul style="list-style-type: none"> ○ Chat Campaigns are capped at \$19.99 per month ○ Non-chat campaigns over \$9.99 per month will be approved on a case-by-case basis |
| Chat Services | <ul style="list-style-type: none"> ○ Only monthly billed chat is supported ○ Maximum price point is \$19.99 per month ○ All chat programs must be in compliance with the MMA Consumer Best Practices |
| Advertising | All advertising must adhere to the MMA Consumer Best Practices |
| Subscription | <p><u>Daily Subscriptions</u> Should not exceed an aggregate of greater than \$30/month. (ie: Joke of the day, Alert of the day) – \$1.00/day maximum.</p> <p><u>Weekly Subscriptions</u> Sprint will NOT be approving any weekly price points. Early refunding data suggests that this pricing philosophy is a call driver higher than typical run rates. Sprint will be reviewing current weekly price points and may elect to move those to monthly.</p> <p><u>Monthly Subscriptions</u> Current maximum price point Sprint is \$9.99/month. *Requests for \$19.99 monthly maximum will be reviewed on a case-by-case basis and the campaign must exemplify increased value to sustain increased price (does NOT assume current \$9.99 price points will move to \$19.99)</p> |
| Subscription Billing Reminder Message | n/a |
| MMS | Currently, does not support MMS on Sprint. Please contact your representative for more information. |
| Binary Content | <p>Binary content is supported on Sprint with the following stipulations:</p> <ul style="list-style-type: none"> ○ Videos are not supported ○ WAP Pushes are not supported. Content can only be delivered via an SMS embedded link ○ You must supply a domain so Sprint can enable a whitelist <p>For more information on the Sprint DNS and additional binary documentation, please ask your representative at Rip Road for more information.</p> |
| Audits | Please see the US Carrier Auditing Process |
| Customer Care | Customer care information must be in compliance with the MMA Consumer Best Practices |
| Opt-in Requirements | All opt-in requests must be in compliance with the MMA Consumer Best Practices |



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| Opt-out Requirements | All opt-out requests must be in compliance with the MMA Consumer Best Practices |
| Help Requirements | The universal HELP keyword must adhere to the MMA Consumer Best Practices |
| Sweeps | Sweepstakes are supported on Sprint with the following stipulations: <ul style="list-style-type: none"> o Premium sweepstakes are not supported o Standard rate campaigns are accepted on a case-by-case basis and must adhere to Sprint's Sweepstakes Submission Requirements |
| SMTP/Email gateway | SMS messages delivered via SMTP Gateway is strictly prohibited. |
| FTEU | FTEU programs are not accepted |
| Gifting | Gifting programs are not accepted |
| Micropayments | Programs involving purchasing physical goods are not accepted |
| Alternate billing | Programs supporting credit card/gift card purchasing are not accepted |
| Inappropriate content | Sprint Content Standards |
| Certification | Partial certifications are not supported – all services submitted must be certified as one program. |
| Additional Carrier Specific information | <p>CSCA deactivations</p> <ul style="list-style-type: none"> o Sprint receives weekly notification of short codes which have not been renewed. o Sprint will notify of the intent to expire the short code on Sprint Nextel Boost networks and provide a 'renew-by' date. o Sprint will check with the CSCA the day after the renew-by date. If paid, they will remove the short code from the expiration file, if not paid, the short code will be submitted to Sprint Nextel Boost networks for termination from the network. o If the short code is allowed to expire, proof of payment is required prior to submission as a NEW short code campaign within standard provisioning cycle timelines <p>DO NOT CONTACT list</p> <ul style="list-style-type: none"> o You must maintain and comply with a do not contact list. |



Guidelines for T-MOBILE

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| General Pricing | <ul style="list-style-type: none"> ○ End user cap for all services except Chat is \$30.00 per month managed by the application provider. ○ Chat services may exceed this limit if approved by T-Mobile and if consent from the user is sought at every \$25.00 increment of spending capped at \$75.00 per month managed by the application provider ○ \$10.00 is the maximum allowable rate of a single billing event ○ \$30.00 is the maximum allowable for multiple billing events to a single user in a one month period for a single service. In this instance, notification of pricing should be sent in increments of \$10.00. This message should supply disclosure to the user that they have accumulated \$10.00 (or relevant derivative) along with relevant opt-out information and HELP command. <p>☑ iTV is supported, spending is capped at \$20.00 per user</p> |
| Chat Services | <ul style="list-style-type: none"> ○ Per message chat is capped at \$0.99 per message ○ Monthly subscription chat is allowed, but capped at \$9.99 per month ○ Per the MMA Consumer Best Practices, reminder messages must be sent out in increments of \$25.00 requiring the end user to opt back in |
| Advertising | <p>All advertising must adhere to the following guidelines in addition to the MMA Consumer Best Practices</p> <p>T-Mobile Advertising Guidelines</p> |
| Subscription | <ul style="list-style-type: none"> ○ Monthly and Weekly subscriptions are supported. ○ Except for caps specific to Premium Chat Services outlined in the section on Chat Services, \$30.00 is the maximum allowable for multiple billing events to a single user in a one month period for a single Service. In this instance, notification of pricing must be sent in increments of \$10.00 or relevant derivatives to the pricing increments being applied throughout the month. This message should supply disclosure to user they have accumulated \$10.00 (or relevant derivative) along with relevant opt-out information and HELP command. <p>Full details of T-Mobile's subscription policy can be found in the T-Mobile Guidelines.</p> |
| Subscription Billing Reminder Message | <p>n/a</p> |
| MMS | <p>Currently, we do not support MMS on T-Mobile. Please contact your representative at Rip Road for more information.</p> |
| Binary Content | <p>Binary content is supported on T-Mobile via WAP Push and SMS</p> |



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| | <p>embedded URL's.</p> <ul style="list-style-type: none"> ○ If ringtones or wallpapers are to be given away as part of a promotional campaign, an extra charge per item of content downloaded applies. Please ask your representative at Rip Road for details. ○ Binary subscription services including WAP push, ringtones, wallpaper, etc. are subject to a cost per premium download message. Standard revenue share does not apply. Ask your representative at Rip Road for details. <p>For full details, please see the T-Mobile Guidelines</p> |
| Audits | n/a |
| Customer Care | <p>All customer care must adhere to the following guidelines in addition to the MMA Consumer Best Practices</p> <p>T-Mobile Guidelines</p> |
| Opt-in Requirements | <p>All opt-in requirements must adhere to the following guidelines in addition to the MMA Consumer Best Practices</p> <p>T-Mobile Guidelines</p> |
| Opt-out Requirements | <p>All opt-out requirements must adhere to the following guidelines in addition to the MMA Consumer Best Practices</p> <p>T-Mobile Guidelines</p> |
| Help Requirements | <p>The universal help command must adhere to the following guidelines in addition to the MMA Consumer Best Practices</p> <p>T-Mobile Guidelines</p> |
| Sweeps | <p>All sweepstakes rules must adhere to the following guidelines in addition to the MMA Consumer Best Practices</p> <p>T-Mobile Guidelines</p> |
| SMTP/Email gateway | SMS messages delivered via SMTP Gateway is strictly prohibited. |
| FTEU | FTEU programs are accepted |
| Gifting | Gifting programs are not accepted |
| Micropayments | Programs involving purchasing physical goods are not accepted |
| Alternate billing | Programs supporting credit card/gift card purchasing are supported |
| Inappropriate content | T-Mobile Content Standards |
| Certification | Partial certifications are not supported – all services submitted must be certified as one program. |
| Additional Carrier Specific information | <p>All New Programs</p> <p>Once approved, a Testing and Certification process is required to move any campaign into production.</p> <ul style="list-style-type: none"> ○ T-Mobile must be notified via Rip Road at least 15 working days in advance that the service is ready to launch ○ You will need to submit a new program brief documenting |



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| | <p>applicable changes to service for any amendments to a campaign</p> <ul style="list-style-type: none">○ Every 60 days, or at a frequency at the discretion of T-Mobile, T-Mobile requires that all services be audited for compliance. If at any time production services are found out of compliance they may be suspended immediately without prior notification. This is a zero tolerance policy.○ Any new white label/affiliate program is considered a new service and must be submitted to T-Mobile as a new program.○ Non-recurring premium campaigns may be offered with a single opt-in○ Downloadable applications must be authorized by True North Services prior to certification <p>Full T-Mobile Guidelines can be found here: T-Mobile Guidelines</p> |
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Guidelines for US CELLULAR

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| General Pricing | <ul style="list-style-type: none"> ○ US Cellular has a \$50 monthly spend cap managed by US Cellular ○ \$30.00 is the maximum allowable rate of a single billing event and for a monthly subscription charge. ○ <i>* If a Content Provider offers campaigns at varying price points, then the lowest price offered to any other carrier must also be offered to U.S. Cellular subscribers.</i> |
| Chat Services | <ul style="list-style-type: none"> ○ US Cellular supports monthly subscription and per message chat programs, however if a Content Provider offers a chat campaign at varying price points across carrier, then the lowest price offered to any other carrier must also be offered to U.S. Cellular subscribers. Subscription billing is considered a lesser price point than per message chat. ○ MMA Consumer Best Practices must be followed as well as the US Cellular Guidelines |
| Advertising | <p>All advertising must adhere to the following guidelines in addition to the MMA Consumer Best Practices</p> <p>U.S. Cellular cannot be listed when advertised content and/or services are not available to US Cellular customers.</p> <p>Full advertising policies for US Cellular can be found here: US Cellular Guidelines</p> |
| Subscription | <p>Only monthly subscriptions will be available, no weekly or daily subscriptions are allowed.</p> <p>Full subscription policies for US Cellular can be found here: US Cellular Guidelines</p> |
| Subscription Billing Reminder Message | <p><i>Before the program is renewed, or at a minimum of once per month, a renewal message must be sent to the participating subscriber's handset containing these details:</i></p> <ul style="list-style-type: none"> ○ The name of program ○ The fact that the program is a subscription and is being renewed ○ Billing period and advice of charge for the program ○ Opt-out details |
| MMS | n/a |
| Binary Content | Binary content is not supported on US Cellular |
| Audits | Please see the US Carrier Auditing Process |
| Customer Care | <p>Customer Care information must adhere to the following guidelines in addition to the MMA Consumer Best Practices</p> <p>US Cellular Guidelines</p> |
| Opt-in Requirements | All opt-in requests must adhere to the following guidelines in addition to |



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| | the MMA Consumer Best Practices US Cellular Guidelines |
| Opt-out Requirements | All opt-out requests must adhere to the following guidelines in addition to the MMA Consumer Best Practices US Cellular Guidelines |
| Help Requirements | The universal help command must adhere to the following guidelines in addition to the MMA Consumer Best Practices US Cellular Guidelines |
| Sweeps | The sweepstakes rules must adhere to the following guidelines in addition to the MMA Consumer Best Practices US Cellular Guidelines |
| SMTP/Email gateway | SMS messages delivered via SMTP Gateway is strictly prohibited. |
| Free to End User | FTEU programs are not accepted |
| Gifting | Gifting programs are not accepted |
| Micropayments | Programs involving purchasing physical goods are not accepted |
| Alternate billing | Programs supporting credit card/gift card purchasing are not accepted |
| Inappropriate content | US Cellular Guidelines |
| Certification | Partial certifications are not supported – all services submitted must be certified as one program. |
| Additional Carrier Specific information | ***All messages have a character limit of 150 characters*** |



Guidelines for Verizon Wireless

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| General Pricing | Verizon Wireless has a \$100.00 monthly spend cap that is managed by the content provider |
| Chat Services | <p>Verizon Wireless will accept new chat programs on a case-by-case basis. Full chat guidelines for Verizon Wireless can be found here: Verizon Wireless Chat Guidelines</p> <p>For more information regarding submitting a chat program to Verizon Wireless, please contact your representative at Rip Road.</p> |
| Advertising | <p>Verizon Wireless must be referred to as “Verizon Wireless” and not Verizon. Full advertising guidelines can be found here: Verizon Wireless Guidelines</p> |
| Subscription | <ul style="list-style-type: none"> ○ Daily billing is capped at \$.30 per day ○ Monthly billing is capped at \$9.99 per month ○ The spend cap is enforced per calendar month and not based on subscription dates |
| Subscription Billing Reminder Message | <p>A standard rate MT must be sent no earlier than 3 days prior to the subscription renewal containing these details:</p> <ul style="list-style-type: none"> ○ The name of program ○ The fact that the program is a subscription and is being renewed ○ Billing period and advice of charge for the program ○ The date that the program will renew ○ Opt-out details |
| MMS | <p>Outbound MMS is available. Please see the Verizon Wireless Guidelines for more details</p> |
| Binary Content | <p>Binary content is available via MMS only.</p> <ul style="list-style-type: none"> ○ Billing must occur after successful download of binary content <p>Please see the Verizon Wireless Guidelines for more details</p> |
| Audits | <p>Please see the US Carrier Auditing Process</p> |
| Customer Care | <ul style="list-style-type: none"> ○ Verizon Wireless requires a toll-free number for all premium campaigns in addition to an email address and support URL <p>Customer Care information must adhere to the following guidelines in addition to the MMA Consumer Best Practices</p> <p>Verizon Wireless Guidelines</p> |
| Opt-in Requirements | <p>All opt-in requests must adhere to the following guidelines in addition to the MMA Consumer Best Practices</p> <p>Verizon Wireless Guidelines</p> |



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| Opt-out Requirements | All opt-out requests must adhere to the following guidelines in addition to the MMA Consumer Best Practices Verizon Wireless Guidelines |
| Help Requirements | Verizon Wireless prohibits the use of an email address as support information in the help MT. Only a toll-free number or URL for support will be accepted. The universal help command must adhere to the following guidelines in addition to the MMA Consumer Best Practices Verizon Wireless Guidelines |
| Sweeps | The sweepstakes rules must adhere to the following guidelines in addition to the MMA Consumer Best Practices Verizon Wireless Guidelines |
| SMTP/Email gateway | SMS messages delivered via SMTP Gateway is strictly prohibited. |
| Free to End User | FTEU programs are accepted on a case-by-case basis |
| Gifting | Gifting programs are not accepted |
| Micropayments | Programs involving purchasing physical goods are accepted on a case-by-case basis, but billing for IVR programs is not allowed |
| Alternate billing | Programs supporting credit card/gift card purchasing are not accepted |
| Inappropriate content | Verizon Wireless Guidelines |
| Certification | Partial certifications are not supported – all services submitted must be certified as one program. |
| Additional Carrier Specific information | Character support <ul style="list-style-type: none"> ○ French and Spanish characters are not supported. |



Guidelines for Virgin Mobile USA

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| General Pricing | <ul style="list-style-type: none"> ○ Virgin Mobile is a prepaid network ○ \$.99 minimum price point for binary campaigns ○ Spend cap of \$75.00 per month |
| Chat Services | <ul style="list-style-type: none"> ○ Per message and monthly subscription chat are supported ○ All chat programs must be in compliance with the MMA Consumer Best Practices in addition to the Virgin Mobile Guidelines |
| Advertising | All advertising must be in compliance with the MMA Consumer Best Practices |
| Subscription | <ul style="list-style-type: none"> ○ Monthly subscriptions are supported ○ Daily/weekly subscriptions are approved on a case-by-case basis |
| Subscription Billing Reminder Message | n/a |
| MMS | n/a |
| Binary Content | <p>Binary content is available via WAP Push or via embedded URL on select handsets.</p> <ul style="list-style-type: none"> ○ Billing must occur before download for binary content <p>Please see the Virgin Mobile Guidelines for more details</p> |
| Audits | Please see the US Carrier Auditing Process |
| Customer Care | <p>Customer Care information must adhere to the MMA Consumer Best Practices</p> <ul style="list-style-type: none"> ○ Toll-free numbers are required for premium campaigns ○ Support phone numbers (toll-free or otherwise) are required for standard rate campaigns |
| Opt-in Requirements | <p>All opt-in requests must adhere to the following guidelines in addition to the MMA Consumer Best Practices</p> <p>Virgin Mobile Guidelines</p> |
| Opt-out Requirements | <p>All opt-out requests must adhere to the following guidelines in addition to the MMA Consumer Best Practices</p> |



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| | Virgin Mobile Guidelines |
| Help Requirements | The universal help command must adhere to the following guidelines in addition to the MMA Consumer Best Practices Virgin Mobile Guidelines |
| Sweeps | The sweepstakes rules must adhere to the following guidelines in addition to the MMA Consumer Best Practices Virgin Mobile Guidelines |
| SMTP/Email gateway | SMS messages delivered via SMTP Gateway is strictly prohibited. |
| Free to End User | FTEU programs are accepted on a case-by-case basis |
| Gifting | Gifting programs are not accepted |
| Micropayments | Programs involving purchasing physical goods are accepted on a case-by-case basis, but billing for IVR programs is not allowed |
| Alternate billing | Programs supporting credit card/gift card purchasing are not accepted |
| Inappropriate content | Virgin Mobile Guidelines |
| Certification | Partial certifications are not supported – all services submitted must be certified as one program. |
| Additional Carrier Specific information | Full Virgin Mobile guidelines can be found here: Virgin Mobile Guidelines |



Carrier Overview

This is a quick summary of most common service/questions.

| | Alltel | AT&T | Boost | CellCom | Cellular One | Cellular South | Cincinnati Bell | Cricket |
|----------------------------------|--------|--------|--------|---------|--------------|----------------|-----------------|--------------|
| Standard Rate SMS Service | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Case by Case |
| Premium Rate SMS Service | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Alerts | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| CHAT | Yes | Yes | Subs | Yes | Subs | Subs | Yes | Yes |
| Ringtones/Wallpaper | No | Yes | No | No | Yes | No | No | Yes |
| Games | No | Yes | No | No | Yes | Case by Case | No | Yes |
| Max Price Point | \$9.99 | \$9.99 | \$6.99 | \$9.99 | \$9.99 | \$9.99 | \$19.99 | \$6.99 |
| Spend Cap Limit | \$75 | \$100 | \$50 | \$50 | None | \$50 | None | None |

| | Nextel | nTelos | Sprint | T-Mobile | US Cellular | Verizon Wireless | Virgin Mobile |
|----------------------------------|---------|--------|---------|-----------------------------|-------------|------------------|---------------|
| Standard Rate SMS Service | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Premium Rate SMS Service | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Alerts | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| CHAT | Subs | Yes | Subs | Yes | Yes | Case by case | Yes |
| Ringtones/Wallpaper | No | No | Yes | Yes | No | MMS | Yes |
| Games | No | No | Yes | Case by case | No | No | Yes |
| Max Price Point | \$19.99 | \$9.99 | \$19.99 | \$9.99 | \$29.99 | \$9.99 | \$19.99 |
| Spend Cap Limit | \$50 | None | None | \$75(Chat) \$30 (Others) | \$50 | \$100 | \$75 |

