



## Pricing for Standard-rated Virtual Mobile Numbers

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## 1. Overview

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There are various applications and services that are associated with two-way messaging - also known as Virtual Mobile Number (VMN, or MO) messaging. Clickatell's role in this regard is to act as a conduit between the mobile user and your application, or alternatively, with Clickatell ICM (Interactive Campaign Manager). In order to facilitate this, one or more telephone numbers, known as VMNs, are required.

Clickatell rents these VMNs to our clients. This enables the mobile handset to reply to a message sent through Clickatell, or to send a message directly to the VMN. This document describes the VMN types available and the associated costs.

Short codes are also available in various regions. Please consult the Short code section on our website which can be found at: <http://www.clickatell.com/products/shortcode.php>

Two-way messaging in the USA requires the rental of a short code. Please visit: <http://www.clickatell.com/pricing/shortcodes.php> for pricing and more information.

## 1. Pricing

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Clickatell charges a setup fee and a monthly rental fee. A small switching fee (currently 1/3 of a credit) is charged for all inbound (MO) messages that you receive. Normal fees are charged for outbound (MT) messaging. These fees can be found at prices available from our website at [http://www.clickatell.com/pricing/message\\_cost.php](http://www.clickatell.com/pricing/message_cost.php).

Please refer to the table below for setup and rental costs:

Virtual Mobile Number (VMN)	Coverage	Set-up Cost	Monthly cost
United Kingdom Option 1 (+44a)	<a href="#">Coverage Table</a>	€100	€25
United Kingdom Option 2 (+44b)	<a href="#">Coverage Table</a>	€100	€25
*United Kingdom Tagged (+44b)	<a href="#">Coverage Table</a>	€100	€90
Australia (+61)	<a href="#">Coverage Table</a>	€100	€25
Denmark (+45)	<a href="#">Coverage Table</a>	€100	€35
Sweden (+46)	<a href="#">Coverage Table</a>	€100	€25

- These prices exclude VAT, and where applicable are per allocated number.
- Setup is paid in advance.
- Rental is paid 3 months in advance.
- Each Virtual Mobile Number (VMN) range can receive Mobile Originated (MO/inbound) SMS from specific Network Operators around the globe. This is referred to as the Coverage of the VMN. In order to select an appropriate VMN, compare the Countries and/or Network Operators you wish to receive MO SMS from using the [Coverage Table](#) provided.
- \*The tagging (appending) of additional digits to the end of a VMN in order to create a range of VMNs is only supported on our +44B VMN range.

- **Please note:** Not all Network Operators support tagged VMNs. For example, some Network Operators in the UK support standard length MSISDN and VMN only, and will not support inbound MO SMS on a tagged VMN.

## 2. Standard-rated Virtual Mobile Numbers (VMNs)

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Clickatell offers the following VMN types for standard-rate two-way messaging:

### 2.1 Standard-length VMN

A standard-length VMN is determined by the country of origin; for example:

- A UK standard VMN will consist of 12 digits: 44 xxx xxxxxxx

### 2.2 Tagged VMN range

A Tagged VMN range represents all possible VMN combinations created by appending a selected number of digits to a standard VMN.

**Please note:** As tagged VMNs are longer than standard VMNs, not all Network Operators support them. For example: certain network operators in the UK do not support tagged VMNs.

If a Standard Number is 44777xxxxxx, any number of digits from 0 – 9999 can be appended to create a range. See table below for examples:

Number of digits	Available tagged numbers	Amount of tagged numbers you will receive
1	44777xxxxxx[0-9]	10 Numbers
2	44777xxxxxx[0-99]	100 Numbers
3	44777xxxxxx[0-999]	1 000 Numbers
3	44777xxxxxx[0-9999]	10 000 Numbers

For example: a Tagged Number Range which is created with one additional digit tagged to a Standard Number, as displayed in the table above, would enable you to send and receive messages on the following ten Tagged Numbers:

44777xxxxxx0	44777xxxxxx3	44777xxxxxx6	44777xxxxxx9
44777xxxxxx1	44777xxxxxx4	44777xxxxxx7	
44777xxxxxx2	44777xxxxxx5	44777xxxxxx8	

**Please note:** A Tagged Number range is viewed and managed as *one number* on the Clickatell System, for example: 447771234567[0-9999].

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