



Mobility Promotion Snapshot (CRU)

Effective April 18, 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 it 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 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 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.	LTO
	Apple Premium Trade-in	<ul style="list-style-type: none">• \$1000 off i16 Pro/i16 Pro Max w/ \$290+ TIV (<i>min. iPhone 14</i>) Any Condition• \$830 off iPhone 16, i16 Pro/Pro Max w/ \$130-\$229 TIV (<i>min. iPhone 12</i>) Any Condition• \$350 off w/ \$35-\$129 TIV (<i>min. iPhone (2G)</i>) 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 <u>AYAC</u> Google Pixel	LTO
	Tiered Device Offer	<div><ul style="list-style-type: none">• \$1.99/mo.: (CRU ONLY) i15 128GB 16e 128GB S24 FE• \$2.99/mo.: Samsung A16 5G moto g stylus 5G 2024 (CRU only) Pixel 9a• \$5.99/mo.: S24 FE razr+ 2024 (CRU ONLY) i15 256GB 16e 256GB• \$10.99/mo.: Pixel 9 128GB i15 512GB (CRU ONLY) i16+ 128GB 16e 512GB</div> <div><ul style="list-style-type: none">• \$15.99/mo.: i15 Pro 128GB Pixel 9 256GB (CRU ONLY) i16+ 256GB• \$20.99/mo.: i15 Pro 256GB i15 Pro Max 256GB (CRU ONLY) i16+ 512GB• \$25.99/mo.: i15 Pro 512GB i15 Pro Max 512GB • \$30.99/mo.: i15 Pro 1TB i15 Pro Max 1TB</div>	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 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	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	LTO
	Franklin A50 Offer	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">• Free on 36-month installment plan \$49.99 with 2-year service agreement \$0.99 with 3-year service agreement	LTO
	Unlimited Data Plan for Tablets	Business customers can receive a discount on select unlimited data plans: <ul style="list-style-type: none">• \$10 discount on AT&T DataConnect Unlimited Standard for Tablet, making rate plan \$15/mo.• \$5 discount on AT&T Business Unlimited Premium for Tablet, making rate plan \$15/mo.; Applies to UYW add-on tablet	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 7 & 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
	AIO-B w/ ABF & AIA-B or AWB AIO-B 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
FLEET			Coming soon!
			2Q25