



Promotion Update

AT&T Internet Promotion



AT&T Phone Unlimited North America Bundle

Date Range: ----

Details:

[\\$19.99 Phone Unlimited North America ongoing as long as customer maintains qualified bundle](#)

New AT&T Phone with Unlimited North America combine billed with 2 other qualifying products - TV (DIRECTV or U-verse TV), AT&T Internet, or AT&T Wireless

AT&T Internet Pricing

Date Range: ----

Details:

Pricing tiers for new customers who establish service on 6/10/18 and after.

Speed	Bundled	Standalone	
		Months 1-12	Months 13+
Up to 5Mbps	\$30	\$40	\$50
10 - 100Mbps	\$40	\$50	\$60
300Mbps	\$60	\$70	\$80
500 - 1000Mbps*	\$80	\$90	\$100

AT&T Internet Self Install Fee Waived

Date Range: 12/2-7/31/19

Details:

Effective December 2, 2018 - January 31, 2019, the \$35 activation fee for customer self-install will be waived!

- Open to all non-online sales channels during the offer period.
- Offer applies to standalone internet orders and internet ordered with AT&T Phone.
- Move orders included.
- Internet ordered with video does not qualify.

DIRECTV Promotion



First Responder Appreciation Offer:

Date Range: 07/13/2018 - Ongoing

Details:

Starting July 13, 2018, First Responders and their families can save 25% off all personal lines of service on accounts with AT&T Unlimited &More or AT&T Unlimited &More Premium plans, and up to \$30 off of Video and Broadband products (\$15 Video + \$15 Broadband).

Who's eligible?

- Employees and Volunteers of State, Local, and Private Primary First Responder Entities, and their families, with AT&T Unlimited &More SM, or AT&T Unlimited &More SM Premium plans: (excluding: Massachusetts State, Local, and Private Entities).
 - Law Enforcement Police
 - Fire Services
 - Emergency Medical Service (EMTs, Paramedics)
 - Emergency Management Agencies (State and Local only, No Federal)
 - Public Safety Answering Points (911 Call Takers/Operators)
- The First Responder Appreciation Offer (FRAO) is a consumer offer and **not** tied to FirstNet.

- A FirstNet relationship is **not** required for employee or Agency/Entity to take advantage of this offer.
- Use the **First Responder Lookup tool** to check eligibility:
<https://mst.att.com/wireless-plans/unlimited#tab-2>

\$100 Reward Card with New TV and New AT&T Internet

Date Range: 01/11/2019 - Limited Time Offer

Details:

Starting January 11, 2019, for a limited time, customers who order both new TV and new AT&T Internet may be eligible for a \$100 AT&T Visa Reward Card (redemption required).

- Both services must be ordered on or after January 11, 2019, while the promotion is still available.
- Customers will have a 14-day window to order the second product if they do not order both on the same date.
- If TV or AT&T Internet service cannot be installed for any reason, the customer will not receive the \$100 reward card.

\$100 Reward Card for New DIRECTV in Select Zip Codes

Date Range: 02/12/2019 - Limited Time Offer

Details:

Starting February 12, 2019, for a limited time, customers who order new DIRECTV may be eligible for a \$100 AT&T Visa Reward Card (redemption required). Available within select ZIP codes only.

Offer Details

- DIRECTV must be ordered on or after February 12, 2019, while the promotion is still available.
- Only available in select ZIP codes. Please select "Eligible ZIP Codes" within the MST promo to check eligibility.

DIRECTV Eligibility

- Customers must order new DIRECTV. SELECT or Optimo Mas or above. DIRECTV NOW does not qualify.
- DIRECTV must be installed and activated.
- Standard and All-included qualify.
- Unified/Combined billing is not required.
- Customers must agree to a 2-year contract.

Ineligible

- Customers that cannot get DIRECTV installed at their location.
- CRU and E.M.O. accounts do not qualify.
- Winback does not qualify.
- MDU Bulk Billing accounts do not qualify.
- Not available in Puerto Rico.

AT&T Cell Phone Promotion



Same Day Delivery ENJOY

Date Range: 11/16-

Details:

AT&T offers a unique service to make the shopping experience even better. The free same-day delivery and expert setup service from ENJOY* is another way we show appreciation to our valued AT&T customers.

The ENJOY service is available in select ZIP codes within the following cities:

Atlanta, GA	Cleveland, OH	Indianapolis, IN	Memphis, TN	New Orleans, LA	Raleigh, NC	Tampa, FL
Austin, TX	Columbus, OH	Jacksonville , FL	Miami, FL	Oklahoma City, OK	Sacramento , CA	Tulsa, OK
Baltimore, MD	Dallas, TX	Kansas City, MO	Milwaukee, WI	Orlando, FL	Salt Lake City, UT	Washington , DC
Birmingham , AL	Denver, CO	LaFayette, LA	Minneapolis, MN	Philadelphia, PA	San Antonio, TX	
Boston, MA	Detroit, MI	Little Rock, AR	Nashville, TN	Phoenix, AZ	San Diego, CA	
Charlotte, NC	Fresno/ Visalia, CA	Los Angeles, CA	New York City (Greater)	Pittsburgh, PA	San Francisco, CA	
Chicago, IL	Hartford, CT	Las Vegas, NV	New Haven, CT	Portland, OR	Seattle, WA	
Cincinnati, OH	Houston, TX	Louisville, KY	New Jersey	Providence , RI	St. Louis, MO	

Get \$400 Trade-in Credit when you buy an LG V35, V40 ThinQ, or G6 Duo

Date Range: 12/07/18- Limited Time Offer

Details:

Starting December 7, 2018, for a limited time, customers purchasing a new, V40 ThinQ, or G6 Duo smartphone are eligible to receive a guaranteed trade-in credit of \$400 when trading a smartphone worth at least \$20 after device condition evaluation questions have been answered.

- Available to all customers who purchase an eligible device starting December 7, 2018.
- New activations, ports, upgrades, and Add-a-Line are eligible.
- Trade-in value must be at least \$20 after assessment questions.
- Great news - As a courtesy to our customers for the holidays, customers who purchase their new phone between December 7 and December 18, have until January 2nd, to trade-in the devices if they are giving these as a gift.
- If the customer purchases on December 19, they will have 14 days from the date of purchase to trade-in their old device
- Devices other than phones not eligible for trade-in.
- Available in all channels. National Retailers and select Authorized Retailers have their own trade-in programs; the qualifying phone purchase may be in any channel, but the trade-in may only be completed through the AT&T Trade-in Program in order to receive the credit.
- Customers purchase through att.com or a call center will be emailed a unique one-time use promo code to conduct their trade online through att.com/tradein within one week after completing their purchase. Customers may also visit AT&T retail store or participating Authorized Retailer to complete their trade instead.

Get a \$200 Credit with Purchase of a RED HYDROGEN One and Eligible Smartphone Trade-in

Date Range: 02/01/2019-02/28/2019

Details

Starting February 1, 2019, customers purchasing a RED HYDROGEN One can receive a \$300 trade-in credit with the trade in of an eligible smartphone.

What to do?

- 1- Purchase a new RED HYDROGEN One smartphone with eligible service.
- 2- Trade in an eligible smartphone worth at least \$20 after device condition evaluation questions have been answered.
- 3- Receive a guaranteed minimum trade-in credit of \$300.

AVAILABILITY

- Available to all customers who purchase an eligible device starting February 1, 2019.
- New activations, ports, upgrades, and Add-a-Line are eligible.
- Available in all channels.
 - National Retail and select Authorized Retailers have their own trade-in programs; the qualifying phone purchase may be in any channel, but the trade may only be completed through the AT&T trade in program in order to receive the credit.
 - Customers purchasing through att.com or a call center are emailed a unique one-time use promo code to conduct their trade online through att.com/tradein within 14 days after completing their purchase, or if new phone is purchased between February 1-28, 2019, must conduct their trade online prior to March 14, 2019.
 - Customers may also visit an AT&T Retail store or participating Authorized Retailer to complete their trade instead.

Value Device Offers

Date Range: 01/01/2019- Limited Time Offer

Details:

Starting **January 1, 2019**, customers can get the following devices for **Free or \$5/mo.** for 30 months, after bill credits*:

- LG K30 - Free
- Moto G6 Play - Free
- Samsung J7 - Free
- Samsung J3 - Free
- LG Stylo 4+ - Free
- iPhone 6S 32GB - \$5/mo.
- Samsung A6 - \$5/mo.

How does it work?

1. **Customer completes a new activation or Add-a-Line.**
 - o Customers can add as many lines as they qualify for under standard line/credit limits.
2. **Buy an eligible device on an installment plan with eligible wireless service¹.**
 - o OPUS users see the offer in the shopping cart.
 - o Automation exception: All other sellers, credits are applied systematically.
3. **It's that easy!**

Military Appreciation Offer

Date Range: 10/4/18- Ongoing

Details:

Starting **October 5, 2018**, AT&T is showing even more appreciation to our Military and Veteran families by offering bigger savings on the **Unlimited &More Premium/&More** wireless plans, plus credits TV/video and Internet services.

- 25% off Unlimited &More Premium/&More plans' monthly data and device access charges
- Plus, \$15 off monthly TV/video service charge
- And, \$15 off monthly Internet service charge

Who's eligible?

- Active military service personnel and their families with a valid Military ID or current paystub.
- Veterans and their families providing either a Department of Defense Form DD214 indicating an honorable discharge, or a valid retired Military ID or current AM VETS membership card.
- [Military spouses \(excludes spouses of retirees/Veterans\).](#)

What's Required?

1. Activate or migrate to the Unlimited &More Premium/&More wireless plan.
2. Attach an eligible military/Veteran FAN to the account.
3. View additional wireless, TV/video, and Internet account requirements below.

Apple iPhone 6s 32GB \$100 Bill Credit

Date Range: 11/16/18 - Limited Time Offer

Details:

Here's the deal!

Starting November 16, 2018, for a limited time, get a \$100 one-time bill credit when you purchase an iPhone 6s 32GB.

Who's eligible?

- Upgrades, new lines or no commitment pricing is eligible for this offer.
 - Postpaid Consumer/Signature (includes E.M.O. and IMO)
 - Postpaid Business (CRU)
- All Sales Channels (except offer **not available in National Retail**)

Other Stackable Offers?

- **Not stackable with \$5/mo. iPhone 6s 32GB Value Device offer.**
 - The \$5/mo iPhone 6s 32GB Value Device offer gets priority over this \$100 offer.
- All other applicable National Promotions are available

Hybrid BOGO

Date Range: 02/01/2019- 02/13/2019

Details:

Beginning February 1, 2019, for a limited time, a new BOGO offer is available with savings options for both integrated and non-integrated customers!

- **NON-INTEGRATED:** Wireless customers without DIRECTV, U-verse TV, or AT&T Internet Service can buy one eligible smartphone and get one 50% off when adding a new wireless line.
- **INTEGRATED:** Wireless customers with new or existing DIRECTV, U-verse TV, or AT&T Internet Service can buy one eligible smartphone and will get an additional 50% off the device, so it will now be free when adding a new wireless line.

How does it work?

To get the 50% off credit:

1. Customer must add at least one new line of wireless service. Two upgrades are not offer eligible.
2. Must buy two eligible devices from the same manufacturer on installment plans.
 - May mix eligible devices from the same manufacturer, but maximum bill credit will be based on the lowest priced device.

To get the 2nd 50% off credit (making it free):

3. In addition to above, customer must have residential new or existing eligible DIRECTV (excludes Prepaid and DIRECTV NOW), U-verse TV, or AT&T Internet.

Note:

- Customers may purchase each device and/or TV/Internet as separate transactions, if all purchases are made within the active offer dates.
- Credits for BOGO 50% Off (Non-Integrated) will appear on the bill as one credit. Credits for BOGO Free (Integrated) will appear on the bill as two separate credits that add up to the max bill credit.
- Taxes on full retail price of both devices are due at sale.

Heads Up:

- Both BO and GO lines must remain active for the length of the installment term of the GO device to receive all credits.
- True new line activations only. Never encourage a customer to cancel an existing line so they can add a new one to take advantage of a promotion. For scenarios, see [Phantom Churn - AT&T Retail](#).

BOGO Eligible Devices	BOGO Free Device (Requires TV or AT&T Internet)
<p>Apple</p> <ul style="list-style-type: none"> ● iPhone XR, iPhone Xs, Xs Max, 8, 8+, X ● BOGO Free: \$750 maximum credit (Note: max credit for iPhone 8 64GB is \$600, max credit for iPhone 8+ 64GB is \$700) ● BOGO 50% Off: \$375 maximum credit. (Note: max credit for iPhone 8 64GB is \$300, max credit for iPhone 8+ 64GB is \$350) ● Mix & match with another eligible iPhone. Discounted device will be the lowest priced device. 	<ul style="list-style-type: none"> ● iPhone XR 64GB, 8 64GB & 256GB, 8 Plus 64GB ● One line must be new. Two upgrades are not offer eligible. ● Higher priced eligible devices are discounted but not free.
<p>Samsung</p> <ul style="list-style-type: none"> ● Galaxy Note 9, S9+, S9, S8 Active ● BOGO Free: \$790 maximum credit ● BOGO 50% Off: \$395 maximum credit ● Mix & match with another eligible Galaxy. Discounted device will be the lowest priced device. 	<ul style="list-style-type: none"> ● Galaxy S9 ● One line must be new. Two upgrades are not offer eligible. ● Higher priced eligible devices are discounted but not free.
<p>LG</p> <ul style="list-style-type: none"> ● V40 ThinQ ● BOGO Free: \$950 maximum credit ● BOGO 50% Off: \$475 maximum credit ● Mix & match with another eligible LG. Discounted device will be the lowest priced device. 	<ul style="list-style-type: none"> ● LG V40 ThinQ ● One line must be new. Two upgrades are not offer eligible.

Note: BO device and GO device must be from the same manufacturer.

Non-Integrated BOGO

Date Range: 02/14/2019- Limited Time Offer

Details:

GREAT NEWS! Effective Tuesday 2/14/19, for a limited time, we are launching a Non-Integrated BOGO to celebrate Valentine's Day!

- Add at least one new line of wireless service.
- Check out the offer chart below for device eligibility.
- Both devices from the same manufacturer and purchased on installment plans.
 - May mix eligible devices from the same manufacturer, but maximum bill credit will be based on the lowest priced device.
- Note: Both lines must remain active and in good standing for promotional credits to continue to be applied.
 - For example: If BO (Buy One) line is cancelled, BOGO promotional credits will end.

BOGO Eligible Devices	BOGO Free Device
Apple <ul style="list-style-type: none">• iPhone XR, Xs, Xs Max• iPhone 8, 8 Plus, X• \$750 maximum credit (Note: max credit for iPhone 8 64GB is \$600, max credit for iPhone 8 Plus 64GB is \$700)• Mix & match with another eligible iPhone. Discounted device will be the lowest priced device.	<ul style="list-style-type: none">• iPhone XR 64GB, 8 64GB & 256GB, 8 Plus 64GB• One line must be new. Two upgrades are not offer eligible.• Higher priced eligible devices are discounted but not free.
Samsung <ul style="list-style-type: none">• Galaxy S8 Active, S9, S9+, Note9• \$790 maximum credit• Mix & match with another eligible Galaxy. Discounted device will be the lowest priced device.	<ul style="list-style-type: none">• Galaxy S9• One line must be new. Two upgrades are not offer eligible.• Higher priced eligible devices are discounted but not free.
LG <ul style="list-style-type: none">• V40 ThinQ• \$950 maximum credit• Match with another LG V40 ThinQ. Discounted device will be the lowest priced device.	<ul style="list-style-type: none">• LG V40 ThinQ• One line must be new. Two upgrades are not offer eligible.

Bring Your Number to AT&T and Get Rewarded!

Date Range: 01/02/2019- 03/31/2019

Details:

Starting January 2, 2019, customers who port a new line of service from a competing wireless carrier and purchase a new smartphone can get a \$250 VISA Reward Card for each ported line.

- New device must be purchased on AT&T NEXT or AT&T NEXT Every Year.
- Service must be active for 14 days prior to the customer receiving the notification to claim their reward card.
- Offer is for consumer customers only including Signature, EMO, IMO, and RMO.

Get \$150 off a Samsung Tab S4 when you buy select Samsung Galaxy smartphones on AT&T Next

Date Range: 01/18/2019- Limited Time Offer

Details:

Starting January 18, 2019, for a limited time, customers who buy a new Samsung Galaxy S8 Active, S9, S9+ or Note9 on an installment plan with a Tab S4 on an installment plan can get a one time \$150 bill credit.

Customer purchases an eligible Samsung Galaxy smartphone on an installment plan and a Samsung Tab S4 on an installment plan on the same account and qualify for \$150 one-time bill credit! It's that easy!

Get up to \$200 on a New Samsung w/Trade-in of Eligible Smartphone

Date Range: 01/19/2019- 02/20/2019

Details:


From January 19 - February 20, 2019, customers purchasing a new Samsung Galaxy S9, S9+, S8 Active, or Note9 smartphone are eligible to receive a guaranteed trade-in credit of \$200 when trading an eligible smartphone.

- Available to all customers who purchase an eligible device on installation plan or no commit.
- New activations, ports, upgrades, and Add-a-Line are eligible.
- Trade-in value must be at least \$20 after assessment questions.

AT&T Unlimited and More Plans

Details:

AT&T Unlimited &MoreSM Plans










UNLIMITED. REINVENTED.

Here's what's changing with the new **AT&T Unlimited &MoreSM** & **AT&T Unlimited &MoreSM Premium** plans:

- **MORE Entertainment:** Plans include **WatchTV**: 30+ live channels & 15K titles on demand at **no extra charge**. HBO included if chosen as customer's &More premium service.
- **MORE Value:** Get 4 lines with Unlimited &MoreSM Premium for just \$190
- **MORE Savings:** \$15 video credit¹. Lines 5+ only \$35/mo. each.

	AT&T Unlimited &More SM	AT&T Unlimited &More SM Premium
\$15 Video Credit	DIRECTV NOW	All Video
Download Speed	Up to 4G LTE	UP to 4G LTE
Video Streaming	480p Standard Definition	1080p (HD) With Stream Saver turned off
Watch TV	Yes	Yes + 1 Premium
Pricing & Upgrade Cost	1 Line: \$70 2 Lines: \$125 3 Lines: \$145 4 Lines: \$160 5 + Lines: +\$35	1 Line: \$80 2 Lines: \$150 3 Lines: \$170 4 Lines: \$190 5 + Lines: +\$35
AutoPay & eBill Discounts	\$10/mo. Single line \$20/mo. Multi-Line (Included in above rates)	

Available premiums- choose ONE:

ViaSat Promotion



New Residential Service Plans

Date Range: 10/26/2018 - _____

Details:

Starting Friday, October 26th, you may see two new residential service plans that you'll be able to offer to new Viasat Internet customers. These service plans are not offered in all beams so make sure you check the Retailer Portal to see what is available to your customers. To find out about these new plans please see below.

New Basic 25 and Unlimited Bronze 25 Service Plans

Starting Friday October 26th we are introducing new service plans into certain markets. These plans are:

- **Basic 25**
 - Up to 25 Mbps Download Speed
 - 12 GB per month Priority Data Allowance
 - Early Bird Free Zone - 3AM - 8AM local time
 - Liberty Pass
 - WiFi modem
 - Video Data Extender
 - Option to Buy More data
- **Unlimited Bronze 25**
 - Up to 25 Mbps Download Speed
 - Unlimited Data (on the Bronze 25 service plan, after 35 GB of data usage, we may prioritize the customer's data behind other customers during network congestion)
 - WiFi modem
 - Small screen video quality (typically 360p)

New Pricing for EasyCare Warranty Service

Date Range: ----

Details:

Extra level of support for only \$8.99/mo

- There is no minimum service term.
- Includes priority access to customer service and one dish relocation per year at the discounted price of \$95.00

- Includes any required service calls at no extra charge

ViaSat's Upfront Fee (Installation Fees)

Date Range: 10/24/2018- _____

Details:

- We are scheduled to launch 23 VS2 small beams with installation fees ranging from \$50 to \$150
- VS2 Small Beams impacted by Upfront Fees:

BEAM #:	FEE \$:		BEAM #:	FEE \$:
715	\$50		774	\$100
717	\$50		775	\$50
726	\$100		779	\$100
730	\$150		780	\$150
734	\$150		785	\$150
735	\$100		786	\$50
736	\$100		787	\$50
737	\$100		788	\$150
745	\$50		789	\$150
746	\$100		790	\$50
756	\$100		792	\$50
758	\$50			