



# Mobility Promotion Snapshot (CRU)

## Effective October 24, 2024

All promotions are limited time offers subject to change at anytime unless otherwise noted

VOICE OFFERS	<b>Add-a-line Smartphone Activation Offer</b>	Business Customers get <b>\$150</b> in credit when they add a new smartphone on IP on UYW Prem/Adv. Credit is spread over the installment period. NEW LINE NON-PORT <b>NOT STACKABLE WITH CRU PORT-IN SMARTPHONE OFFER</b>	LTO
	<b>Port-In Smartphone offer (NOT RETAIL)</b>	Business Customers who port in from a carrier, get a smartphone on IP on UYW Prem/Adv get <b>\$360</b> credit spread over the installment period. PORT-IN ONLY <b>NOT STACKABLE WITH ADD-A-LINE SMARTPHONE ACTIVATION OFFER</b>	LTO
	<b>BYOD Credit (NOT RETAIL)</b>	Business customers get up to <b>\$600</b> in credits when they BYOD (smartphone), <b>port-in</b> a number from a competitor, and activate on a qualified unlimited plan. Credits will start within 3 bill cycles. Credit given over 24 months	LTO
	<b>RETAIL BYOD Credit</b>	Business customer get up to <b>\$360</b> in credit when they BYOD smartphone and port-in from a competitor and activate on qualified UYW.	LTO
	<b>RETAIL Port-In Credit</b>	Business Customers who port in from a carrier, get a smartphone on IP on UYW Prem/Adv get <b>\$360</b> credit spread over the installment period. PORT-IN ONLY   <b>NOT STACKABLE WITH ADD-A-LINE SMARTPHONE ACTIVATION OFFER</b>	LTO
	<b>Apple Premium Device Trade-in</b>	<ul style="list-style-type: none"> <li><b>\$1000</b> OFF i16 Pro/i16 Pro Max w/ \$230+ TIV</li> <li><b>\$700</b> off iPhone 16 Series (all models) w/ \$130-\$229 TIV</li> <li><b>\$350</b> off w/ \$35-\$129 TIV</li> </ul>	LTO
	<b>Android Premium Device Trade-in Any Year Any Condition (AYAC)</b>	<ul style="list-style-type: none"> <li><b>\$1,250</b> off Pixel 9 Pro XL w/ 35+ TIV <b>OR</b> AYAC Google Pixel</li> <li><b>\$1,050</b> off Pixel 9 Pro w/ 35+ TIV <b>OR</b> AYAC Google Pixel</li> <li><b>\$1,000</b> off S24+/S24 Ultra w/ \$95+TIV   <b>\$800</b> off w/\$35+ TIV</li> <li><b>Up to \$800</b> off Z Flip6   Z Fold6</li> </ul>	LTO
	<b>Tiered Device Offer</b>	<ul style="list-style-type: none"> <li><b>\$2.99/mo.:</b> A15 5G   moto g stylus 5G 24'  </li> <li><b>\$5.99/mo.:</b> <b>i15 128GB (CRU ONLY)</b>   iSE 64GB   Pixel 8a   A35 5G   razr+ 24'</li> <li><b>\$10.99/mo.:</b> iSE 128GB   S24 128GB   Pixel 9 128GB   Pixel 9 256GB <b>i15 256GB (CRU ONLY)</b></li> <li><b>\$15.99/mo.:</b> <b>i15 512GB (CRU ONLY)</b>   S24 256GB   i15 Pro 128GB</li> <li><b>\$20.99/mo.:</b> i15 Pro 256GB   i15 Pro Max 256GB</li> <li><b>\$25.99/mo.:</b> i15 Pro 512GB   i15 Pro Max 512GB</li> <li><b>\$30.99/mo.:</b> i15 Pro 1TB   i15 Pro Max 1TB</li> </ul>	LTO
	<b>NextUp Upgrade Credit</b>	<ul style="list-style-type: none"> <li><b>\$500</b> off Pixel 9 Pro   9 Pro XL   i16 Pro   i16 Pro Max</li> <li><b>\$350</b> off Apple i16/16+   Samsung</li> </ul>	LTO
	<b>Next Up Anytime Tiered &amp; Premium Upgrade</b>	Customers who have Next Up Anytime feature on their line can upgrade anytime* with a qualified device turn-in. Must renew feature. Must have 33% of device paid off to get smartphone offers.	LTO
<b>Buy More Save More</b>	New and existing customers purchasing a Samsung Galaxy S24 series smartphone, Z Flip6 or Z Fold6 can get a promotional credit of \$180 (\$5/mo. x 36mos) on the Galaxy S24.	LTO	
<b>FREE XCOVER6 PRO</b>	CRU customers get the XCover6 Pro for free when activating a new line or upgrading on an eligible wireless plan and purchasing on IP	LTO	
DATA OFFERS	<b>Apple Watch BOGO</b>	Purchase an eligible Apple watch with a new wearable line on installment plan and get <b>\$300</b> in monthly bill credits. <b>Eligible Watches:</b> Apple Watch SE (2023), Series 9, Series 10, Ultra 2	<b>LAST DAY 10/31</b>
	<b>Samsung Watch BOGO</b>	Mix and match any Samsung Watch and get \$350 off. Eligible Watches: Galaxy Watch FE, Watch6 Classic (47mm), Watch7 (40mm/44mm), Watch Ultra	<b>LAST DAY 10/31</b>
	<b>Google Watch BOGO</b>	Buy one Google Pixel 3, Get one up to \$450 off	LTO
BUNDLE OFFERS	<b>All In One for Business w/ ABF &amp; AIA-B</b>	Qualified AT&T Internet/Mobility customers (including AIA-B) can SAVE on their internet bill when they have both qualifying internet and wireless services. <ul style="list-style-type: none"> <li>New/Existing AIA-B and/or ABF customers must activate new Business Wireless BAN on a qualifying plan</li> <li>New/Existing Business Wireless customer on qualifying plan must activate new AIA-B and/or ABF service</li> </ul>	LTO
	<b>All In One for Business w/ ADI &amp; ASEoD</b>	Qualified ADI/Mobility customers can SAVE on their internet bill with qualifying services. Customer scenarios – in each instance, customer must initiate one new service: <ul style="list-style-type: none"> <li>New ADI or ASEoD / New Business Wireless</li> <li>New ADI or ASEoD / Existing Business Wireless</li> <li>New Business Wireless / Existing ADI or ASEoD</li> </ul>	LTO
	<b>Converged Tablet Offer</b>	<ul style="list-style-type: none"> <li>Free iPad 9<sup>th</sup> Gen or Samsung A9+ w/ ABF . View promo brief for full details</li> </ul>	<b>LAST DAY 10/31</b>
	<b>Voice &amp; Data Bundle Offer</b>	Get <b>\$200</b> off an eligible iPad when activating a new smartphone! Both smartphone and tablet line must be new lines of service. Smartphone can be on IP 24, 30, 36. Tablet must be on IP 36.	<b>LAST DAY 10/31</b>
	<b>FREE TCL TAB 8 w/ AWB</b>	Starting 8/8 Free TCL TAB 8 SE when purchased on a 36-month installment on a postpaid date rate plan with purchase of AT&T Wireless Broadband (AWB) and equipment on 36-month installment	LTO
FIXED WIRELESS OFFERS	<b>FREE AIA-B 5G Gateway</b>	Effective 3/26 5G Gateway Free when purchased on 36-month installment with AT&T Internet Air for Business Plans	LTO
	<b>Discounts on Cradlepoint E300</b>	Effective 3/26 add a line on AT&T Internet Air for Business & get Cradlepoint E300 5G and get a discount based on the contract type or IP	LTO
	<b>AIO \$20 off AIA-B &amp; AWB</b>	As of 10/4 - \$20 off AT&T Internet Air for Business (AIA-B) and AT&T Wireless Broadband (AWB) with new and existing AT&T eligible business wireless smartphone unlimited rate plan. (this is just part of the AIO Business offer- full offer brief linked)	LTO
	<b>FREE Netgear M7 Pro</b>	Starting 9/9, the M7 Pro is FREE when purchased on new line with 36-month installment on AWB Premium   Advanced   Standard.	LTO
FLEET OFFERS	<b>FREE Fleet Complete Vision</b>	FC Vision dash camera at no cost for 10 lines+ when activating a new line on FC Insights Solution Suite Bundle	12/31
	<b>Fleet Management (Geotab) KP2 Dash Cam</b>	\$5/mo. off AT&T Fleet Management (Geotab) KP2 dash camera when purchasing bundled or unbundled on Turnkey. Requires 25+ new lines.	12/31
	<b>\$100 Credit Fleet Complete Vision-</b>	\$100 bill credit per line when adding a NEW FC Vision dash camera	12/31
	<b>FREE Fleet Complete Tracker</b>	Free FTxw or FT1 tracker with purchase of 5+ lines, no in-vehicle Wi-Fi plan required. <b>10/1 – 10/31 ONLY.</b>	10/31