

Current Promotions

Automated National Promotions

myCSP*704428

Making promotions easier and faster than ever!

AT&T systems are getting smarter.

OPUS users with Wireless Bundle Builder can view automated (integrated and wireless only) offers: During the sales flow!

In Snapshot, Wireless Bundle Builder Quote, and CSS.

Customers see their promotional benefits on their 1st bill – no more waiting around for back end processes!

Want to know more? View [OPUS Wireless Bundle Builder Huddle Guide](#).



Current Promotions

Hybrid BOGO - Integrated Free / Non-Integrated 50% Off Starting February 1, 2019

myCSP*719578



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

To get the 50% off credit:

Customer must add at least one new line of wireless service. Two upgrades are not offer eligible.

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

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Current Promotions

Bring Your Number to AT&T and Get Rewarded!

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Offer Highlights

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.



Check out all the offer details here: [LDC Private Offer Starting January 2, 2019: Switch Your Service to AT&T and Get a \\$250 Reward Card](#)

You can order merchandising material from the [Marketing Center](#)

Current Promotions

2019 Value Device Offers

*myCSP*714582*



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](#) and [Samsung J3 - Free](#)
- [iPhone 6S 32GB - \\$5/mo.](#)
- [LG Stylo 4+ - \\$5/mo.](#)
- [Samsung A6 - \\$5/mo.](#)

Note: Prices listed are with AT&T Next 30 months. See [Monthly Prices with Offer](#) for more details.

How does it work?

1. Customer completes a new activation or Add-a-Line.
 1. 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.
 1. OPUS users see the offer in the shopping cart.
 2. Automation exception: All other sellers, credits are applied systematically.

Requirements

- Activate a New or Add-a-Line on a postpaid voice/data plan with eligible phone purchase on installment plan.
- Account/line must remain active and in good standing to receive monthly credit.
- Taxes on full retail price are due at the point of sale.
- Only one discount per line.
- If service is cancelled, device balance becomes due and credits cease.
- AT&T Prepaid and Cricket port-ins are not eligible.
- Standard line/credit limits apply.

Other Stackable Offers?

- All National Promotions are available.
- No other phone discounts can apply to line.

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Current Promotions

Samsung \$200 Trade In Offer

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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 worth at least \$20 after device condition evaluation questions have been answered

Devices other than phone are not eligible

- New Lines , Upgrades and AAL are Eligible
- Customers purchasing 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.

Purchase Requirements

Requires purchase of eligible phone.

Purchased on an installment plan (AT&T Next, AT&T Next Every Year, or CRU EIP) or no commit.

Must be activated on customer's postpaid wireless voice/data plan.

If purchase of phone is through an indirect AT&T channel, the customer must also provide proof that eligible phone was purchased within the promo timeframe and phone may only be traded in through an AT&T retail store or participating authorized retailer (excludes att.com).

The rep is responsible for verifying phone and purchase date before processing a trade.

Stackability

Enhanced trade in value only available on 1:1 basis. May not trade in multiple phones against one new eligible phone to receive the value. Stackable with other offers and BAU rules apply.

Customers participating in switcher offers receive the enhanced trade in value as part of their total reward.

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Current Promotions

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

myCSP *718697



How it works

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!**

Who's Eligible?

Consumer/Signature, E.M.O., CRU, and IMO customers
Ports, upgrades, and add-a-lines, including winbacks
Available in all channels

Stackable?

Yes! Stackable with other offers, BAU rules apply.
BO and GO lines in BOGO are eligible

The \$150 one-time bill credit will automatically be applied after 30 days of active service for both tablet and smartphone line on the same account.

Requirements

Customer must purchase an eligible Samsung Galaxy smartphone and Samsung Galaxy Tab S4.

Phone must be purchased on installment plan (AT&T Next, AT&T Next Every Year, CRU Equipment Installment Plan).

Tablet must be purchased on installment plan (20-month tablet installment plan).

Both phone and tablet must be activated on the same wireless account.

Both devices require eligible postpaid wireless voice/data plan, including currently available and

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Current Promotions

Get \$400 Trade-in Credit when you buy an V40 ThinQ, or G6 Duo
myCSP*711795

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.

Here's the Deal

- New activations, ports, upgrades, and Add-a-Line are eligible.
- Trade-in value must be at least \$20 after assessment questions.
- Customers have 14 days to trade-in device.
- Available in all channels.
 - Customers purchasing 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 an AT&T retail store or participating authorized retailer to complete their trade instead.
- Devices other than phones not eligible for trade-in.



Purchase Requirements

- Requires purchase of eligible phone.
 - Purchased on an installment plan (AT&T Next, AT&T Next Every Year, or CRU EIP) or no commit.
 - Must be activated on customer's postpaid wireless voice/data plan.
- If purchase of phone is through an indirect AT&T channel, the customer must also provide proof that eligible phone was purchased within the promo timeframe and phone may only be traded in through an AT&T retail store or participating authorized retailer (excludes att.com).
- The rep is responsible for verifying phone and purchase date before processing a trade

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Current Promotions

Get 50% Off LG V35 ThinQ
*myCSP*717574*

What's the deal?

Starting **January 11, 2019**, for a limited time, customers can get 50% off the **LG V35 ThinQ**¹ when purchasing on an installment plan². Upgrades, new lines, and add-a-lines qualify. See [Requirements](#) for more details.

Device Max Credit and Monthly Credit Table

Retail Price \$849.99, maximum credit \$425

Installment Plan	Monthly Charge	Offer Credit	Customer Responsibility
AT&T Next	\$28.34	\$14.17	\$14.17
AT&T Next Every Year	\$35.42	\$17.71	\$17.71
EIP 24 (CRU Only)	\$35.42	\$17.71	\$17.71
EIP 36 (CRU Only)	\$23.62	\$11.81	\$11.81



LG V35 ThinQ



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Current Promotions

Military Appreciation Offer for Unlimited &More/ Premium Customers

myCSP*695560

What's the discount?

25% off Unlimited &More Premium/&More plans' monthly data and device access charges

Plus, \$15 off monthly TV/video service charge¹

And, \$15 off monthly Internet service charge¹

¹Requires wireless account be on Unlimited &More Premium or &More, and account matching on wireless, video, and Internet accounts.

Clear up any confusion!

FaST (Fan Search Tool) displays the standard discount of 15% off the shared data plan for Military FANs.

The 25% off the shared data plan and device access charges are provisioned on the back end after validating the account in on &More Premium or &More plan.

Eligible military/Veterans on &More Premium/&More receive 25% discount.

Eligible military/Veterans not on an eligible rate plan receive the standard 15% FAN discount.

Customers that do not qualify for the military/Veteran FAN receive no discount.

The \$15mo. TV/video and Internet credit [requires accounts match](#) across all products..



25% OFF AT&T &More Plans

Pricing estimates below are for phones only (includes the Multi-phone Account and AP/PB discounts).

The Multi-phone account and AP/PB discounts are deducted from the data plan prior to applying the 25% off.

•AP/PB discount: Single line: \$10^{mo.}; Multi-line: \$20^{mo.}

•Multi-phone account discount:

- Unlimited &More Premium: \$15^{mo.} with 3 phones, and \$30^{mo.} with 4+ phones on an account.
- Unlimited &More: \$15^{mo.} with 3 phones, and \$35^{mo.} with 4+ phones on an account.

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Current Promotions

First Responder Appreciation Offer

myCSP*674924

First Responders, and their families, can save 25% off all personal lines of service on accounts with AT&T Unlimited &MoreSM or AT&T Unlimited &MoreSM 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 &MoreSM, or AT&T Unlimited &MoreSM 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 FirstNetTM.
 - A FirstNet relationship is **not** required for employee or Agency/Entity to take advantage of this offer.
 - For details see [Exclusions](#).
- Use the [First Responder Lookup Tool](#).
 - Reps must use the tool when qualifying eligible First Responders.



25% OFF AT&T &More Plans

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- AP/PB discount: Single line: \$10^{mo.}; Multi-line: \$20^{mo.}
- Multi-phone account discount:
 - Unlimited &More Premium: \$15^{mo.} with 3 phones, and \$30^{mo.} with 4+ phones on an account.
 - Unlimited &More: \$15^{mo.} with 3 phones, and \$35^{mo.} with 4+ phones on an account.

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