

Get 50% off select smartphones (2018)

Learn how to get 50% off eligible smartphones when you sign up for TV or internet service or a new line.

Offer summary

You can get 50% off eligible smartphones when you either:

- Sign up for new DIRECTV®, U-verse® TV, or AT&T Internet service and upgrade or add a new line.
- Add a new line and already have DIRECTV, U-verse TV, or AT&T Internet.
- Phone must be purchased on installment agreement.

Dates	Device and installment plans
Expired - Offer ran from May 15 through May 31, 2018 ¹	<ul style="list-style-type: none">• Apple iPhone family - Apple iPhone 8 64GB is 50% off. Apple iPhone 8 256GB, Apple iPhone 8 Plus, and Apple iPhone X are discounted, but not 50% off.• Samsung family – Samsung Galaxy S9 is 50% off. Samsung Galaxy S9+ and Samsung Galaxy Note8 are discounted, but not 50% off.• ZTE family – ZTE Axon M is 50% off.
Expired - Offer ran from May 1 through May 14, 2018 ²	<ul style="list-style-type: none">• Apple iPhone family - Apple iPhone 8 64GB is 50% off. Apple iPhone 8 256GB, Apple iPhone 8 Plus, and Apple iPhone X are discounted, but not 50% off.

	<ul style="list-style-type: none"> • Samsung family – Samsung Galaxy S9 is 50% off. Samsung Galaxy S9+ and Samsung Galaxy Note8 are discounted, but not 50% off. • ZTE family – ZTE Axon M is 50% off.
Expired - Offer ran from April 3 through April 30, 2018 ³	<ul style="list-style-type: none"> • Apple iPhone family - Apple iPhone 8 64GB is 50% off. Apple iPhone 8 256GB, Apple iPhone 8 Plus, and Apple iPhone X are discounted, but not 50% off. • Samsung family – Samsung Galaxy S9 is 50% off. Samsung Galaxy S9+ and Samsung Galaxy Note8 are discounted, but not 50% off. • LG family – LG V30 is 50% off. • ZTE family – ZTE Axon M is 50% off. • Motorola family – Motorola Z2 Force Edition is 50% off.

Offer details

For full credit (maximum bill credit) to be issued, you need to get a new phone line or upgrade your existing phone line and sign up for new DIRECTV, U-verse TV, or AT&T Internet service. (DIRECTV NOWSM isn't eligible.) Limit only one upgrade phone line at 50% off.

DIRECTV and U-verse TV requirements

- New or current wireless customers adding a new wireless line don't have any TV service requirements.
- New TV service (DIRECTV or U-verse TV) is required if you're a current wireless customer and you're upgrading your line to an eligible smartphone. Maximum one upgrade at 50% off.
- There isn't a minimum package requirement.

- Spanish packages are included.
- You need to install residential DIRECTV or U-verse TV service. If you're a new TV customer, you need to meet TV service eligibility requirements within 30 days of your wireless purchase.
- DIRECTV NOW isn't eligible.
- Multiple Dwelling Unit account customers are eligible (individual and bulk billed accounts).
- If you already have DIRECTV or U-verse TV, you'll need to add a new wireless line.
- Your service needs to be active and in good standing to receive monthly bill credits. You also need to keep your TV service for the life of the wireless installment term, which is 24, 30, or 36 months (the 36-month Equipment Installment Plan is only available for CRU customers).
- The address for your TV and wireless account bills needs to match.

AT&T Internet requirements

- If you're adding a new wireless line, you need to have existing eligible AT&T Internet service or add new AT&T Internet service.
- New AT&T Internet service is required if you're a wireless customer and are upgrading your line to an eligible smartphone. Maximum one upgrade at 50% off.
 - If you already have AT&T Internet, you'll need to add a new wireless line. There isn't a minimum speed requirement. All speeds and packages qualify.
 - If you're a corporate responsibility user (CRU) adding a new wireless line, you don't need to have eligible AT&T Internet service.
 - If you're a CRU upgrading an existing line, you need to add a new eligible AT&T Internet service.
- You need to install residential AT&T Internet service. If you're a new Internet customer, you need to meet Internet service eligibility requirements within 30 days of your wireless purchase.
- Multiple Dwelling Unit account customers are eligible (individual and bulk billing accounts).

- Your service needs to be active and in good standing to receive the monthly bill credits. You also need to keep your AT&T Internet service for the life of the wireless installment term (24, 30, or 36 months of an equipment installment plan (EIP) for CRU only).
- The billing addresses for your AT&T Internet and wireless accounts need to match.

Wireless requirements

- Adding a new line is eligible and you can qualify for multiple 50% off smartphone deals when you're adding new lines.
- Upgrading a line is only eligible with new TV or Internet service. You can only qualify for one 50% off smartphone upgrade per wireless account when you match it with a new TV or Internet service account. So, if you're upgrading multiple lines on your account, you'll get 50% off the lowest-priced device.
- Phones must be purchased on an installment agreement, which includes AT&T Next[®] (30-month financing option with either \$0 down or a down payment) or AT&T Next Every Year[®] (24-month financing with either \$0 down or down payment).

Monthly bill credits

If all requirements are met, monthly bill credits for the installment payment will start within three bill periods.

Apple family

iPhone 8 64GB (\$699.99 full price)

Discounted, but not 50% off - iPhone 8 256GB (\$849.99 full price), iPhone 8Plus 64GB (\$799.99 full price), iPhone 8Plus 256GB (\$949.99 full price), iPhone X 64GB (\$999.99 full price), and iPhone X 256GB (\$1,149.99 full price)

\$350 maximum credit

\$11.67 per month credit for 30 months on AT&T Next

\$14.59 per month credit for 24 months on AT&T Next Every Year

\$14.59 per month credit for 24 months on EIP 24 (only for CRU)

\$9.73 per month credit for 36 months on EIP 36 (only for CRU)

Samsung family

Samsung Galaxy GS9 (\$790 full price)

Discounted, but not 50% off - Samsung GS9+ (\$915 full price) and Samsung Note8 (\$950 full price)

\$395 maximum credit

\$13.17 per month credit for 30 months on AT&T Next

\$16.46 per month credit for 24 months on AT&T Next Every Year

\$16.46 per month credit for 24 months on EIP 24 (only for CRU)

\$10.98 per month credit for 36 months on EIP 36 (only for CRU)

LG family

LG V30 (\$800 full price)

\$400 maximum credit (only eligible from April 3-30, 2018)

\$13.34 per month credit for 30 months on AT&T Next

\$16.67 per month credit for 24 months on AT&T Next Every Year

\$16.67 per month credit for 24 months on EIP 24 (only for CRU)

\$11.12 per month credit for 36 months on EIP 36 (only for CRU)

ZTE family

ZTE Axon M (\$725 full price)

\$362.50 maximum credit

\$12.09 per month credit for 30 months on AT&T Next

\$15.11 per month credit for 24 months on AT&T Next Every Year

\$15.11 per month credit for 24 months on EIP 24 (only for CRU)

\$10.07 per month credit for 36 months on EIP 36 (only for CRU)

Motorola family

Motorola Z2 Force Edition (\$615 full price)

\$307.50 maximum credit (only eligible from April 3-30, 2018)

\$10.25 per month credit for 30 months on AT&T Next

\$12.82 per month credit for 24 months on AT&T Next Every Year

\$12.82 per month credit for 24 months on EIP 24 (only for CRU)

\$8.55 per month credit for 36 months on EIP 36 (only for CRU)

Specific restrictions

The following restrictions apply:

- You need to pay the difference in price over the course of your installment agreement for your eligible device after the maximum bill credit is applied.
- Additional discounts on the phones don't apply.

- You need to pay the activation fee.
- You need to pay the taxes on the phone's full retail price at the point of sale.
- If you purchase the phone with a down payment, you're responsible for the full down payment amount. Your device discount will start within three billing periods and will be applied in equal monthly bill credits over your installment term.
- You can buy a device in a separate transaction as long as the wireless, TV, and Internet service purchases are made within the offer time frame.

Important details

1. **50% off offer: Expired – offer ran May 15-31, 2018.** Geographic and service restrictions apply to AT&T Internet. Call or go to att.com to see if you qualify.

Eligible phones: Must buy on 0% APR 30-month AT&T Next or 24-month AT&T Next Every Year agreements with an eligible wireless plan. **Tax on full retail price is due at sale.** Retail price is divided into monthly installments. iPhone 8 64GB (up to \$38.34 per month for 30 months or \$47.92 per month for 24 months); Samsung Galaxy S9 (\$38.34 per month or \$47.92 per month); ZTE Axon M (\$24.17 per month for 30 months or \$30.21 per month for 24 months). May apply credit to iPhone X 256GB, or Samsung S9+ or Note8.

Bill credits: Applied in equal amounts to device over entire agreement term. After all credits, get 50% off: iPhone 8 64GB after maximum bill credit of \$350 (credits are \$11.67 per month for 30 months or \$14.59 per month for 24 months); Samsung Galaxy S9 after maximum bill credit of \$395 (credits are \$13.17 per month for 30 months or \$16.46 per month for 24 months); ZTE Axon M after maximum bill credit of \$362.50 (credits are \$12.09 per month for 30 months or \$15.11 per month for 24 months). May get \$350 off iPhone 8 256GB, 8 Plus, or X; or \$395 off Samsung Galaxy S9+ or Note8, which are discounted but not 50% off. To get all credits, your wireless line must remain active, with eligible service, and on agreement for the entire term. If you cancel service, upgrade, or pay up or pay off the agreement early, your credits may cease.

Required wireless: Must add a new eligible postpaid wireless talk and data line of service (minimum \$45.00 per month for new service with AutoPay and paperless billing discount and must pay \$55 per month until the discount starts within 2 bills). Existing customers can add to eligible current plans. Upgrades require new eligible TV service. Other exclusions apply. If you cancel wireless, you'll owe a device balance of up to \$1,499.99.

Activation or upgrade fee: Up to \$45. **Return:** May return within 14 days. Restocking fee up to \$45 each may apply.

DIRECTV: Subject to equipment lease and customer agreements (directv.com/legal). Must maintain a minimum base TV package of \$29.99 per month (\$31.99 per month for Puerto Rico). Hardware and programming are available separately. Early Termination Fee of \$20 per month (\$10.42 per month for Puerto Rico) for each month remaining on TV agreement, equipment non-return, and additional fees apply.

U-verse TV: Subject to customer agreement (att.com/legal). Must maintain a minimum base TV package of \$19.00 per month. Hardware and programming are available separately. Early Termination Fee of \$15 a month for each month remaining on TV agreement, equipment non-return, and additional fees apply.

Limits: May not be combined with certain other offers, discounts, or credits. Purchase, financing, and other limits and restrictions apply. Participation in this offer may make your wireless account ineligible for select other offers (including select bill credit offers) for a 12-month period. Limit 1 offer with upgrade and new TV service per wireless account.

General wireless service: Subject to wireless customer agreement (att.com/wca). Credit approval required. Services aren't for resale. **Deposit:** May apply. **Limits:** Purchase and line limits apply. Prices may vary by location. Taxes; fees; monthly and other charges; usage, speed, coverage, and other restrictions apply per line. See att.com/additionalcharges for details on fees, and charges. **Promotions, terms, and restrictions are subject to change and may be modified or terminated at any time without notice.** International and domestic off-net data may be at 2G speed. AT&T service is subject to AT&T network management policies. See att.com/broadbandinfo for details.

2. **50% off offer: Expired - Offer ran May 1-14, 2018.** Geographic and service restrictions apply to AT&T Internet. Call or go to att.com to see if you qualify.

Eligible phones: Must buy a new eligible device on 0% APR AT&T Next 30-month or AT&T Next Every Year 24-month with eligible wireless service. **Tax on full retail price due at sale.** Retail price is divided into monthly installments. **iPhone** 8 64GB (up to \$38.34 per month for 30 months or up to \$47.92 per month for 24 months); **Samsung** Galaxy S9 (up to \$31.67 per month for 30 months or up to \$39.59 per month for 24 months); **ZTE** Axon M (\$24.17 per month for 30 months or \$30.21 per month for 24 months) are 50% off. May apply credit to iPhone X 256GB, or Samsung S9+ or Note8.

Bill credits: Applied in equal amounts to device over entire agreement term. **After all credits, get 50% off:** **iPhone** 8 64GB after maximum bill credit of \$350 (credits are \$11.67 per month for 30 months or \$14.59 per month for 24 months); **Samsung** Galaxy S9 after maximum bill credit of \$395 (credits are \$13.17 per month for 30 months or \$16.46 per month for 24 months); **ZTE** Axon M after maximum bill credit of \$362.50 (credits are \$12.09 per month for 30 months or \$15.11 a month for 24 months). May get \$350 off iPhone 8 256GB, 8 Plus, or X; or \$395 off Samsung Galaxy S9+ or Note8, which are discounted but not 50% off. To get all credits, wireless line must remain active, with eligible service, and on agreement for entire term. If you cancel service, upgrade, or pay up or pay off agreement early your credits may cease.

Required wireless: Must add a new eligible postpaid wireless talk and data line of service (minimum \$45 per month for new service with AutoPay and paperless bill discount and must pay \$55 a month until discount starts within 2 bills). Existing customers can add to eligible current plans.

Required wireless for qualified subscriber paid users: Must activate a new eligible postpaid wireless talk and data line of service (minimum \$28.50 per month for new service). Maximum 1 line and 1 offer per account.

Excludes: Transfer from AT&T PREPAIDSM and Cricket. Other exclusions apply. **If you cancel wireless service, you'll owe device balance of up to \$1,149.99.**

Activation fee: \$30. **Return:** May return within 14 days. Restocking fee up to \$45 each may apply.

DIRECTV: Subject to equipment lease and customer agreements (directv.com/legal). Must maintain a minimum base TV package of \$29.99 per month (\$31.99 per month for Puerto Rico). Hardware and programming is available separately. Early Termination Fee of \$20 per

month (\$10.42 per month for Puerto Rico) for each month remaining on TV agreement, equipment non-return, and additional fees apply.

U-verse TV: Subject to customer agreement (att.com/legal). Must maintain a minimum base TV package of \$19.00 per month. Hardware and programming are available separately. Early Termination Fee of \$15 a month for each month remaining on TV agreement, equipment non-return, and additional fees apply.

Limits: May not be combined with certain other offers, discounts, or credits. Purchase, financing, and other limits and restrictions apply. Participation in this offer may make your wireless account ineligible for select other offers (including select bill credit offers) for a 12-month period.

General wireless service: Subject to Wireless Customer Agreement (att.com/wca). Credit approval required. Services are not for resale. **Deposit:** May apply. **Limits:** Purchase and line limits apply. Prices may vary by location. Taxes; fees; monthly and other charges; usage, speed, coverage, and other restrictions apply per line. See att.com/additionalcharges for details on fees and charges. **Promotions, terms, and restrictions are subject to change and may be modified or terminated at any time without notice.** International and domestic off-net data may be at 2G speed. AT&T service is subject to AT&T network management policies. See att.com/broadbandinfo for details.

3. 50% off smartphone with TV offer: Expired – Offer ran from April 3-30, 2018.

Eligible phones: Must buy on 0% APR 30-month AT&T Next or 24-month AT&T Next Every Year agreements with eligible wireless. **Tax on full retail price is due at sale.** Retail price is divided into monthly installments. **Apple** iPhone 8 64GB (\$23.34 per month for 30 months or \$29.17 per month for 24 months), **Samsung** Galaxy S9 (\$26.34 per month or \$32.92 per month), **LG** V30 (\$26.67 per month for 30 months or \$33.34 per month for 24 months), **ZTE** Axon M (\$24.17 per month for 30 months or \$30.21 per month for 24 months), **Motorola** Z2 Force Edition (\$20.50 per month for 30 months or \$25.63 per month for 24 months) are 50% off. May get \$350 off iPhone 8 256GB (\$28.34 per month for 30 months or \$35.42 per month for 24 months), iPhone 8 Plus 64GB (\$26.67 per month for 30 months or \$33.34 per month for 24 months), iPhone 8 Plus 256GB (\$31.67 per month for 30 months or \$39.59 per month for 24 months), iPhone X 64GB (\$33.34 per month for 30 months or \$41.67 per month for 24 months).

months), iPhone X 256GB (\$38.34 per month for 30 months or \$47.92 per month for 24 months), or \$395 off Note8 (\$31.67 per month for 30 months or \$39.59 per month for 24 months) or Galaxy S9+ (\$30.50 per month for 30 months or \$38.13 per month for 24 months), which are discounted but not 50% off.

Bill credits: Maximum credit of \$350 for iPhone (credits are \$11.67 per month for 30 months or \$14.59 per month for 24 months), **\$395 for Samsung** (credits are \$13.17 per month for 30 months or \$16.46 per month for 24 months), **\$400 on LG** (credits are \$13.34 per month for 30 months or \$16.67 per month for 24 months), **\$362.50 for ZTE** (credits are \$12.09 per month for 30 months or \$15.11 per month for 24 months), **\$307.50 for Motorola** (credits are \$10.25 per month for 30 months or \$12.82 per month for 24 months) applied in equal amounts to the device over the entire agreement term. To get all credits, your wireless line must remain active, with eligible service, and on agreement for the entire term. If you cancel service, upgrade, or pay up or pay off the agreement early, your credits may cease.

Required wireless: New or existing customers adding a new line or upgrading to an eligible phone and maintain eligible current postpaid wireless voice and data plans (minimum \$45 per month for new service with AutoPay and paperless billing discount. Pay \$55 per month until the discount starts within 2 billing periods). **Upgrades require new eligible TV service.** Other exclusions apply. **If you cancel wireless, you'll owe a device balance of up to \$1,499.99.**

Activation or upgrade fee: Up to \$45.

Return: Within 14 days. A restocking fee up to \$45 each may apply.

DIRECTV: New or existing residential customers with eligible service (minimum \$29.99 per month). Excludes DIRECTV NOW. **Existing customers must add a new wireless line. If you're a new customer, a 24-month agreement, up to \$35 activation fee, and an equipment lease are required.** Equipment must be installed within 30 days of device activation to receive credits. If the equipment can't be installed, you must return the device within 14 days of notification from AT&T, or you're bound to the terms of your installment agreement.

For Puerto Rico: Excludes prepaid. Minimum \$31.99 per month service is required. Account holder must go to an AT&T store and present proof of DIRECTV service and provide consent of sharing of account information between DIRECTV and AT&T.

Limits: See your sales rep before any purchases to determine if you're eligible. May not be combined with certain other offers, discounts, or credits. Purchase, financing, and other limits

and restrictions apply. Participation in this offer may make your wireless account ineligible for select other offers (including select bill credit offers) for a 12-month period. Limit 1 offer with upgrade and new TV service per wireless account.

DIRECTV: Subject to equipment lease and customer agreements (directv.com/legal). Must maintain a minimum base TV package of \$29.99 per month (\$31.99 per month for Puerto Rico). Hardware and programming are available separately. **Early Termination Fee of \$20 per month (\$10.42 per month for Puerto Rico) for each month remaining on TV agreement, equipment non-return, and additional fees apply.**

General wireless service: Subject to wireless customer agreement (att.com/wca). Credit approval is required. Services aren't for resale. **Deposit:** May apply. **Limits:** Purchase and line limits apply. Prices may vary by location. Taxes, fees, monthly, other charges, usage, speed, coverage, and other restrictions apply per line. See att.com/additionalcharges for details on fees and charges. **Promotions, terms, and restrictions are subject to change and may be modified or terminated at any time without notice.** International and domestic off-net data may be at 2G speeds. AT&T service is subject to AT&T network management policies. See att.com/broadbandinfo for details.