

CITK

Unregistered 10DLC Message Fees



If you are sending text messages (SMS or MMS) to U.S. consumers from a 10-digit long code (10DLC) phone number and you haven't registered all your 10DLC phone numbers for A2P 10DLC here: [LC Phone System Trust Center](#)

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What do you need to know?

To send messages in the US, you **must register all 10DLC phone numbers**. As a result, AT&T and T-Mobile are **increasing the per-message rate on unregistered traffic to motivate unregistered senders to register**. If these numbers remain unregistered, they may be subject to **additional filtering or blocking**.

Some **carrier fees will be increased** on June 1, 2023, and others will be increased on August 1, 2023.

Most customers are observing significant savings and better deliverability by registering their 10DLC numbers.

Upcoming carrier fee changes summary

Unregistered 10DLC Message Fees Will Increase

Effective Date for Increase	Carrier	Outbound Message Type	Unregistered per-message fee
June 1, 2023	AT&T	SMS	\$0.01
June 1, 2023	AT&T	MMS	\$0.015
June 1, 2023	T-Mobile	SMS	\$0.005
June 1, 2023	T-Mobile	MMS	\$0.014
August 1, 2023	T-Mobile	SMS	\$0.006
August 1, 2023	T-Mobile	MMS	\$0.015

Please refer to [this article](#) to see a list of all fees as applicable today.

Why is this happening?

These changes align with the broader industry goals to create a fully registered and verified business messaging ecosystem in the U.S. to protect consumers from SPAM, bad actors, and unwanted messaging.

What do you need to do?

If you have unregistered traffic, register for A2P 10DLC via [LC Phone System Trust Center](#) before June 1, 2023 to avoid the higher fees and service disruptions. If you're unsure if you have unregistered traffic, review our help article, [how do I check that I have completed U.S. A2P 10DLC registration?](#)

Unregistered 10DLC Message Fees Will Increase

For more guidance on the various A2P 10DLC registration steps and requirements, review our documentation on the [A2P 10DLC Campaign Approval Best Practices](#)

As an alternative to A2P 10DLC, you may also consider using Toll-Free phone numbers and complete [Toll-Free Number Registration for LC - Phone \(US/Canada\)](#) for your use cases; some customers have found Toll-Free number verifications to be simpler and more cost-effective.

What if you don't take action?

Messages from unregistered numbers will be subject to the increased per-message carrier fees on AT&T and T-Mobile, and is also subject to additional filtering.
