

# TCR Fees and Pricing

## General Guide

Last Updated 1/19/26



**Note:** Pricing and fees for TCR services are subject to change. Please see the CSP portal's Knowledge Base > Documentation & FAQ page to ensure you are viewing the latest version of this document for accurate pricing information.

## Summary

This document contains pricing information on TCR services associated with brand registration, vetting, use case costs per campaign, and other fees.

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### Document Changes:

- Updated RBM to RCS to reflect Google's changed branding.



**Note:** While changes from the previous version of this document are usually highlighted in yellow, this was not done in this update due to the minor modification. Instead, changes from the 10/2/25 update remain highlighted.

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## Document History

Date	Comment	Author
5/29/2025	Initial publication.	Victor Cardoso
8/1/2025	Updated pricing and added Auth+ and RBM vetting prices.	Victor Cardoso
8/7/2025	Removed some obsolete information in brand identity resubmission due to the release of Auth+ 2.0. Previous price change highlights have been preserved.	Victor Cardoso
8/21/2025	Added pricing for Brand Assets functionality.	Victor Cardoso
8/21/2025	Updated Brand Assets SKUs due to a typo. Highlights from the previous version were retained.	Victor Cardoso
10/2/2025	Added CSP Migration fee. Fee applies to each campaign associated with the migrating brand (Sole Proprietorships excluded).	Victor Cardoso
1/19/26	Updated RBM to RCS to reflect Google's changed branding.	Victor Cardoso

# One-Time Fees

## CSP and Brand Registration

These fees are charged per CSP or brand registration.

Item	Description	SKU	Price
<b>CSP Registration</b>	Setup costs for a CSP account.	CSPO0000	\$200.00
<b>Brand Registration (GOVERNMENT)</b>	Registration cost for GOVERNMENT entity type brands. Includes initial brand identity verification.	BRAO0GOV	\$4.50
<b>Brand Registration (NON_PROFIT)</b>	Registration cost for NON_PROFIT entity type brands. Includes initial brand identity verification.	BRAO0NON	\$4.50
<b>Brand Registration (PRIVATE_PROFIT)</b>	Registration cost for PRIVATE_PROFIT entity type brands. Includes initial brand identity verification.	BRAO0PRI	\$4.50
<b>Brand Registration (PUBLIC_PROFIT)</b>	Registration cost for PUBLIC_PROFIT entity type brands. Includes initial brand identity verification.	BRAO0PUB	\$4.50
<b>Brand Registration (SOLE_PROPRIETOR)</b>	Registration cost for SOLE_PROPRIETOR entity type brands. Includes One-Time Password (OTP) services for brand identity verification.	BRAO0SOL	\$4.00

## CSP Migration

A fee is charged per campaign when migrating a brand to another CSP. Keep in mind that Sole Proprietorships cannot be migrated.

Item	Description	SKU	Price
<b>CSP Brand/Campaign Migration</b>	Charge per associated campaign when migrating specified brands from one CSP to another. Sole Proprietorships cannot be migrated.	CSPOCMGR	\$0.50

## Vetting Fees

Vetting fees are charged per vetting request, resubmit, appeal, and for a failed result.

Item	Description	SKU	Price
<b>Brand Identity Resubmit (GOVERNMENT)</b>	Resubmission of identity verification for GOVERNMENT entity type brands. Necessary when key identity information is changed.	BRAORGOV	\$4.50
<b>Brand Identity Resubmit (NON_PROFIT)</b>	Resubmission of identity verification for NON_PROFIT entity type brands. Necessary when key identity information is changed.	BRAORNON	\$4.50
<b>Brand Identity Resubmit (PRIVATE_PROFIT)</b>	Resubmission of identity verification for PRIVATE_PROFIT entity type brands. Necessary when key identity information is changed.	BRAORPRI	\$4.50
<b>Brand Identity Resubmit (PUBLIC_PROFIT)</b>	Resubmission of identity verification for PUBLIC_PROFIT entity type brands. Necessary when key identity information is changed.	BRAORPUB	\$4.50
<b>Brand Identity Status Appeal</b>	Cost for appealing brand identity verification results. CSPs are allowed to submit supporting documentation and written feedback.	BRAOA000	\$11.00

Item	Description	SKU	Price
<b>Third Party Standard Vet (WMC)</b>	Cost for a WMC Standard Vet for a brand. Produces a score (0-100) and feedback reasons to explain any negative impact.	EVSOSWMC	\$41.50
<b>Third Party Standard Vet (Aegis)</b>	Cost for an Aegis Standard Vet for a brand. Produces a score (0-100) and feedback reasons to explain any negative impact.	EVSOSAEG	\$41.50
<b>Third Party Enhanced Vet (Aegis)</b>	Cost for an Aegis Enhanced Vet for a brand. Produces a score (0-100) and a detailed, downloadable report that describes the results.	EVSOEAEG	\$101.50
<b>Third Party Auth+ Vet (Aegis)</b>	Cost for a successful or failed Authentication+ Vet. Successful vets allow PUBLIC_PROFIT brands to create campaigns.	ERAOAAEG	\$12.50
<b>Third Party RCS Vet (Aegis)</b>	Cost for an Aegis RCS Vet for a brand. Allow brands to create RCS campaigns.	EVSORAEG	\$75.00
<b>Political Vet (Aegis - Email or Standard PIN delivery)</b>	Cost for an Aegis Political Vet for a brand. Includes email or standard PIN delivery. Typically grants a CSP access to the Political campaign use case.	EVSOPAEG	\$66.00
<b>Political Vet (Aegis - Express Mail PIN delivery)</b>	Additional cost for express mail PIN delivery for an Aegis Political Vet. Total cost would be the Political Vet price + express mail PIN delivery.	EVXOPAEG	\$96.00
<b>Failed Standard Vet (WMC)</b>	Cost for a failed WMC Standard vet.	EVFOSWMC	\$5.00
<b>Failed Standard Vet (Aegis)</b>	Cost for a failed Aegis Standard vet.	EVFOSAEG	\$5.00
<b>Failed Enhanced Vet (Aegis)</b>	Cost for a failed Aegis Enhanced vet.	EVFOEAEG	\$6.00

Item	Description	SKU	Price
<b>Failed Political Vet (Aegis)</b>	Cost for a failed Aegis Political vet.	EVFOPAEG	\$22.00
<b>Failed RCS Vet (Aegis)</b>	Cost for a failed Aegis RCS vet.	EVFORAEG	\$75.00
<b>Standard Vet Appeal (Aegis)</b>	Cost for an appeal to an Aegis Standard Vet. CSPs are allowed to submit supporting documentation and written feedback.	EVAOSAEG	\$11.00
<b>Auth+ Vet Appeal (Aegis)</b>	Cost for an appeal to an Aegis Auth+ Vet. CSPs are allowed to submit supporting documentation and written feedback.	EVAOAAEG	\$11.00
<b>RCS Vet Appeal (Aegis)</b>	Cost for an appeal to an Aegis RCS Vet. CSPs are allowed to submit supporting documentation and written feedback.	EVAORAEG	\$20.00
<b>Brand Asset Banner Verification (Aegis)</b>	Cost to get an initial Aegis verification for a brand's banner to use in RCS messaging.	ERAOBAEG	\$50.00
<b>Brand Asset Banner Reverification (Aegis)</b>	Cost for Aegis to reverify a brand's banner to use in RCS messaging.	ERROBAEG	\$50.00
<b>Brand Asset Logo Verification (Aegis)</b>	Cost to get an initial Aegis verification for a brand's logo to use in RCS messaging.	ERAOLAEG	\$75.00
<b>Brand Asset Logo Reverification (Aegis)</b>	Cost for Aegis to reverify a brand's logo to use in RCS messaging.	ERROLAEG	\$75.00
<b>Brand Asset Appeal</b>	Cost for an appeal to an Aegis banner or logo asset verification. Allows CSPs to submit supporting documentation and written feedback.	EVAOBAEG	\$20.00

# Recurring Fees

## Extra Users

Additional user fees are charged monthly, per block of 10 additional users.

Item	Description	SKU	Price
<b>CSP Extra Portal Users</b> (10 addtl users)	Hosting costs for an additional 10 CSP user accounts.	EPCM0000	\$20.00
<b>DCA Extra Portal Users</b> (10 addtl users)	Hosting costs for an additional 10 DCA user accounts.	EPDM0000	\$20.00

## Campaign Fees

All campaign fees are charged monthly per campaign.

Use Case	Description	SKU	Price
<b>Public Safety (Restricted)</b>	Cost (per campaign) for a Public Safety (Restricted) use case.	CPBMPPSR	\$10.00
<b>UCaaS Low Volume</b>	Cost (per campaign) for a UCaaS Low use case.	CPBMPUCS	\$1.50
<b>Sole Proprietor</b>	Cost (per campaign) for a Sole Proprietor use case.	CPBMSSOL	\$2.00
<b>Low Volume Mixed</b>	Cost (per campaign) for a Low Volume Mixed use case.	CPBMSLOV	\$1.50
<b>Charity</b>	Cost (per campaign) for a Charity use case.	CPBMPCCHA	\$3.00
<b>Emergency</b>	Cost (per campaign) for an Emergency use case.	CPBMPEMR	\$5.00
<b>Agents and Franchises</b>	Cost (per campaign) for an Agents & Franchises use case.	CPBMSAGE	\$30.00

Use Case	Description	SKU	Price
<b>Platform Free Trial</b>	Cost (per campaign) for a Platform Free Trial use case.	CPBMPTRI	\$0.00
<b>2FA</b>	Cost (per campaign) for a Two Factor Authentication use case.	CPBMS2FA	\$10.00
<b>Account Notification</b>	Cost (per campaign) for an Account Notification use case.	CPBMSACT	\$10.00
<b>Carrier Exemptions</b>	Cost (per campaign) for a Carrier Exempt use case.	CPBMPCAX	\$10.00
<b>Customer Care</b>	Cost (per campaign) for a Customer Care use case.	CPBMSCUS	\$10.00
<b>Delivery Notification</b>	Cost (per campaign) for a Delivery Notification use case.	CPBMSDEL	\$10.00
<b>Fraud Alert Messaging</b>	Cost (per campaign) for a Fraud Alert use case.	CPBMSFRA	\$10.00
<b>Higher Education</b>	Cost (per campaign) for a Higher Education use case.	CPBMSEDU	\$10.00
<b>Marketing</b>	Cost (per campaign) for a Marketing use case.	CPBMSMAR	\$10.00
<b>Mixed</b>	Cost (per campaign) for a Mixed use case.	CPBMSMIX	\$10.00
<b>Political</b>	Cost (per campaign) for a Political use case.	CPBMPPOL	\$10.00
<b>Polling and Voting</b>	Cost (per campaign) for a Polling Voting use case.	CPBMSVOT	\$10.00
<b>Public Service Announcement</b>	Cost (per campaign) for a Public Service Announcement use case.	CPBMSPUB	\$10.00
<b>Security Alert</b>	Cost (per campaign) for a Security Alert use case.	CPBMSSEC	\$10.00



Use Case	Description	SKU	Price
<b>Social</b>	Cost (per campaign) for a Social use case.	CPBMPSOC	\$10.00
<b>Sweepstake</b>	Cost (per campaign) for a Sweepstake use case.	CPBMPSWE	\$10.00
<b>Proxy</b>	Cost (per campaign) for a Proxy use case.	CPBMSPRO	\$10.00
<b>K-12 Education</b>	Cost (per campaign) for a K12 Education use case.	CPBMSK12	\$10.00
<b>UCaaS High Volume</b>	Cost (per campaign) for a UaaS High use case.	CPBMPUCH	\$10.00
<b>M2M (Machine to Machine)</b>	Cost (per campaign) for a Machine to Machine use case.	CPBMSM2M	\$10.00