

# Premium TXT Messaging

## 1. What is Premium Text Messaging?

Premium Text Messaging refers to special programs that require an additional fee to subscribe. A premium charge for the subscription is billed to your mobile phone account or deducted from your pre-paid credit, in addition to the standard messaging rates that will be billed for all messages that originate from or terminate to your handset. Premium Text subscriptions are initiated through special numbers, which are 4, 5, or 6 digit numbers called 'Short Codes', and always require your consent for the purchase before any messaging content is distributed or participation in any premium messaging program is allowed. Examples of Premium Text subscription campaigns are:

- Sports alerts: MLB, NFL etc..
- Weather alerts, jokes, stock quotes, horoscopes, etc..
- Trivia.
- Mobile coupons.
- Interactive Radio requesting a song to be played.
- Interactive TV shows and voting such as Deal or no Deal and Rockstar.

Standard messaging rates always apply along with premium charges.

## 2. What is a Common Short Code?

Common Short Codes are special numbers to which a Text Message can be sent from a handset to deliver a request or a message to a certain destination. A short code is usually 4, 5 or 6 digit numbers. An example of a short code could be 54321.

## 3. What is a Keyword?

Keywords are valid commands used to opt-in or opt-out of a Premium Text Messaging program. Keywords are sent within the message body and addressed to a particular short code. Examples are as follows:

**Opt-In:** JOKE  
**Opt-Out:** STOP  
**More Info:** HELP

## 4. How do I opt-in to a Premium Text Messaging program?

To opt-in to a Premium Text Messaging program you must first send a Text Message to a premium content short code (opt-in) and then participate in the Premium Text Messaging service or application.

If you are a postpaid Verizon Wireless subscriber, your request will be processed and the Text Message will be sent back to you with the premium charge for the service. In order to subscribe to the service, you must respond back to the Text Message that was sent to you accepting the premium charge and confirming your approval of the premium charge to complete the process. Once you accept the premium charge, you will receive a Text Message thanking you for participation, which may include additional instructions to continue with the Premium Text Messaging program or may contain the content that you selected.

**5. How do I opt-out of a Premium Text Messaging program?**

Any Premium Text Messaging program, or short code program, that is approved for use on the Verizon Wireless' network requires that one (1) of the following five (5) words be used to stop participation in the program:

**QUIT**  
**STOP**  
**END**  
**CANCEL**  
**UNSUBSCRIBE**

To opt-out of a Premium Text Messaging program, send a Text message to the program's short code with one of the commands listed above in the body of the message.

Example Message

To: 42222

Message: STOP

If you are unable to opt-out using the keyword, make sure the *auto signature feature* on your device is turned off when sending the Text message. If auto signature is turned on, you will need to remove the signature from the message body and resend the Text message.

**6. Are there any additional charges to use a Premium Text Messaging program?**

Yes. Standard Text messaging rates will always apply for sending and receiving Text messages. Some Premium Text Messaging programs may require additional fees or a subscription before participating in the service. If you have to pay an additional charge, Premium Text Messaging services that are approved for use on Verizon Wireless network will include a double opt-in when you first participate. The Text message sent from the premium provider will explain the additional charge and require you to opt-in again to participate in the service.