



Mobility Promotion Snapshot (CRU)

Effective January 17, 2025

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

Category	Promotion Name	Description	Availability
VOICE	Add-A-Line Smartphone Activation Credit	Business Customers get \$180 in credit when they add a new smartphone on 36-month IP on UYW 2.0 Prem/Adv. Credit is spread over the installment period. NEW LINE NON-PORT NOT STACKABLE WITH CRU PORT-IN SMARTPHONE OFFER	LTO
	Port-In Smartphone Credit (NOT RETAIL)	Business Customers who port in from a carrier, get a smartphone on IP on UYW Prem/Adv get \$360 credit spread over the installment period. PORT-IN ONLY NOT STACKABLE WITH ADD-A-LINE SMARTPHONE ACTIVATION OFFER	LTO
	BYOD Port-In Credit (NOT RETAIL)	Business customers get up to \$600 in credits when they BYOD (smartphone), port-in 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
	RETAIL BYOD Credit	Business customers get up to \$360 in credit when they BYOD port-in a smartphone from a competitor and activate on qualified UYW.	LTO
	RETAIL Port-In Credit	Business Customers who port in from a carrier, get a smartphone on IP on UYW Prem/Adv get \$360 credit spread over the installment period. PORT-IN ONLY NOT STACKABLE WITH ADD-A-LINE SMARTPHONE ACTIVATION OFFER	LTO
	Apple Premium Trade-in	<ul style="list-style-type: none"> \$1000 off i16 Pro/i16 Pro Max w/ \$290+ TIV (<i>min. I14 Plus</i>) \$700 off iPhone 16 Series (all models) w/ \$130-\$229 TIV (<i>min. i12 Pro Max</i>) \$350 off w/ \$35-\$129 TIV (<i>min. iX</i>) 	LTO
	Android Premium Trade-in Any Year Any Condition (AYAC)	<ul style="list-style-type: none"> \$1,050 off Pixel 9, 9 Pro, 9 Pro XL w/ 35+ TIV OR AYAC Google Pixel \$1,000 off S24+/S24 Ultra/Z Flip6/Z Fold6 w/ \$95+TIV \$800 off w/\$35+ TIV 	LAST DAY 1/22
	Tiered Device Offer	<ul style="list-style-type: none"> \$1.99/mo.: iSE 64GB \$2.99/mo.: Samsung A16 5G moto g stylus 5G 2024 \$5.99/mo.: i15 128GB (CRU ONLY) iSE 128GB A35 5G razr+ 2024 Pixel 9 128GB \$10.99/mo.: i15 256GB (CRU ONLY) iSE 256GB S24 128GB Pixel 9 256GB \$15.99/mo.: i15 512GB (CRU ONLY) i15 Pro 128GB S24 256GB \$20.99/mo.: i15 Pro 256GB i15 Pro Max 256GB \$25.99/mo.: i15 Pro 512GB i15 Pro Max 512GB \$30.99/mo.: i15 Pro 1TB i15 Pro Max 1TB 	LAST DAY 1/22
	NextUp Upgrade Credit	<ul style="list-style-type: none"> \$500 off Pixel 9 Pro, 9 Pro XL Apple i16 Pro, i16 Pro Max \$350 off Apple i16 iPhone 16+ Samsung S24+, S24 Ultra, Z Flip6, Z Fold6 	LAST DAY 1/22
	Next Up Anytime Tiered & Premium Upgrade	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
Buy More, Save More	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.	LAST DAY 1/22	
FREE Xcover6 Pro	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	Apple Watch BOGO	Buy one get one \$300 off. Eligible Watches: Pixel Watch 3.. <i>At least one must be a new wearable line of service.</i>	LTO
	Google Watch BOGO	Buy one get one \$450 off. Eligible Watches: Apple Watch SE 2 nd Gen, Watch Ultra 2, Watch Series 9, Watch Series 10. <i>At least one must be a new wearable line of service</i>	LTO
	Franklin A50 Offer	Customers who purchase a Franklin A50 device on a postpaid wireless plan for hotspots will be eligible to get the device for: <ul style="list-style-type: none"> Free on 36-month installment plan \$49.99 with 2-year service agreement \$0.99 with 3-year service agreement 	LTO
BUNDLES	FREE TCL Tab 8 SE w/ AWB	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
	All In One for Business w/ ABF & AIA-B or AWB All In One for Business w/ ADI & ASEoD	Qualified AT&T Internet/Mobility customers (including AIA-B/AWB) can SAVE on their internet OR wireless bill when they have both qualifying internet and wireless services. New + New customers, New Wireless w/ Existing Internet, Existing Wireless w/ New Internet customers are eligible. Check out the promo briefs to learn more!	LTO
FIXED WIRELESS	FREE AIA-B 5G Gateway	Effective 3/26 5G Gateway Free when purchased on 36-month installment with AT&T Internet Air for Business Plans	LTO
	Discounts on Cradlepoint E300	Effective 3/26 add a line on AT&T Internet Air for Business w/ Cradlepoint E300 5G and get a discount based on the contract type or IP	LTO
	AIO \$20 off AIA-B & AWB	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
	FREE Netgear M7 Pro	Starting 9/9, the M7 Pro is FREE when purchased on new line with 36-month installment on AWB Premium Advanced Standard.	LTO
FLEET	FREE Fleet Complete Vision	FC Vision dash camera at no cost for 10 lines+ when activating a new line on FC Insights Solution Suite Bundle	LTO
	KP2 Dash Cam	\$5/mo. off AT&T Fleet Management (Geotab) KP2 dash camera when purchasing bundled or unbundled on Turnkey. Requires 25+ new lines.	LTO
	\$100 Credit Fleet Complete Vision	\$100 bill credit per line when adding a NEW FC Vision dash camera	LTO