



Get Unlimited Data

when you have AT&T Wireless and DIRECTV®, and watch the hottest shows on the go.

After 22GB of data usage, AT&T may slow speeds.

4 lines

\$180/month*

Price after \$40 credit (starts in 2 bill cycles).



***Limited Time Offer — 4th line free:** \$60/mo. plan charge + \$40/mo. access charge per smartphone. Pay \$220/mo. until credit starts. Reqs elig. TV svc. If not elig., AT&T will move you to 10GB plan (Overage charge \$15/GB) or may move to your old plan (restr's apply). TV content varies by device, location & pkg. Fees, charges, add'l usage & other restr's apply. See below for details.

New York State employees

can watch TV live, on the go and get a **discount of up to 20 %** on the monthly service charge of qualified AT&T wireless plans.

Visit att.com/tvanddata

Contact your AT&T sales representative, Elaine Wilson by emailing ew446r@att.com or calling 6077697271
Or, to purchase online, visit <http://www.att.com/workdiscounts>
Mention Discount Code: FAN 45222

Limited Time Offer — 4th line free. Select locations. **Eligibility:** Must remain active & in good standing on residential DIRECTV or U-verse television svc (TV) & AT&T Unlimited Plan. Puerto Rico customers must agree to sharing of acct info btwn DIRECTV & AT&T. Customers must meet all eligibility reqmts w/in 60 days of wireless activation. **Lost Eligibility: You are removed automatically from unlimited plan & moved to another plan if do not meet all eligibility reqmts.** Existing AT&T postpaid customers who have not added any new devices to the unlimited plan are moved to their old plan, if avail. Customers who cannot be moved back are moved to plan w/ 10GB of shareable data & overage charge of \$15/GB. Once moved, you can move to any currently avail. plan at any time. **Data Restrictions:** After 22GB of data usage on a line in a bill cycle, for the rest of the cycle AT&T may slow data speeds on that line during periods of network congestion. **Tethering & Mobile Hotspot use prohibited. \$180/mo.:** Pricing for wireless svc only, \$60/mo. plan charge plus \$40/mo. access charge per smartphone line for 3 lines (4th smartphone line is add'l \$40/mo. & gets a credit starting w/in 2 bill cycles). **Device Limits:** Select wireless devices only. 10 per plan. Purch. limits apply. Sold separately. **Discounts:** May not be elig. for all discounts, offers & credits. See att.com/unlimited for plan details. May include taxes, fed. & state universal svc charges, Reg. Cost Recovery Charge (up to \$1.25), gross receipts surcharge, Admin. Fees & other gov't assessments which are not gov't req'd charges. **Pricing, promotions & terms subject to change & may be modified or terminated at any time without notice.** Coverage & svc not avail. everywhere. You get an off-net (roaming) usage allowance for each svc. If you exceed the allowance, your svc(s) may be restricted or terminated. Other restr's apply & may result in svc termination. **GEN. WIRELESS SVC: Subj. to Wireless Customer Agmt (att.com/wca).** Svcs are not for resale. Credit approval, activ./upgrade fee (up to \$45) & deposit per line may apply. **Other Monthly Charges/Line:** GEN. TV SVC: DIRECTV & U-verse avail. separately. Term agmt, add'l fees & restr's apply. **DIRECTV:** Visit directv.com/legal or call 1-800-DIRECTV for details. **DIRECTV Everywhere:** Functionality, programming & channels vary by device, location & pkg. (Streaming limited to 5 shows on 5 devices at once) Subj. to change at any time. See directv.com/everywhere for compatible devices & details. **U-verse: Geo. & svc restr's apply.** Visit att.com/Uverse to check svc availability. Svc Discounts: Avail. to qual. employees & other auth. indivs. assoc. w/ elig. companies w/ a qual. agmt ("Business Agmt"). Must provide valid employee badge/paystub or other approved proof of eligibility & subscribe to svc under an Indv. Responsibility User account for which the qual. indiv. is personally liable. Discount subj. to wireless svc agmt between sponsoring organization and AT&T ("Business Agmt") & may be interrupted, changed or discontinued w/out notice. Discount may vary monthly. Applies only to recurring mo. svc charge of qual. voice & data plans (unless otherwise provided in Business Agmt), not overages, Min. mo. svc charge, add'l AT&T svcs, or other elig. req's may apply. Not avail. w/ unlim. voice plans. For Family Talk, applies only to primary line. For all Mobile Share plans, applies only to mo. plan charge of plans with 1GB or more, not to add'l mo. device access charges. Add'l restr's apply. May take up to 2 bill cycles after elig. confirmed & will not apply to prior charges. Applied after application of any avail. credit. May not be combined w/ other svc discounts. Contact your sponsoring organization or us at att.com/find-a-store w/ questions. © 2016 AT&T Intellectual Property. All rights reserved. AT&T, Globe logo and DIRECTV are registered trademarks of AT&T Intellectual Property and/or AT&T affiliated companies.

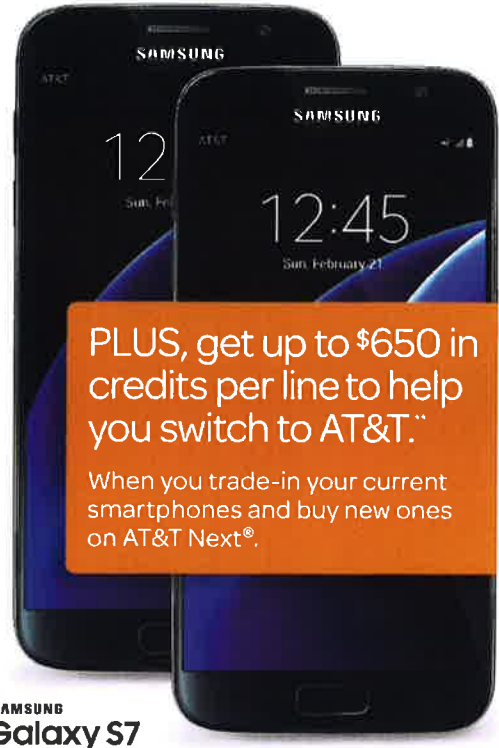
Buy a Samsung Galaxy S7, get one FREE.*



When you buy both on AT&T Next® w/ qual. svc (min \$70/mo.). Free after \$695 in 30 monthly bill credits. (Credits start w/in 3 bill cycles). Tax due at sale.

*Ends 6/30/2016. Each priced \$695. Free one req's 30-mo. 0% APR agmt at \$23.17/mo. Pay up to \$69.51 on free one before credits start. Req's well-qual. credit. & a new line. If svc canceled on 1, that device balance is due. Activ., other fees, charges & restrs apply. Void in CT, RI & Miami-Dade. See details below.

**As an employee of
New York State
You could be saving up to 20%
on the monthly service charge
of qualified wireless plans**



PLUS, get up to \$650 in credits per line to help you switch to AT&T.™

When you trade-in your current smartphones and buy new ones on AT&T Next®.

**SAMSUNG
Galaxy S7**

**Ltd time. (PR ends 6/31/2016) Each line reqs elig. service & trade-in of qual. phone. \$650 in credits = trade-in credit (may be AT&T/store promo card) + prepaid card (w/in 90 days) for device balance/early termination fee amount less trade-in.

Go to www.att.com/smartphoneBOGO for more details.

Contact your AT&T sales representative, Elaine Wilson by emailing ew446r@att.com or calling 6077697271

Or, to purchase online, visit <http://www.att.com/workdiscounts>

Mention Discount Code: FAN 45222

BOGO: Ends 6/30/2016. Void in CT, RI, Miami-Dade. **Eligible Devices:** Includes new Samsung Galaxy S7, S7 active, Note5, S6 32GB (excludes 64GB), S6 edge, S6 active 32GB (excludes 64GB) & S7 edge only (excludes Certified-Like New/Pre-owned) purch. on installment agmt. Priced up to \$915/each (up to \$30.50/mo.). Device retail price is divided into monthly installments. After all bill credits, get eligible device priced at up to \$695 (up to \$23.17/mo) for free. May apply max credit towards other eligible devices, which will be discounted but not free. Taxes on full retail prices due at sale. **Service:** monthly postpaid svc (voice & data) required on both (currently min. \$70/ mo. on Mobile Share Value; existing customers can add to eligible current plans). **Bill Credit:** Both lines must be on the same acct, active & in good standing for 30 days for credits to start. Credit will be applied towards the lower priced device on a 30-mo. agmt & will not exceed the lower of that device's price or \$695. Will get 30 monthly bill credits of up to \$23.17 for installment payments. To get all its bill credits, device must remain on its AT&T Next agmt w/ qual. svc for 30 months (if cancel svc you will owe remaining installment balance of up to \$915). If upgrade or pay up/off agmt early your credits may cease. **Return:** If return one you are not eligible for offer. Restocking fee up to \$45 each. See store or HYPERLINK att.com/buyonegiveone for details. **SWITCH OFFER:** Ltd time (ends 6/30/16 in Puerto Rico). Each line reqs an eligible port-in, trade in, purchase, svc & final bill submission. Credits may not equal all costs of switching. **Elig. port-in:** From eligible carrier (excludes Cricket & select others) on their term agmt or device plan (excludes 3rd party agmts). Must buy elig. smartphone in same transaction. **Elig. Purchase/Svc:** Smartphone on AT&T Next® w/ elig. svc. Acct & svc must remain active & in good standing for 45 days. **AT&T Next:** Req's elig. installment agmt & svc. **Tax due at sale.** Down payment may be req'd. **If svc is cancelled, installment agmt balance is due.** **Limit:** Purch. limits apply. **Trade In:** Select locations. Must be smartphone on line ported, be in good working condition w/ min. \$10 buyback value & meet AT&T Buyback program reqmts. **Trade-in Credit:** Instant credit or private label AT&T Promotion Card issued by MetaBank™ or CenterState Bank of Florida NA, via license from Visa U.S.A. Inc. (may take 3 weeks to receive). Credit/Card (valid for 5 months & for use only to purch. AT&T products & svc in AT&T owned retail stores, at att.com, or to pay wireless bill. At participating dealers get credit (w/ add'l terms) for use at dealer. **Final Bill:** Must go to att.com/helpyouswitch & upload or mail final bill w/in 60 days showing Early Termination Fee (ETF) or device balance (incl. lease purch. costs) on number ported. **Final Credit:** Total amount equals device balance/ETF (excludes taxes, fees, svc & other charges) up to \$650 minus trade in. Get up to \$640 for device plan balance or up to \$340 for ETF. W/in 4 wks after meeting elig. reqmts, are mailed AT&T Promotion Visa® Prepaid Card issued by CenterState Bank of Florida NA, via license from Visa U.S.A. Inc. Not redeemable for cash & non-transferable. For use at U.S. locations where Visa cards are accepted through date printed on card (min. 150 days). Add'l cardholder terms & conditions apply & are provided w/ Prepaid Card. See att.com/switch for offer details. **Svc Discounts:** Avail. to qual. employees & other auth. indivs. assoc. w/ elig. companies w/ a qual. agmt ("Business Agmt"). Must provide valid employee badge/paystub or other approved proof of eligibility & subscribe to svc under an indiv. Responsibility User account for which the qual. indiv. is personally liable. Discount subj. to wireless svc agmt between sponsoring organization and AT&T ("Business Agmt") & may be interrupted, changed or discontinued w/out notice. Discount may vary monthly. Applies only to recurring mo. svc charge of qual. voice & data plans (unless otherwise provided in Business Agmt), not overages. Min. mo. svc charge, add'l AT&T svcs, or other elig. req's may apply. Not avail. w/ unlim. voice plans. For Family Talk, applies only to primary line. For all Mobile Share plans, applies only to mo. plan charge of plans with 1GB or more, not to add'l mo. device access charges. Add'l restr's apply. May take up to 2 bill cycles after elig. confirmed & will not apply to prior charges. Applied after application of any avail. credit. May not be combined w/ other svc discounts. Contact your sponsoring organization or us at att.com/find-a-store w/ questions. © 2016 AT&T Intellectual Property. All rights reserved. AT&T and the Globe logo are registered trademarks of AT&T Intellectual Property. All other marks are the property of their respective owners.

Get up to \$650 in credits per line to help you switch to AT&T.*



When you trade-in your current smartphones and buy new ones on AT&T NextSM.

* Each line reqs elig. service & trade-in of qual. phone. \$650 in credits = trade-in credit (may be AT&T/store promo card) + prepaid card (w/in 90 days) for device balance/early termination fee amount less trade-in.

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on the monthly service charge
of qualified wireless plans.

Go to www.att.com/attswitcher for credit offer details.

Contact your AT&T sales representative, Elaine Wilson
by emailing ew446r@att.com or calling 6077697271
Or, to purchase online, visit <http://www.att.com/workdiscounts>
Mention Discount Code: FAN 45222



SAMSUNG
Galaxy S7

SWITCH OFFER: Ltd time (ends 6/30/16 in Puerto Rico). Avail. to business customers w/ a qual. wireless svc agmt (Business Agmt) for Corporate Responsibility User (CRU) lines of svc. Each line reqs an eligible port-in, trade-in, purchase, svc & final bill submission. Credits received may not equal all costs of switching. **Elig. port-in:** From eligible carrier (excludes Cricket & select others) on their term agmt or device plan (excludes 3rd party agmts). Must buy elig. smartphone in same transaction. **Elig. Purchase/Svc:** Smartphone on AT&T Next w/ elig. svc on Mobile Share Value Plan for Business. Acct & svc must remain active & in good standing for 45 days. **AT&T Next:** Req's elig. installment agmt & svc. **Tax due at sale.** Down payment may be req'd. If svc is cancelled, installment agmt balance is due. **Limit:** Max 10 CRU lines per account. Trade-in: Select locations. Must be smartphone on line ported, be in good working condition w/ min. \$10 buyback value & meet AT&T Buyback program reqmts. **Trade-in Credit:** Instant credit or private label AT&T Promotion Card issued by MetaBankSM or CenterState Bank of Florida NA, via license from Visa U.S.A. Inc. (may take 3 weeks to receive). Credit/Card valid for 5 months & for use only to purch. AT&T products & svc in AT&T owned retail stores, at att.com, or to pay wireless bill. At dealers get credit (w/ add'l terms) for use at dealer. **Final Bill:** Must go to att.com/helpyouswitch & upload or mail final bill w/in 60 days showing Early Termination Fee (ETF) or device plan balance (incl. lease purch. costs) on number ported. **Final Credit:** Total amount equals device balance/ETF (excludes taxes, fees, svc & other charges) up to \$650 minus trade-in. Get up to \$640 for device plan balance or up to \$340 for ETF. W/in 4 wks after meet all elig. reqmts, are mailed AT&T Promotion Visa Prepaid Card issued by CenterState Bank of Florida NA, via license from Visa U.S.A. Inc. Not redeemable for cash & non-transferable. For use at US locations where Visa cards are accepted through date printed on card (min. 150 days). Add'l cardholder terms & conditions apply & are provided w/ Prepaid Card. See att.com/switch for offer details. **Gen. Wireless SVC:** **Subj. to Business Agmt.** Svcs not for resale. Deposit may be req'd. Credit approval, other fees, monthly, overage, other charges, usage, other restr's per line apply. **Pricing & terms subject to change & may be modified or terminated at any time without notice.** Coverage & svc not avail. everywhere. You get an off-net (roaming) usage allowance for each svc. If you exceed the allowance, your svc(s) may be restricted or terminated. Other restr's apply & may result in svc termination. **Svc Discounts:** Avail. to qual. employees & other auth. indivs. assoc. w/ elig. companies w/ a qual. agmt ("Business Agmt"). Must provide valid employee badge/paystub or other approved proof of eligibility & subscribe to svc under an Indv. Responsibility User account for which the qual. indiv. is personally liable. Discount subj. to wireless svc agmt between sponsoring organization and AT&T ("Business Agmt") & may be interrupted, changed or discontinued w/out notice. Discount may vary monthly. Applies only to recurring mo. svc charge of qual. voice & data plans (unless otherwise provided in Business Agmt), not overages. Min. mo. svc charge, add'l AT&T svcs, or other elig. req's may apply. Not avail. w/ unlim. voice plans. For Family Talk, applies only to primary line. For all Mobile Share plans, applies only to mo. plan charge of plans with 1GB or more, not to add'l mo. device access charges. Add'l restr's apply. May take up to 2 bill cycles after elig. confirmed & will not apply to prior charges. Applied after application of any avail. credit. May not be combined w/ other svc discounts. Contact your sponsoring organization or us at att.com/find-a-store w/ questions. © 2016 AT&T Intellectual Property. All rights reserved. AT&T and the Globe logo are registered trademarks of AT&T Intellectual Property. All other marks are the property of their respective owners.

New York State Employee Benefit Program Central New York Library Resource Council



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Central New York Library Resource Council

The Benefit to the employee:

- **AT&T Employee Discount Program is available to all employees.**
- **This program is available for employees that currently have AT&T wireless service or those who wish to purchase AT&T wireless service.**
- **AT&T offers the newest & hottest smartphones and tablets available in the market for the whole family**
- **AT&T Mobile Share Value® Plans offer unlimited talk and text with shared data. Plus, with Rollover Data, the data you don't use this month rolls over to next month.**
- **AT&T's network now has the nation's strongest 4G LTE signal.**



The Benefit to the employee:

Employees (FAN# 4209859) get the following discounts:

- **20% Monthly Service Discount (Personal Device)**
- **Unlimited Talk & Text**
- **Rollover Data**

Current promotion-

- **Can receive up to \$650 in credits when switching to AT&T**
- **BOGO on Samsung phones**

To promote awareness, AT&T provides (at no cost) Print Media, Digital Media, & Onsite Events & Tradeshow



Employee Awareness Print Media Offers:

- **Flyers**
- **Posters**
- **Wallet Cards**



**As an employee
you can get added savings**

As an employee of:

USA

you could be saving up to 23% on the monthly
service charge of qualified wireless plans

For details, visit AT&T.com/employeeoffer

Some restrictions may apply.



To: Subject:

Special Offer
**As an employee of
Company**

**You could be saving up to 10%
on the monthly service charge
of qualified wireless plans**

As an employee of [Company Name], you may be eligible for a special offer that could allow you to save up to 10% on the monthly service charge of a qualified wireless plan. This offer is available to employees of [Company Name] who are currently employed in the United States and are not currently receiving any other special offer from AT&T Intellectual Property. To qualify for this offer, you must be an active subscriber to a qualified wireless plan. A qualified wireless plan is a postpaid wireless plan that includes voice, text, and data services and is provided by a participating carrier. The offer is available for a limited time and may vary by carrier and plan. For more details, please visit AT&T.com/employeeoffer. Some restrictions may apply.

To: Subject:

Special Offer
**As an employee of
Company**

**You could be saving up to 23%
on the monthly service charge
of qualified wireless plans**

As an employee of [Company Name], you may be eligible for a special offer that could allow you to save up to 23% on the monthly service charge of a qualified wireless plan. This offer is available to employees of [Company Name] who are currently employed in the United States and are not currently receiving any other special offer from AT&T Intellectual Property. To qualify for this offer, you must be an active subscriber to a qualified wireless plan. A qualified wireless plan is a postpaid wireless plan that includes voice, text, and data services and is provided by a participating carrier. The offer is available for a limited time and may vary by carrier and plan. For more details, please visit AT&T.com/employeeoffer. Some restrictions may apply.



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Employee Awareness Digital Media Offers:

- Web Banners
- Digital Signage
- Email Campaigns
- Premier Website (Vanity URL)

www.att.com/wireless/GROUPESEB

**Our Best-Ever
Value Plan for Families**
\$160/mo. for 4 lines sharing 10GB.

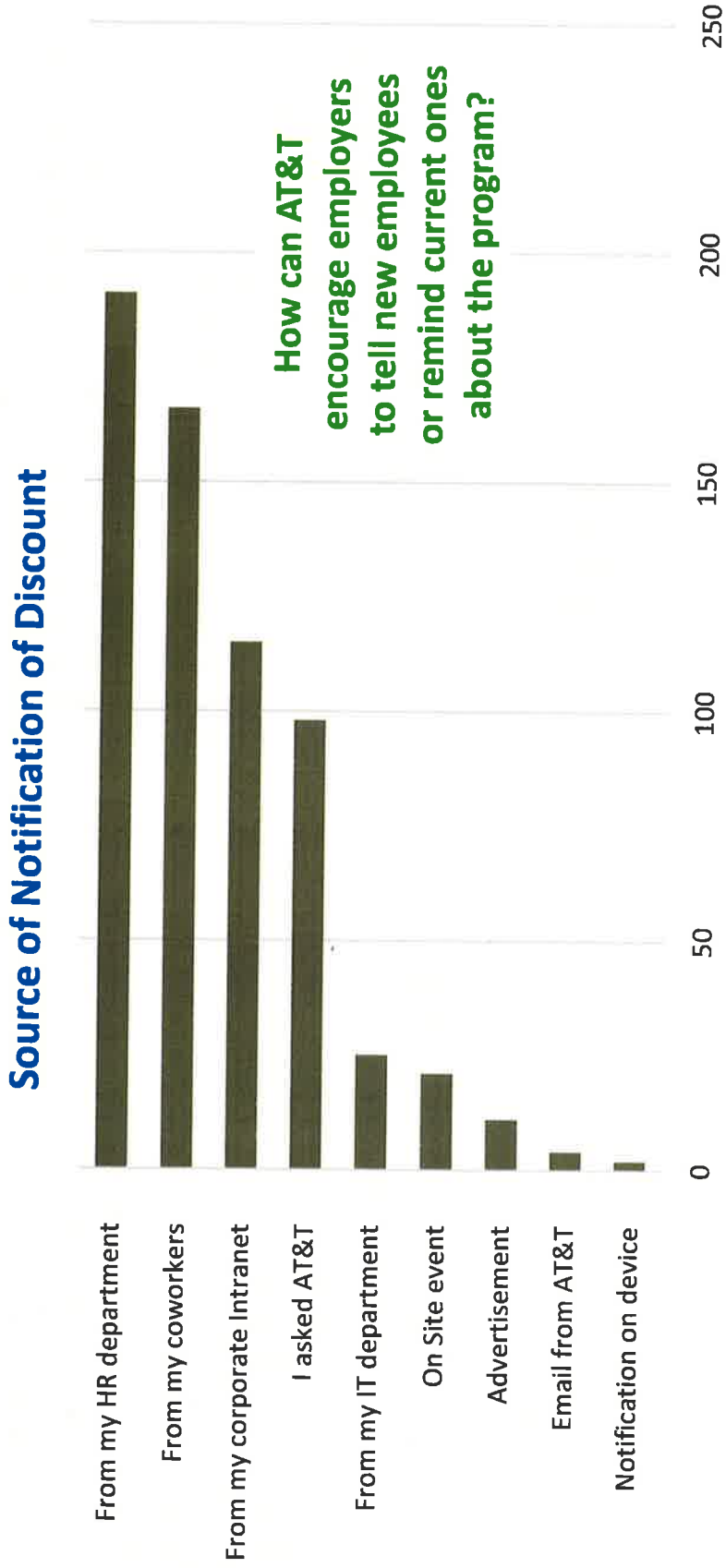
1GB free offer. First 4gb night. Qual. req. only. AT&T Mobile ShareMore. Up to 10GB of data to share (\$1000/mo.) and unlimited text & text for international (\$25/mo. per international min.) with no additional service charges for 4th line. See [att.com/ShareMore](#) for details.

Shop Now

Plus enjoy 18%
discount on qualified
voice & data plans



Most customers hear about the discount program through their place of employment



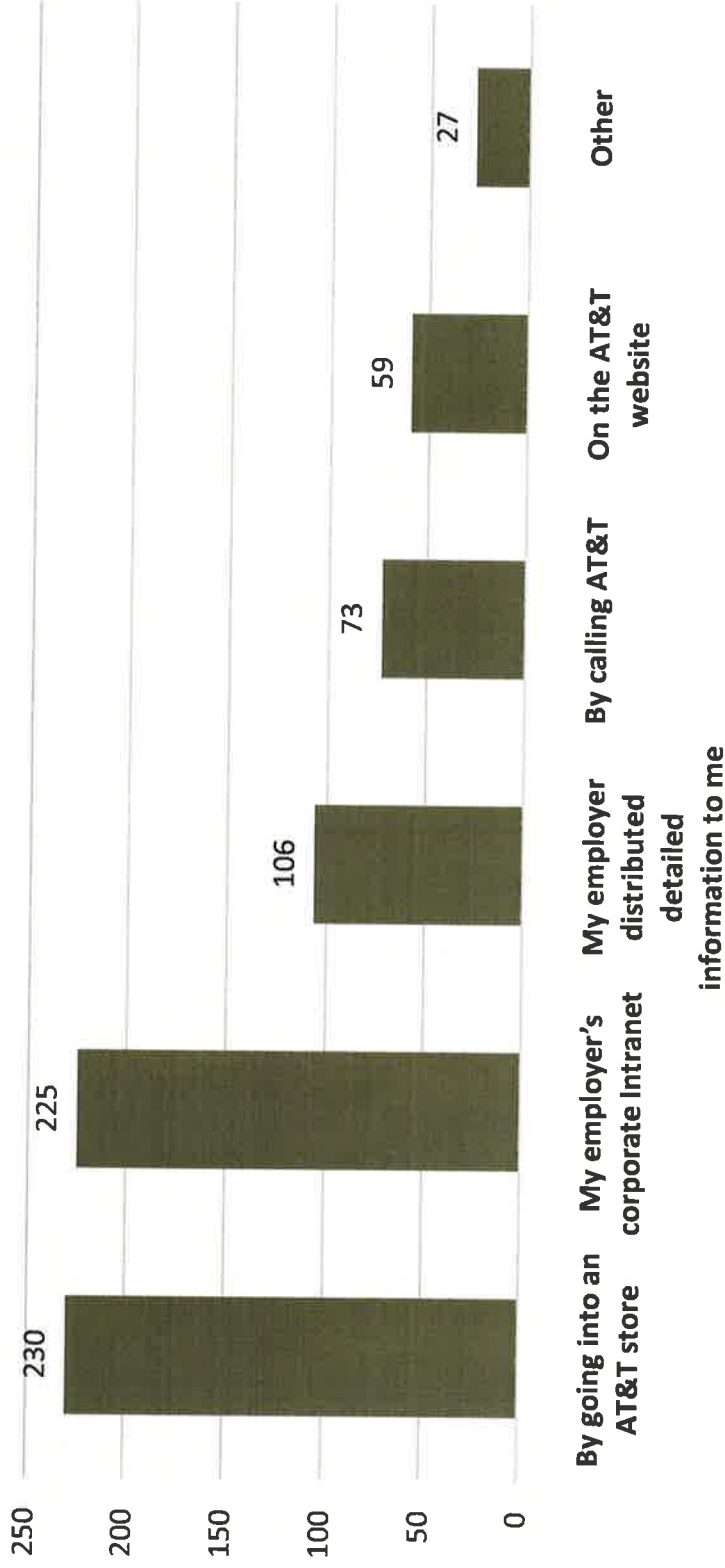
Q: How did you first find out about the discount available to employees of your organization?

N = 633

Source: AT&T IRU Survey 2015

Many sought additional detail from AT&T stores or their employer's Intranet

Source for Additional Details About Discount



Q: How did you first find out about the discount available to employees of your organization?

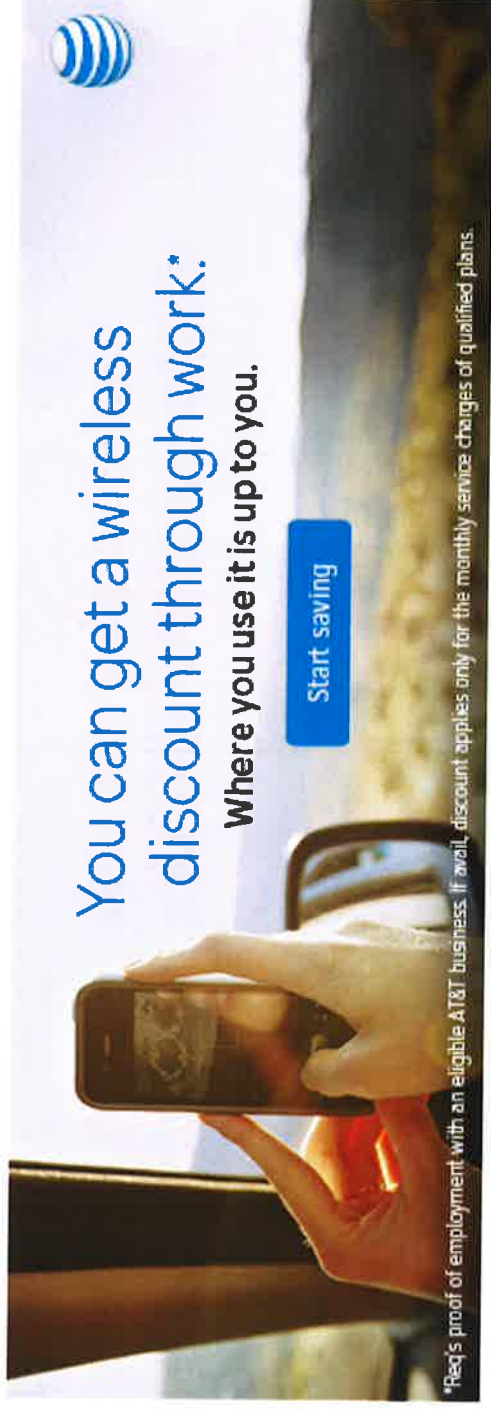
N = 633

Source: AT&T IRU Survey 2015

Web Banner: Highlights IRU discount and directs employees to their vanity URL

web banner

Our Best Ever Value Plan for Families \$160 /mo. for 4 lines sharing 10GB



The banner features a background image of a person's hands holding a smartphone. The AT&T logo is in the top right corner. The main text reads: "You can get a wireless discount through work.*" followed by "Where you use it is up to you." and a blue "Start saving" button. A small disclaimer at the bottom left states: "*Req's proof of employment with an eligible AT&T business. If avail, discount applies only for the monthly service charges of qualified plans."

**Enjoy your 18% Savings Now
Click "Start Saving"**

IRU Marketing Resources

Sample Web Banners



College (student only)



Military

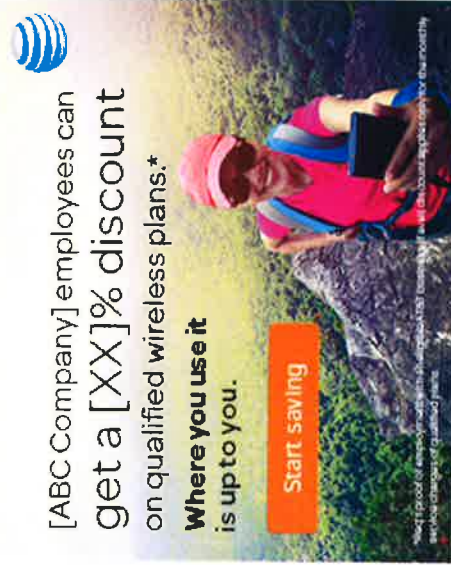


Exclusive Wireless Savings

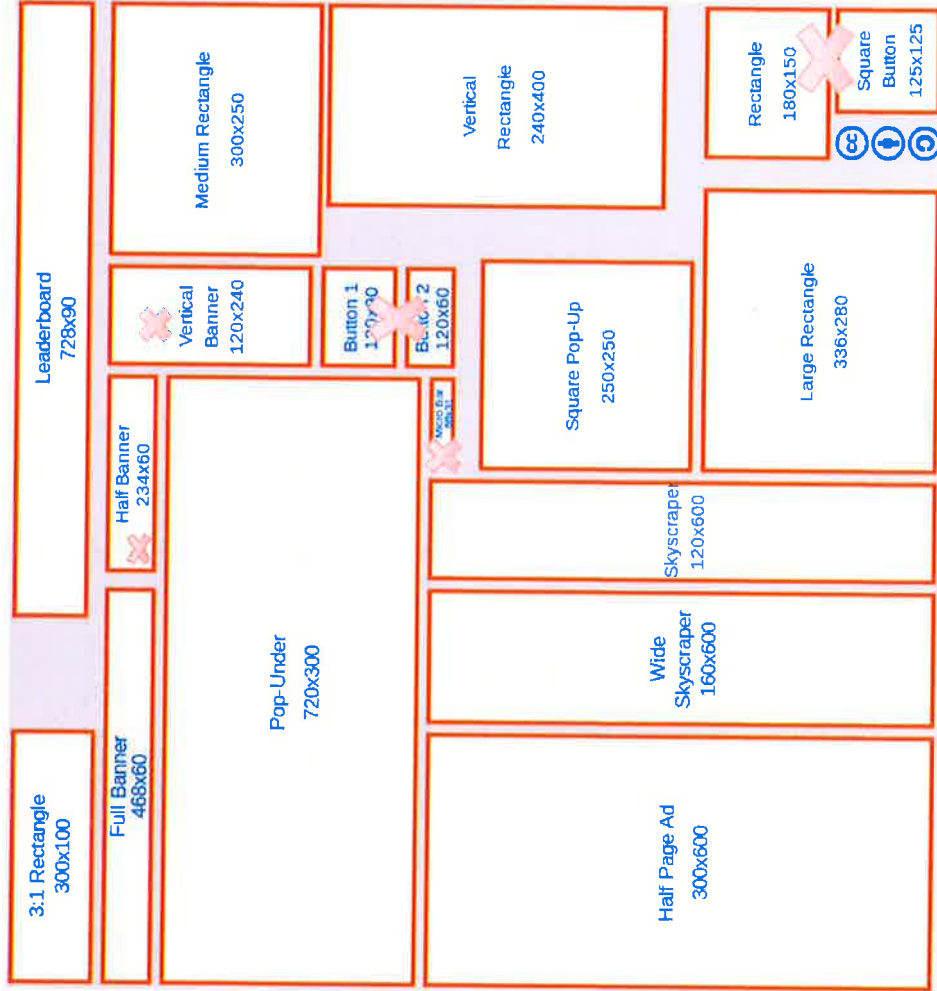
College (students and staff)



Account Specific (Proof of secure site required)



IAB Standard Web Banner Sizes



IRU Marketing Resources

Digital Signage vs. Web Banners



Earn them at school.
Enjoy them where you want.

As a student of **School Name Here** you could be saving **XX%** on the monthly service charge of qualified wireless plans

To find the AT&T store closest to you visit: att.com/find-a-store
Please have your student ID as proof of eligibility.

Mention FAN: XXXXXXXXXX



Digital signage:

- Intended for use on a monitor or large screen
- Include aspect ratio and resolution dimensions in pixels (i.e. 1280x768) at time of request.
- Files are provided as .jpg or can be delivered as a PowerPoint slide.



Employee Awareness Onsite Events / Tradeshows / Expos

- A variety of event packages are available to choose from
- Local AT&T Store to set up a table at customer location
- Display new Smartphone devices, Tablets, Accessories
- Handout promotional flyer with IRU discount



AT&T “It Can Wait” Campaign

No Text & Drive

- Awareness

Know the Risks & the Dangers

- Promote Safety

AT&T Drive Mode

- Commitment

Take the pledge

Texting & Driving

It Can Wait



Thank you



at&t



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