



## 1. Overview

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In order to send messages to mobile handset in the Canada you are required to have a dedicated short code. These short codes work with the following network operators and enable two-way messaging:

- SaskTel Mobility
- Telus Mobility
- Bell Mobility
- Rogers/ AT&T
- MTS Mobility
- Virgin Mobile
- Aliant Mobility
- Fido Solutions
- Northerntel Mobility
- Telesec Mobility

Please note that the supported SMS length in Canada is 136 characters per SMS.

## 2. Available shortcodes

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Only dedicated short codes are available in Canada. You may either choose to have a short code number randomly assigned to you, or you may choose a specific short code number if available.

These are known as:

- **Random:** A random short code assigned to you; e.g. 76432
- **Selected:** A specific short code requested by you (if available); e.g. 33333

## 3. Pricing

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Clickatell charges a setup fee and a monthly rental fee. A small switching fee **of 1/3 of a credit** is charged for all inbound (MO) messages that you receive. Outbound (MT) message fees may vary between networks and can be viewed on the [Short Code Coverage using MO](#) page.

**Please refer to the table below for pricing.**

Fee type	Setup	Monthly
Random short code (5 digit)	\$1,000	\$1,200
Vanity short code (5 or 6 digit)	\$1,000	\$1,200

Short Codes are assigned to a specific program type(s). Applicants must provide detailed information on the:

- Program type(s) that they wish to offer to mobile phone consumers.
- The specific number of Short Codes required for the program.
- The desired pricing of the application.

All short codes in Canada are obtained through a central body. This body charges a monthly rental fee, which is included in the above pricing.

**Note:** The WSPs retain the right to not participate in any particular program. The application form is available at [www.txt.ca](http://www.txt.ca).

**If you have already obtained your own short code, then the following pricing will apply:**

Fee type	Setup	Monthly
Random short code (5 digit)	\$1,000	\$850
Vanity short code (5 or 6 digit)	\$1,000	\$850

- These prices exclude VAT and are per allocated number.
- Short codes and services subject to Canadian carrier approval; typical approval time around 6 – 8 weeks.
- Rental fee to be paid in advance on a quarterly basis.
- Rental is back-dated to the date of application and NOT the date on which the service commences.
- Setup fees to be paid in advance.

Visit [http://www.clickatell.com/downloads/Clickatell\\_Canadian\\_Shortcode\\_pricing\\_revenue\\_share.pdf](http://www.clickatell.com/downloads/Clickatell_Canadian_Shortcode_pricing_revenue_share.pdf) to check for updates to this document.