



Mobility Promotion Snapshot (CRU)

Effective March 13, 2025

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

VOICE	Add-A-Line Smartphone Activation Credit	Business Customers get \$360 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 2.0 Prem/Adv get \$540 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
	\$180 BYOD Smartphone AAL	Customers can get up to \$180 per line in bill credits when activating a line on an eligible rate plan and bringing their own device!	LTO
	Switcher Buyout Offer	Eligible customers can get up to \$800 via a Visa Reward Card to cover the costs of switching! Available for up to 10 port-in lines, any plan. Customers must redeem at www.att.com/switcherpayoff and must upload recent bill w/in 60 days of port-in. EIP, 2yr, and 3yr pricing have all been added as eligible. No additional action required. Eligible customers that took advantage of the offer on 2/14 will be in scope for the buyout.	LTO
	Apple Premium Trade-in	<ul style="list-style-type: none"> \$1000 off i16 Pro/i16 Pro Max w/ \$230+ TIV (min. iPhone 13 Pro) Any Condition \$830 off iPhone 16, i16 Pro/Pro Max w/ \$130-\$229 TIV (min. iPhone 12) Any Condition \$350 off w/ \$35-\$129 TIV (min. iPhone (2G) Any Condition 	LTO
	Android Premium Trade-in	<ul style="list-style-type: none"> \$1,300 off S25 Ultra w/ \$230+TIV (makes the Ultra 256GB FREE!) \$1,000 off Z Flip6/Z Fold6 w/ \$95+ TIV \$800 off Z Flip6/Z Fold6 w/ \$35+ TIV 	LTO
	Android Any Year Any Condition (AYAC)	<ul style="list-style-type: none"> \$1,000 off S25+/S25 Ultra w/ AYAC Galaxy S, Note, or Z series OR w/\$35+ TIV \$800 off S25 w/ AYAC Galaxy S, Note, or Z series OR w/\$35+ TIV \$1,050 off Pixel 9, 9 Pro, 9 Pro XL w/ 35+ TIV OR AYAC Google Pixel 	LTO
	Tiered Device Offer	<ul style="list-style-type: none"> \$1.99/mo.: i15 128GB (CRU ONLY) 16e 128GB S24 FE \$2.99/mo.: Samsung A16 5G moto g stylus 5G 2024 \$5.99/mo.: i15 256GB (CRU ONLY TIERED) i16+ 128GB A35 5G razor+ 2024 Pixel 9 128GB S24 FE 16e 256GB \$10.99/mo.: Pixel 9 256GB i15 512GB (CRU ONLY) i16+ 256GB 16e 512GB <ul style="list-style-type: none"> \$15.99/mo.: i15 Pro 128GB i16+ 512GB \$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 	LTO
	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+ Z Flip6, Z Fold6 S25, S25+, S25 Ultra 	LTO
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	
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	
CRU Accessory Offer	Business customers (CRU) purchasing accessories can receive 25% off, excluding clearance & Do Not Discount items. Discount will be on the total before-tax price of the eligible accessories purchased in the same transaction. Stacks with all other non-accessory offers (i.e. National device offers). Not stackable with any other accessory discount or FAN discount (ICB Contracts, Turnkey Pricing, etc.)	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
	Samsung \$100 Off Watch Offer	Purchase an eligible Samsung Watch with a new wearable line on installment plan and get \$100 in monthly bill credits. Eligible Watches: Watch FE, Watch7, Watch Ultra	LTO
	Samsung \$100 Tablet Offer	Purchase an eligible Samsung tablet on a new tablet line on installment plan and get \$100 in monthly bill credits. Eligible Tablets: Samsung Tab A9+ 5G, S10+ 5G, S9 FE 5G	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
	Samsung Smartphone + Tablet Bundle	New and existing customers can get up to \$234.36 in bill credits when purchasing a qualifying Samsung smartphone plus an eligible Samsung tablet on AT&T Installment Plan. Tab A9+ is \$0.99/mo., other tabs eligible for discount, but not \$0.99/mo.	LTO
	Samsung Smartphone + Watch Bundle	New and existing customers can get up to \$214.36 in bill credits when purchasing both an eligible Samsung watch and qualifying Samsung smartphone on an AT&T Installment plan. Watch FE is \$0.99/mo., other watches eligible for discount, but not \$0.99/mo.	LTO
	Samsung Smartphone + Tablet + Watch Triple Bundle	New and existing customers can get up to \$448.72 in bill credits when purchasing a qualifying Samsung smartphone plus an eligible Samsung watch and tablet, each on an AT&T Installment Plan. Tab A9+ and Watch FE are \$0.99/mo., other tabs/watches eligible for discount, but not \$0.99/mo. each.	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	M7 Pro is FREE when purchased on new line with 36-month installment on AWB Premium Advanced	LTO
	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