**Pre-launch Testing Form**

This form must be fully completed and submitted to shortcodes@cwta.ca no later than 10 business days

prior to the commercial launch date.

Failure to do so may result in a delay in activation

and further penalties.

|  |  |
| --- | --- |
| Direct Connect Aggregator: |  |
| Program Name: |  |
| Short Code / Long Code: |  |
| Commercial Launch Date: |  |
| **Mandatory Keywords** |
| ***MO*** | ***MT*** |
| HELP: |  |
| INFO: |  |
| AIDE: |  |
| STOP: |  |
| ARRET: |  |
| **Opt-in keyword(s)** |
| Call-flow (including double opt-in if applicable): | ***MO*** | ***MT*** |
|  |  |
| **Other Call-to-Actions**(all websites, print material, TV commercials, radio advertisements, etc.) |
| URLs: |  |
| Double opt-in MT / Handset verifier MT for URL: |  |
| Screenshots (may be provided as separate attachments): |  |
| Other CTAs (may be provided as separate attachments): |  |