



## Premium SMS - Shared Short Code

### What is premium sms

A Premium SMS is an SMS that is sent from a mobile phone to a shortcode (eg. 45633). a short code a 5 digit number.

LogicSMS offers 2 options: **dedicated** and **shared** short codes. The information below refers to a **shared** short code, dedicated short code information is available on request or download from <http://www.logicsms.co.za/premiumsms/default.html>

### Example of a shared short code using a keyword

Send an SMS to 45633 starting with the word *help*

### How it works

- Cellphone users can send an sms message to your short code and keyword.
- The message sent contains a unique keyword to identify the campaign.
- The sender is charged a fee for that message band eg. R2.00 for each message.
- LogicSMS will match the keyword to your account and send back the response message.
- Participants receive a customisable confirmation SMS (Advanced users can use this to query databases and return the result to the sender).
- The confirmation is included as part of the Premium SMS package.
- A revenue share or payout is accumulated everytime a message is received by the system. See payouts section below.

### Keyword Based

The Shared short code premium sms service uses a keyword to identify your traffic on the shortcode. The short code is shared amongst multiple LogicSMS customers using a unique keyword of your choice.

### Why is it called SHARED

The short code is shared amongst multiple LogicSMS customers using a unique keyword of your choice. Another LogicSMS customer cannot use your keyword, but can use the same short code.

## What can I use it for

- Competitions
- Collect information
- Vote lines
- Donations
- Collect Orders
- Content Hosting

## Message Bands (Cost of the Premium SMS)

The sender of the premium sms will pay the cost of the premium sms based on the band chosen during signup and/or order form.

There are 11 bands available (each band is registered to its own short code):

1. R1.00 (Competition sms)
2. R1.50 (Competition sms)
3. R2.00
4. R3.00
5. R5.00
6. R7.50
7. R10.00
8. R15.00
9. R20.00
10. R25.00
11. R30.00

Cellphone users will be charged the above sms fee when sending a message to your short code keyword combination (free sms's and discounted rates as per the contact or prepaid contact dont apply). If the keyword is not matched the cellphone is still charged by the network. If there is not enough funds/airtime on the cellphone account, the sms will not be received by logic sms.

## Confirmation SMS

A confirmation sms message is automatically sent in response to a premium sms received on the LogicSMS system. The confirmation sms message can be customised, via the website, at any time.

## Pricing

- R480 (ex VAT) per keyword for 1 year rental paid in advance. R480 (ex VAT) is equal to 2000 logicsms credits.
- Unlimited incoming sms messages
- Keyword will expire after 1 year.

There is no obligation to renew expired keywords. Expired keywords will be returned into the public pool and may be used by other logicsms customers.

This fee does not limit the number of premium sms messages you can receive.

## Payouts

The following payout per message per network (includes confirmation message) is provided:

Band	Vodacom		MTN		CellC		Telkom Mobile	
	Incl VAT	Ex VAT	Incl VAT	Ex VAT	Incl VAT	Ex VAT	Incl VAT	Ex VAT
R 1.00	R 0.06	R 0.05	R 0.06	R 0.05	R 0.06	R 0.05	R 0.06	R 0.05
R 1.50	R 0.44	R 0.39	R 0.31	R 0.27	R 0.17	R 0.15	R 0.31	R 0.27
R 2.00	R 0.68	R 0.60	R 0.57	R 0.50	R 0.25	R 0.22	R 0.57	R 0.50
R 3.00	R 1.28	R 1.12	R 1.13	R 0.99	R 0.51	R 0.44	R 1.13	R 0.99
R 5.00	R 2.90	R 2.54	R 2.46	R 2.16	R 0.97	R 0.85	R 2.46	R 2.16
R 7.50	R 4.30	R 3.77	R 3.90	R 3.42	R 1.62	R 1.42	R 3.90	R 3.42
R 10.00	R 6.30	R 5.53	R 5.10	R 4.47	R 2.21	R 1.94	R 5.10	R 4.47
R 15.00	R 10.48	R 9.19	R 8.80	R 7.72	R 3.51	R 3.08	R 8.80	R 7.72
R 20.00	R 12.74	R 11.18	R 10.82	R 9.49	R 4.47	R 3.92	R 10.82	R 9.49
R 25.00	R 15.95	R 13.99	R 13.52	R 11.86	R 5.77	R 5.06	R 13.52	R 11.86
R 30.00	R 18.32	R 16.07	R 16.32	R 14.32	R 7.07	R 6.20	R 16.32	R 14.32

(Revision date: Sept 2017. Payouts are effective 1st Dec 2011, for messages sent after the 1st of Dec 2011. Terms and Conditions apply. Virgin Mobile payouts are the same as CellC). Errors and omissions excluded. Ex vat amounts are for display purposes only-Refer to VAT inc price for correct amounts.

*When comparing different payouts by different service providers check to see if the provider charges for the confirmation SMS (we dont charge for the confirmation message).*

*VAT inclusive amounts will only be paid out to a valid VAT registered company with a VAT number and Tax Invoice.*

Payouts are not paid automatically and must be requested via the website.

A payout report is provided online under the Premium SMS - Payout Report menu.

### **How do I claim a payout?**

Payouts can be viewed online per month. The Payout Statement will show the status of all previous and/or current payouts.

To claim, please login to your account and request a payout online and send us the invoices required. We will then process and send back any adjustments, if required. We may contact you requesting information.

### **When are payouts paid?**

There is an initial 90-99 day wait period and thereafter a payout can be paid every month.

### **Early Payouts**

If you would like to receive a payout earlier, we can payout 60-69 days. 10% of the payout will be deducted for an earlier payout.

### **Payout Deductions**

Any payout that has a total of less than R300.00 (three hundred rand), LogicSMS will deduct R20 banking fee.

To avoid the banking fee, LogicSMS will request the payout to be carried over from month to month until the total payout is larger than R300.00

### **Payout Expiry**

Payouts have a lifespan and expire if not paid to you. A payout will start to attract an expiry 6 months after the message was received.

Expiration can be avoided if a payout request is paid to you within 6 months of the message being received. A payout request does not pause or cancel the expiration.

Please see more details at: <https://www.logicsms.co.za/terms.html>

### **Competitions (sms and win)**

Competitions (sms and win) can only be run on the R1.00 or R1.50 band. Payouts become void if a competition is run on any other band.

### **Premium SMS Inbox**

All incoming messages from cellphone users wishing to participate in your campaign, will appear in your Premium SMS Inbox in real time under your online profile on the website.

Advanced message forwarding is available on request or via the website.

## WASPA Code of conduct and Advertising Rules

LogicSMS is a member of WASPA (<http://www.waspa.org.za>) and adheres to the Code of conduct and advertising rules.

Should you, the customer, wish to make use of the LogicSMS Premium SMS service, you automatically are required to review, agree to, adhere and uphold the code of conduct and advertising rules.

### Getting Started

Getting started is very simple,

*if you dont have a logicsms account,*  
simply signup by completing the signup form and you will be emailed your username and password and proceed to the steps below

*If you have a logicsms account,*  
simply login to your profile and proceed to the steps below

Ensure you have enough credits, as above, to order a keyword, then click on the Premium SMS - Order Keyword menu and complete the form on the page.

If you experience any problems, please contact the call center by telephone or email.

### How To

How to customise my confirmation message?

*Login, Click on the Premium SMS - Setup Keyword menu and edit the message under "response message" and then click on the save changes button.*

How to do I add the numbers received into a bulk sms group?

*Login, Click on the Premium SMS - Setup Keyword menu and tick the AUTO GROUP option and then click on the save changes button.*

### Contact Details

LogicSMS can be contacted at 011 287 2214 or 010 900 4000 or [support@logicsms.co.za](mailto:support@logicsms.co.za)

Office hours: Monday to Friday 8:30am to 5:00pm

Website address: <http://www.logicsms.co.za>

### After hours support

Email: [support@logicsms.co.za](mailto:support@logicsms.co.za) We will get back to you.

### WASPA

LogicSMS is a member of WASPA subscribes to their terms & conditions and code of conduct. For more details visit: <http://www.waspa.co.za>

