SMS Pricing

Messaging is priced on a sliding scale that rewards higher volume. Rates are tiered: each rate applies only to the messages within that band, so your effective per-message cost decreases as you scale.

10DLC

OUTBOUND BILLED · INBOUND FREE

For 10DLC messaging, **only outbound messages are billed**; inbound is free. Outbound MMS is billed at **3×** the tiered outbound SMS rate, and inbound MMS at **2×**. **Carrier fees are passed through in addition to the rates below.**

MONTHLY VOLUME	RATE PER MESSAGE SEGMENT
300K – 1M	**$0.0065**
1M – 3M	**$0.0060**
3M – 5M	**$0.0055**
5M+	**$0.0050**

HOW TIERED BILLING WORKS

Each rate applies only to messages within that band, not your entire monthly volume. Example: 1,500,000 messages is the first 1M at $0.0065 plus the next 500K at $0.0060, or **$9,500.00** (blended $0.00633/message).

Toll-Free

INBOUND & OUTBOUND BILLED

For toll-free messaging, **both inbound and outbound messages are billed**, and each direction counts toward monthly volume. Outbound MMS is billed at **3×** the tiered outbound SMS rate, and inbound MMS at **2×**. **Carrier fees are passed through in addition to the rates below.**

MONTHLY VOLUME	RATE PER MESSAGE SEGMENT
300K – 1M	**$0.0090**
1M – 3M	**$0.0075**
3M – 5M	**$0.0065**
5M+	**$0.0058**

Rates shown are per SMS segment. MMS and carrier pass-through fees are billed separately where applicable. Volume is measured per calendar month. Pricing subject to the terms of your service agreement.

TextSpot

MESSAGING RATE CARD

12-Month Commitment Rates

PREPAID MONTHLY

Commit to a monthly volume for 12 months, prepaid each month, and every segment up to 5M a month bills at one flat rate. Carrier fees are billed separately. Above 5M a month, talk to us.

COMMITMENT	RATE PER MESSAGE SEGMENT
Toll-free, 1M a month	**$0.0065**
Toll-free, 3M a month	**$0.0050**
10DLC, 3M a month	**$0.0050**

10DLC Carrier Fees

CARRIER	SMS OUT	SMS IN	MMS OUT	MMS IN
AT&T	$0.0035	$0.0035	$0.0090	$0.0090
T-Mobile USA	$0.0045	$0.0025	$0.0100	$0.0100
Verizon	$0.0040	$0.0000	$0.0065	$0.0000
U.S. Cellular	$0.0050	$0.0000	$0.0100	$0.0000
All other carriers	$0.0035	$0.0000	$0.0100	$0.0000

Toll-Free Carrier Fees

CARRIER	SMS OUT	SMS IN	MMS OUT	MMS IN
AT&T	$0.0035	$0.0035	$0.0090	$0.0090
T-Mobile USA	$0.0045	$0.0025	$0.0100	$0.0100
Verizon	$0.0045	$0.0000	$0.0070	$0.0000
U.S. Cellular	$0.0045	$0.0025	$0.0100	$0.0010
All other carriers	$0.0035	$0.0000	$0.0100	$0.0000

CARRIER FEES

Carrier fees are billed at exactly what the carriers charge, with no markup, per message part. They add roughly $0.0035 to $0.0050 per outbound segment. Rates are subject to change by the carriers.

Under 300,000 segments a month? Credit plans run up to 250,000 credits with carrier fees included, and toll-free numbers are available on request. See textspot.io/pricing.