



# Mobility Promotion Snapshot (CRU)

## Effective April 11, 2025

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

VOICE	<b>Add-A-Line Smartphone Activation Credit</b>	Business Customers get <b>\$360</b> in credit when they add a new smartphone on 36-month IP on UYW 2.0 Prem/Adv. Credit it spread over the installment period. NEW LINE NON-PORT <b>NOT STACKABLE WITH CRU PORT-IN SMARTPHONE OFFER</b>	LTO
	<b>Port-In Smartphone Credit (NOT RETAIL)</b>	Business Customers who port in from a carrier, get a smartphone on IP on UYW 2.0 Prem/Adv get <b>\$540</b> credit spread over the installment period. PORT-IN ONLY <b>NOT STACKABLE WITH ADD-A-LINE SMARTPHONE ACTIVATION OFFER</b>	LTO
	<b>BYOD Port-In 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>\$180 BYOD Smartphone AAL</b>	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
	<b>Switcher Buyout Offer</b>	Eligible customers get up to \$800 Visa Reward Card to cover costs of switching! Available for up to 10 port-in lines, any plan. Customers must redeem at <a href="http://www.att.com/switcherpayoff">www.att.com/switcherpayoff</a> and must upload recent bill w/in 60 days of port-in. EIP, 2yr, and 3yr pricing have all been added as eligible.	LTO
	<b>Apple Premium Trade-in</b>	<ul style="list-style-type: none"><li>• <b>\$1000</b> off i16 Pro/i16 Pro Max w/ \$230+ TIV (<i>min. iPhone 13 Pro</i>) <a href="#">Any Condition</a></li><li>• <b>\$830</b> off iPhone 16, i16 Pro/Pro Max w/ \$130-\$229 TIV (<i>min. iPhone 12</i>) <a href="#">Any Condition</a></li><li>• <b>\$350</b> off w/ \$35-\$129 TIV (<i>min. iPhone (2G)</i>) <a href="#">Any Condition</a></li></ul>	LTO
	<b>Android Premium Trade-in</b>	<ul style="list-style-type: none"><li>• <b>\$1,300</b> off S25 Ultra w/ \$230+TIV (makes the Ultra 256GB <b>FREE!</b>)</li><li>• <b>\$1,000</b> off Z Flip6/Z Fold6 w/ \$95+ TIV   \$800 off Z Flip6/Z Fold6 w/ \$35+ TIV</li></ul>	LTO
	<b>Android Any Year Any Condition (AYAC)</b>	<ul style="list-style-type: none"><li>• <b>\$1,000</b> off S25+/S25 Ultra w/ AYAC Galaxy S, Note, or Z series OR w/\$35+ TIV</li><li>• <b>\$800</b> off S25 w/ AYAC Galaxy S, Note, or Z series OR w/\$35+ TIV</li><li>• <b>\$1,050</b> off Pixel 9, 9 Pro, 9 Pro XL w/ 35+ TIV <b>OR</b> <u>AYAC</u> Google Pixel</li></ul>	LTO
	<b>Tiered Device Offer</b>	<div><ul style="list-style-type: none"><li>• <b>\$1.99/mo.:</b> <b>(CRU ONLY)</b> <a href="#">i15 128GB</a>   <a href="#">16e 128GB</a>   <a href="#">S24 FE</a></li><li>• <b>\$2.99/mo.:</b> Samsung A16 5G   moto g stylus 5G 2024   Pixel 9a</li><li>• <b>\$5.99/mo.:</b> A35 5G   razr+ 2024   S24 FE</li><li>• <b>(CRU ONLY)</b> <a href="#">i15 256GB</a>   <a href="#">16e 256GB</a></li><li>• <b>\$10.99/mo.:</b> Pixel 9 128GB   <a href="#">i15 512GB</a></li><li>• <b>(CRU ONLY)</b> <a href="#">i16+ 128GB</a>   <a href="#">16e 512GB</a></li></ul></div> <div><ul style="list-style-type: none"><li>• <b>\$15.99/mo.:</b> i15 Pro 128GB   Pixel 9 256GB   <b>(CRU ONLY)</b> <a href="#">i16+ 256GB</a></li><li>• <b>\$20.99/mo.:</b> i15 Pro 256GB   i15 Pro Max 256GB   <b>(CRU ONLY)</b> <a href="#">i16+ 512GB</a></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></div>	LTO
	<b>NextUp Upgrade Credit</b>	<ul style="list-style-type: none"><li>• <b>\$500</b> off Pixel 9 Pro, 9 Pro XL   Apple i16 Pro, i16 Pro Max</li><li>• <b>\$350</b> off Apple i16   iPhone 16+   Z Flip6, Z Fold6   S25, S25+, S25 Ultra</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>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
	<b>CRU Accessory Offer</b>	Business customers 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. Not stackable with any other accessory discount or FAN discount (ICB Contracts, Turnkey Pricing, etc.)	LTO
DATA	<b>Apple Watch BOGO</b>	Buy one get one \$300 off. <b>Eligible Watches:</b> Pixel Watch 3. <i>At least one must be a new wearable line of service.</i>	LTO
	<b>Google Watch BOGO</b>	Buy one get one \$450 off. <b>Eligible Watches:</b> Apple Watch SE 2 <sup>nd</sup> Gen, Watch Ultra 2, Watch Series 9, Watch Series 10. <i>At least one must be a new wearable line of service</i>	LTO
	<b>Samsung \$100 Off Watch Offer</b>	Purchase an eligible Samsung Watch with a new wearable line on installment plan and get \$100 in monthly bill credits. <b>Eligible Watches:</b> Watch FE, Watch7, Watch Ultra	LTO
	<b>Samsung \$100 Tablet Offer</b>	Purchase an eligible Samsung tablet on a new tablet line on installment plan and get \$100 in monthly bill credits. <b>Eligible Tablets:</b> Samsung Tab A9+ 5G, S10+ 5G, S9 FE 5G	LTO
	<b>Franklin A50 Offer</b>	Customers purchasing the device on a postpaid wireless plan for hotspots will be eligible to get the device for: <ul style="list-style-type: none"><li>• Free on 36-month installment plan   \$49.99 with 2-year service agreement   \$0.99 with 3-year service agreement</li></ul>	LTO
	<b>Unlimited Data Plan for Tablets</b>	Business customers can receive a discount on select unlimited data plans: <ul style="list-style-type: none"><li>• \$10 discount on AT&amp;T DataConnect Unlimited Standard for Tablet, making rate plan \$15/mo.</li><li>• \$5 discount on AT&amp;T Business Unlimited Premium for Tablet, making rate plan \$15/mo.; Applies to UYW add-on tablet</li></ul>	LTO
	<b>Samsung Smartphone + Tablet Bundle</b>	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
	<b>Samsung Smartphone + Watch Bundle</b>	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
	<b>Samsung Smartphone + Tablet + Watch Triple Bundle</b>	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	<b>FREE TCL Tab 8 SE 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
	<b>AIO-B w/ ABF &amp; AIA-B or AWB AIO-B w/ ADI &amp; ASEoD</b>	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	<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 w/ 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>	M7 Pro is FREE when purchased on new line with 36-month installment on AWB Premium   Advanced	LTO
<b>FLEET</b>			Coming soon!