



# 10DLC Charges

This section breaks down fees being charged by carriers. These fees include things like registering 10DLC brands and campaigns, sending messages, and being non-compliant.

## Notes

- Zoho Voice does not have any additional or hidden charges. The charges are the standard fees mentioned by the carrier.
- In Zoho Voice, **the charges are deducted as credits** from your organization.
- If the brand or campaign has been rejected by the carrier, **the charges deducted will not be refunded.**

## Standard 10DLC registration fees

10DLC fee	Charges
Brand registration application fee	4 credits *
Campaign registration application fee	15 credits * One-time fee
Monthly cost for the first 5 months	15 credits * One-time and upfront fee
Monthly cost after first 5 months	3 credits*/month/campaign.  However, this may vary based on the use case and SMS volume, as analyzed by our provider.  <b>Note:</b> Do not register under a false use case to get lower charges. Campaigns and traffic are inspected by carriers and intermediaries. Fines will be charged for non-compliance, including false declaration.

\*1 credit = 1 USD

**Note:** The **Campaign Registration Fee** and the first **five months' fee** are **non-refundable** if the registration fails.

## T-Mobile 10DLC non-compliance fines

T-Mobile fines customers for major compliance violations, as listed below.

Text enablement	This fine is applied if you or your message sender text-enables a 10-digit NANP telephone number and sends messages without verification of message sender ownership and/or a letter of authorization. <b>Fine:</b> \$10,000 per violation
10DLC program evasion	This fine is applied for programs that use techniques like snowshoeing, dynamic routing, or non-approved number replacement. <b>Fine:</b> \$1,000 per violation
Content violation	This fine is applied for the third and all following notices of content violating the T-Mobile code of conduct. This content includes phishing, spam, SHAFT-C (sex, hate, alcohol, firearms, tobacco, and cannabis) violations, and messaging that meets <a href="#">the Severity 0 violation threshold</a> per the <a href="#">CTIA Short Code Monitoring Handbook</a> . <b>Fine:</b> \$10,000 per violation
Fraud	Attempted phishing, smishing (SMS phishing), social engineering, and similar practices that manipulate individuals into revealing social security numbers, credit card details, or other private information are all prohibited. <b>Fine:</b> \$2,000
Illegal content, especially cannabis	Any content that is illegal according to federal or state law is prohibited. In order to qualify as legal through state law, it must be legal in all 50 states. Illegal content includes marijuana, cannabis, illegal prescriptions, and solicitation. <b>Fine:</b> \$1,000
Other illegal content, including SHAFT	Other content violations, including SHAFT, that do not follow federal and state laws and regulations are prohibited. <b>Fine:</b> \$500