

## PRICING GUIDE

As the only approved text messaging service for the education community, PageOne aims to offer you even greater benefits than ever before. With an array of services already available free of charge, it couldn't be easier or more cost-effective to start using JANET txt.

We've tried to make the pricing structure as simple as possible, choosing from one of our two options below:

✓ No set-up fees

✓ Free accounts

✓ New low rate of 4p per message

✓ Free SmartGroups

✓ Free templated messages

✓ Free diary/scheduler

✓ Free online/telephone training and support



### OPTION ONE – JANET TXT PACKAGES

From marketing to crisis management, PageOne offer a number of useful packages to help you get up and running quickly with JANET txt. If you are unsure about what services you need to get started, then one of our pre-arranged packages could be just what you need. From standard to more advanced user requirements there really is something for everyone. Incorporating additional services from the value added section can also further help you improve your reach, via the power of SMS.

### OPTION TWO – PICK 'N' MIX

If PageOne's packages are not quite what you are looking for, then you can also select a range of services to better meet your needs. Choose an option from the standard JANET txt service list (see page 4), select your messaging block; then if you need any additional service such as integration connectivity or value added services you can add these to your purchase too. There is no limit to what you can select, simply pick 'n' mix a combination which works best for you.

### HAVE ANY QUESTIONS?

If you have any questions about the JANET txt price list or any of the services offered, then please feel free to get in touch. One of our experienced messaging consultants will be on hand to discuss your requirements and pricing options in more detail, should you wish to do so.

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 Freetext 'JANET' to 80081

PageOne's marketing packages provide you with an extremely powerful communication tool, helping you to create highly targeted and measurable marketing campaigns that deliver results. Campaigns can be set-up in minutes, all from the convenience of your secure JANET txt web-based console and used to issue reminders, class cancellation notices and showcase events as well as competitions.

MARKETING PACKAGES	ANNUAL COST
<p><b>STANDARD CAMPAIGN PACKAGE</b></p> <ul style="list-style-type: none"> <li>» Master JANET txt account</li> <li>» Up to 50 free JANET txt user accounts</li> <li>» Free SmartGroups</li> <li>» MSISDN virtual mobile number for 2-way SMS</li> <li>» Free customer specific alpha-tag</li> <li>» Templated messages</li> <li>» Diary/Scheduler</li> <li>» Free use of SOAP/XML API, MS Excel and MoodleMobile plug-ins</li> <li>» Free Inbound SMS</li> <li>» 5,000 SMS credits</li> <li>» Free online/telephone training and support</li> </ul>	<p style="text-align: center;">£1,600 per annum (no set-up charges apply)</p>
<p><b>MARKETING SHORT CODE PACKAGE</b></p> <ul style="list-style-type: none"> <li>» Master JANET txt account</li> <li>» Up to 50 free JANET txt user accounts</li> <li>» Shared Short Code and up to 5 keywords</li> <li>» Campaign Manager Console</li> <li>» Free SmartGroups</li> <li>» MSISDN virtual mobile number for 2-way SMS</li> <li>» Free customer specific alpha-tag</li> <li>» Templated messages</li> <li>» Diary/Scheduler</li> <li>» Free use of SOAP/XML API, MS Excel and MoodleMobile plug-ins</li> <li>» Free Inbound SMS</li> <li>» 5,000 SMS credits</li> <li>» Free online/telephone training and support</li> </ul>	<p style="text-align: center;">£2,450 per annum (no set-up charges apply)</p>

The JANET txt Crisis Management Packages are built on the PageOne products, which have been specifically designed to work in crisis management situations. These packages are designed to provide peace of mind in an emergency by being able to use as many messages as you need at the JANET txt preferred rates. PageOne Premium SmartGroups are assigned public access telephone numbers, which means you can initiate a crisis management alert using the following methods: mobile phone, the PageOne's 24hr call centre or direct dial telephone (in addition to the standard web accounts).

CRISIS MANAGEMENT PACKAGES	ANNUAL COST
<p><b>CRISIS MANAGEMENT – STANDARD</b></p> <ul style="list-style-type: none"> <li>» Master JANET txt account</li> <li>» Up to 50 free JANET txt user accounts</li> <li>» Free SmartGroups (5 with Bureau DDI)</li> <li>» MSISDN virtual mobile number for 2-way SMS</li> <li>» Free customer specific alpha-tag</li> <li>» Templated messages</li> <li>» Diary/Scheduler</li> </ul> <ul style="list-style-type: none"> <li>» Free Inbound SMS</li> <li>» 20,000 SMS credits</li> <li>» Ability to continue message sending in an emergency even if account runs out of credit. [subject to additional T&amp;C's]</li> <li>» Free online/telephone training and support</li> </ul>	<p>£1,500 per annum</p>
<p><b>STANDARD CRISIS MANAGEMENT – DEPT</b></p> <ul style="list-style-type: none"> <li>» Master JANET txt account</li> <li>» Up to 50 free JANET txt user accounts</li> <li>» Free SmartGroups (10 with Bureau DDI)</li> <li>» MSISDN virtual mobile number for 2-way SMS</li> <li>» Free customer specific alpha-tag</li> <li>» Templated messages</li> <li>» Diary/Scheduler</li> </ul> <ul style="list-style-type: none"> <li>» Free Inbound SMS</li> <li>» 50,000 SMS credits</li> <li>» Ability to continue message sending in an emergency even if account runs out of credit. [subject to additional T&amp;C's]</li> <li>» Free online/telephone training and support</li> </ul>	<p>£3,600 per annum</p>
<p><b>STANDARD CRISIS MANAGEMENT – CAMPUS</b></p> <ul style="list-style-type: none"> <li>» Master JANET txt account</li> <li>» Up to 50 free JANET txt user accounts</li> <li>» Free SmartGroups (all with Bureau DDI)</li> <li>» MSISDN virtual mobile number for 2-way SMS</li> <li>» Free customer specific alpha-tag</li> <li>» Templated messages</li> <li>» Diary/Scheduler</li> </ul> <ul style="list-style-type: none"> <li>» Free Inbound SMS</li> <li>» 50,000 SMS credits</li> <li>» Ability to continue message sending in an emergency even if account runs out of credit. [subject to additional T&amp;C's]</li> <li>» Free online/telephone training and support</li> </ul>	<p>£4,800 per annum</p>

Any over usage will be invoiced on a separate invoice and must be paid within 30 days from the date of invoice, in addition a new message block equal to the selected Crisis Management package procured must be purchased within 30 days.

All prices exclude VAT and are subject to contract. E & OE. Prices correct as at March 2010.

STANDARD JANET TXT SERVICES	SET-UP	SERVICE CHARGE
JANET txt Master Account	Free	Free
User accounts (1-way secure web account)	Free	Free
User accounts (2-way secure web account) Inc. 2-way virtual mobile number	£20	£10 pm

### BLOCK SMS PURCHASE COSTS\*

SMS BLOCK (NO. OF MESSAGES)	PRICE PER SMS BLOCK
5,000	£200
10,000	£400
20,000	£800
50,000	£2,000
100,000	£4,000
200,000	£8,000
400,000	£16,000
Larger blocks available upon request	

INTERGRATION API CONNECTIVITY	SET-UP	SERVICE CHARGE
Secure SOAP/XML connectivity [inc. 2-way MSISDN for 2-way]	£250	£50 pm
https post (send only)	Free	Free
SMTP email domain	£125	£25 pm
MoodleMobile (1-way) [requires MSISDN for 2-way]	£25	Free
Microsoft Excel plug-in (1-way)	£20	Free

\* Standard SMS message is 160 characters but the number of characters per message is reduced when using international character sets. Messages to UK landlines and UK paging networks will be charged as per SMS message rates.

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SHORT CODE/ LONG CODE SERVICES [inc. campaign manager console]	SET-UP	SERVICE CHARGE
Short Code (dedicated)	£1,000	£825 pm
Short Code (shared, inc. 1 keyword)	£50	£60 pm
each additional keyword	£15	£15 pm
Long Code (dedicated, inc. unlimited keywords)	£25	£50 pm

VALUE ADDED SERVICES	SET-UP	SERVICE CHARGE
SmartGroups	Free	Free
Templated Messages	Free	Free
Scheduled Messaging	Free	Free
2-way virtual mobile number (MSISDN)	£20	£10 pm
Alpha-tag	£20	£25 pm
Scheduler/Diary option (per account)	Free	Free
Premium SmartGroups (24-hour Bureau DDI access for SmartGroups)^	£20	£20 pm
Divert SmartNumber	£15	£15 pm
VoiceBlast (inc. 1,000 messages per month)	£200	£100 pm

TRAINING & SUPPORT	SERVICE CHARGE
Telephone-based Support	Free
User Guides and Documentation	Free
On-site Training (per day)	£500

^ Premium SmartGroups are assigned public telephone access numbers and can be accessed via mobile phones, direct dial, PageOne's 24hr Call Centre and web based user accounts.

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