

# SMS ADVERTISING BLUEPRINT

Use the following template to remain TCPA & CTIA compliant when advertising your SMS campaign to customers.

## Recurring Program Description

Recurring Program Description Tell customers what kind of SMS messages they're subscribing to (e.g. SMS Offers, SMS Alerts, etc.), and that the SMS messages are recurring, meaning that they'll be receiving them on an ongoing basis from your business.

[CTIA Requirement](#)

## Call-to-Action

Tell customers the opt-in incentive, followed by the instructions on how to opt-in.

## TCPA Disclosures

Tell customers that by participating, they're consenting to receive SMS messages from your business. In addition, customers must be made aware that participation isn't a condition of a making a purchase.

[TCPA Requirement](#)

**50% OFF ALL DIGITAL PRODUCTS**  
Text **TXDL** to **12345**

& Subscribe to receive recurring SMS Offers.

By participating, you consent to receive text messages sent by an automatic telephone dialing system. Consent to these terms is not a condition of purchase.

Message and data rates may apply.

T&C/Privacy Policy: [www.textdeliver.com/sms-terms](http://www.textdeliver.com/sms-terms)

## Msg & Data Rates

Tell customers that standard message & data rates may apply for SMS messages from your business.

[CTIA Requirement](#)

## Terms & Conditions / Privacy Policy

Tell customers the website Link where they can find the terms & conditions and the privacy policy for your SMS messaging campaign.

[CTIA Requirement](#)