

CALL TO ACTION – REQUIREMENTS

FOR ANY ADVERTISING OF ANY MOBILE CAMPAIGN, BE SURE THAT YOU CLEARLY STATE:

This includes, but is not limited to: **Print, Radio, Television, Web, Packaged Goods, SMS, In-Venue, Outdoor, and Grass Roots.**

Program Type/Company Name

- Display the type of mobile campaign the user is participating in (i.e. special alerts, coupons, text to win, etc.)

TCPA Disclaimer

- Required if the campaign is ongoing and marketing related

Pricing

- Must be one line break above or below cell number submission field.
- Must be within 125 Pixels directly above or below cell number submission field.
- State that 'message and data rates may apply.'

T/C & Privacy Policy Link

- Display link to terms and conditions page.
- Display link to privacy policy page.
- Leave all radio buttons or checkboxes empty for customer action.

YAMAHA

YAMAHA EXCLUSIVE OFFER

FREE* BlackBerry® Smartphone or other mobile phone!
Get yours and stay connected with Yamaha!

*See order page for complete details. **GET YOURS NOW >>**

Stay connected to Yamaha Wave Runners on your cell phone!

Yamaha Wave Runners now offers exciting mobile services enabling you to learn more about our products right on your mobile handset.

Get the latest news from Yamaha on new promotions and retail incentives, receive new product info and race results, and even receive localized events and special offers from a dealer near you – all directly in the palm of your hand.

Just enter your mobile number.

By signing up, you agree to receive automated Text Message Alerts from Yamaha. Consent not required for purchase.
Up to 5 messages per month.

Reply STOP to cancel. Reply HELP for help.
Message & Data rates may apply

Cell Phone Number:

I have read and agree to the [Terms and Conditions](#).
 I have read and agree to the [Privacy Policy](#).

Submit

NOTE: Message & Data Rates may apply.

Additional ways to connect with Yamaha WaveRunners

- Become a fan of Yamaha WaveRunners on Facebook
- Subscribe to Yamaha WaterCraft's YouTube channel
- Follow Yamaha WaveRunners on Twitter
- View Yamaha WaveRunners on the App Store
- Get RSS news feeds from Yamaha WaterCraft

Message Frequency

- Display number of messages user will receive by opting in. (Ex: 15msgs/mo)

Display STOP/HELP information

- STOP/HELP must be bolded