

# Get up to \$700 off your favorite smartphone (2019)

When you buy on qualifying installment plan with an eligible AT&T unlimited plan (minimum \$75 per month before discounts) and trade in an eligible smartphone.

## Offer summary

Save money on your next phone, when you:

- Buy a new eligible smartphone on an AT&T Installment Plan
- Activate on a qualifying unlimited plan
- Trade in an eligible smartphone<sup>1</sup>

<b>Dates:</b>	<b>Then choose one of the following to get up to:</b>	<b>Eligible devices:</b>
December 6, 2019 for a limited time	\$950 off your Samsung Note10, Note10+ or Note10+ 5G, credited over monthly installments, when you switch to us  Up to \$700 off your smartphone, credited over monthly installments, when you switch to us  \$500 off an eligible smartphone, credited over monthly installments, when you add a line  \$300 upgrade and purchase a Samsung smartphone	<b>Apple:</b> iPhone 11 Pro Max, 11 Pro, 11, XS Max, XS, XR (128GB or 256GB), X, 8Plus, 8 (128GB or 256GB)  <b>Samsung:</b> Galaxy Note10+ 5G, Note10+, Note10, S10+, S10, or S10e (256GB)
Expired – Offer ran November 25 to December 5, 2019	\$950 off your Samsung Note10, Note10+ or Note10+ 5G, credited over monthly installments, when you switch to us  Up to \$700 off your smartphone, credited over monthly installments, when you switch to us	<b>Apple:</b> iPhone 11 Pro Max, 11 Pro, 11, XS Max, XS, XR (128GB or 256GB), X, 8Plus, 8 (128GB or 256GB)  <b>Samsung:</b> Galaxy Note10+ 5G, Note10+, Note10, S10+, S10, or S10e (256GB)  <b>Google:</b> Pixel 4 XL or Pixel 4 (128GB)

	<p>\$500 off an eligible smartphone, credited over monthly installments, when you add a line</p> <p>\$300 upgrade and purchase a Samsung smartphone</p>	
Expired – Offer ran November 22 to 24, 2019	<p>\$950 off your Samsung Note10 or Note10+, credited over monthly installments, when you switch to us</p> <p>Up to \$700 off your smartphone, credited over monthly installments, when you switch to AT&amp;T</p> <p>\$500 off an eligible smartphone, credited over monthly installments, when you add a line</p> <p>\$300 upgrade and purchase a Samsung smartphone</p>	<p><b>Apple:</b> iPhone 11 Pro Max, 11 Pro, 11, XS Max, XS, XR (128GB or 256GB), X, 8Plus, 8 (128GB or 256GB)</p> <p><b>Samsung:</b> Galaxy Note10+, Note10, S10+, S10, or S10e (256GB)</p> <p><b>Google:</b> Pixel 4 XL or Pixel 4 (128GB)</p>
Expired – Offer ran November 15 to 21, 2019	<p>\$950 off your Samsung Note10 or Note10+, credited over monthly installments, when you switch to us</p> <p>Up to \$700 off your smartphone, credited over monthly installments, when you switch to AT&amp;T</p> <p>\$500 off an eligible smartphone, credited over monthly installments, when you add a line</p> <p>\$300 upgrade and purchase a Samsung smartphone</p>	<p><b>Apple:</b> iPhone 11 Pro Max, 11 Pro, 11, XS Max, XS, XR (128GB or 256GB), X, 8Plus, 8 (128GB or 256GB)</p> <p><b>Samsung:</b> Galaxy Note10+, Note10, S10+, S10, or S10e (256GB)</p> <p><b>Google:</b> Pixel 4 XL (64GB, 128GB) or Pixel 4 (64GB, 128GB)</p>
Expired – Offer ran November 3 to 14, 2019	<p>Up to \$700 off your smartphone, credited over monthly installments, when you switch to us</p> <p>\$500 off an eligible smartphone, credited over monthly installments, when you add a line</p> <p>\$300 upgrade and purchase a Samsung only</p>	<p><b>Apple:</b> iPhone 11 Pro Max, 11 Pro, 11, XS Max, XS, XR (128GB or 256GB), X, 8Plus, 8 (128GB or 256GB)</p> <p><b>Samsung:</b> Galaxy Note10+, Note10, S10+, S10, or S10e (256GB)</p> <p><b>Google:</b> Pixel 4 XL or Pixel 4</p>
Expired – Offer ran October 26 to November 2, 2019	<p>Up to \$700 off your smartphone, credited over monthly installments, when you switch to us</p> <p>\$500 off an eligible smartphone, credited over monthly installments, when you add a line</p> <p>\$300 upgrade and purchase an Apple, Samsung, or Google smartphones</p>	<p><b>Apple:</b> iPhone 11 Pro Max, 11 Pro, 11, XS Max, XS, XR (128GB or 256GB), X, 8Plus, 8 (128GB or 256GB)</p> <p><b>Samsung:</b> Galaxy Note10+, Note10, S10+, S10, or S10e (256GB)</p> <p><b>Google:</b> Pixel 4 XL or Pixel 4</p>

<p>Expired – Offer ran October 16 to 25, 2019</p>	<p>Up to \$700 off your smartphone, credited over monthly installments, when you switch to us</p> <p>\$300 off an eligible smartphone, credited over monthly installments, when you add a line</p> <p>\$300 upgrade and purchase an Apple, Samsung, or Google smartphones</p>	<p><b>Apple:</b> iPhone 11 Pro Max, 11 Pro, 11, XS Max, XS, XR (128GB or 256GB), X, 8Plus, 8 (128GB or 256GB)</p> <p><b>Samsung:</b> Galaxy Note10+, Note10, S10+, S10, or S10e (256GB)</p> <p><b>Google:</b> Pixel 4 XL or Pixel 4</p>
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## Offer details

If you meet the eligibility requirements, we'll apply monthly bill credits towards the purchase of a new eligible smartphone.<sup>1</sup>

- You must purchase the smartphone on an installment plan.
- We'll apply the monthly bill credit in equal amounts towards installment charges over the agreement term. Your bill credits will start within 3 bills.
- If you choose to switch providers, the credit amount will be up to \$700 of the retail price of the eligible smartphone (maximum \$700) credited over monthly installment term. Whichever amount is lesser will be credited over installment term.
- If you chose to add-a-line the credit will be \$500, credited over monthly installment term.
- If you chose to upgrade and purchase an eligible Samsung smartphone, \$300 will be credited over monthly installment term.
- Puerto Rico residents are eligible; residents of the U.S. Virgin Islands aren't eligible.
- Promotional monthly credits (up to \$950, \$700, \$500, or \$300) don't apply to the AT&T Installment Plan with Next Up<sup>SM</sup>. This means you're responsible for the additional \$5 per month AT&T Next Up<sup>SM</sup> upgrade feature.

## Wireless

- Devices must have a qualifying AT&T unlimited plan:
  - AT&T Unlimited Elite<sup>SM</sup>, AT&T Unlimited Extra<sup>SM</sup>, or AT&T Unlimited Starter<sup>SM</sup>
  - AT&T Unlimited & More<sup>SM</sup> Premium or AT&T Unlimited & More<sup>SM</sup>
  - AT&T Unlimited Plus Enhanced<sup>SM</sup> or AT&T Unlimited Plus<sup>SM</sup>
  - AT&T Unlimited Choice II<sup>SM</sup>, AT&T Unlimited Choice<sup>SM</sup>, or AT&T Unlimited Choice Enhanced<sup>SM</sup>
  - AT&T Unlimited Double Play
- New and existing wireless accounts with new activation port-ins (transfers) are eligible for up to \$700 credit.
- Add-a-line and you'll get a \$500 credit.
- Upgrade and purchase an eligible Samsung smartphone and you'll get a \$300 credit.

- You must activate the phone on monthly wireless voice and data plan (minimum \$50 per month). Excludes port-ins (transfers) from landline providers, Cricket, and AT&T PREPAID<sup>SM</sup>.
- Must purchase an eligible smartphone on an AT&T installment plan.

### **Trade-in requirement**

- Your device has to have a minimum value of \$40 trade-in value to be eligible for this offer.
- We'll determine the actual trade-in amount after you answer the device condition questions.
- You can trade in your eligible smartphone at time of purchase, or you can take it home and trade it later.

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## ***Bill credits***

If you meet all the offer requirements, your monthly bill credits will start within 3 bill periods. Until then, be sure to pay your bill in full. Otherwise late fees may apply to any unpaid amount. The first credit will equal the installment payments you've already paid.

**If you add a line to your account when you buy an eligible device, you'll get a monthly credit.** See the Offer summary table for a list of devices. You'll get a **\$500** maximum credit for adding a line: \$16.67 per month credit for 30 months on AT&T Installment Plan.

**If you upgrade a line on your account when you buy an eligible device, you'll get a monthly credit.** See the Offer summary table for a list of devices. You'll get a **\$300** maximum credit for upgrading an eligible line: \$10 per month credit for 30 months on AT&T Installment Plan.

**If you switch to AT&T and buy an eligible device, you'll get a monthly credit.** Here are the maximum bill credits for the eligible devices.

### ***Apple family***

**Free after credits:** Apple iPhone 11 64GB (\$700 maximum bill credit), XR 128GB (\$650 maximum bill credit), 8 Plus 128GB (\$600 maximum bill credit), 8 Plus 64GB (\$550 maximum bill credit), 8 128GB (\$500 maximum bill credit)

**Discounted, but not free:** Apple iPhone 11 Pro Max 512GB (\$1,450 retail), 11 Pro Max 256GB (\$1,250 retail), 11 Pro Max 64GB (\$1,100 retail), 11 Pro 512GB (\$1,350 retail), 11 Pro 256GB (\$1,150 retail), 11 Pro 64GB (\$1,000 retail), 11 256GB (\$850 retail), 11 128GB (\$750 retail), XS Max 512GB (\$1,450 retail), XS Max 256GB (\$1,050 retail), XS Max 64GB (\$1,000 retail), XS 256GB (\$1,050 retail), XS 64GB (\$900 retail), XR 256GB (\$900 retail), X 256GB (\$1,050 retail), X 64GB (\$900 retail), 8 Plus 256GB (\$850 retail), or 8 256GB (\$750 retail). You'll get \$700 in monthly bill credits. You're responsible for the price difference; the remaining balance is billed monthly over the installment term.

**\$700** maximum credit for Apple iPhone 11 64GB and all of the Apple smartphones listed in the Discounted, but not free Apple smartphones section:

- \$23.34 per month credit for 30 months on AT&T Installment Plan

**\$650** maximum credit for Apple iPhone XR 128GB:

- \$21.67 per month credit for 30 months on AT&T Installment Plan

**\$600** maximum credit for Apple iPhone 8 Plus 128GB:

- \$20.00 per month credit for 30 months on AT&T Installment Plan

**\$550** maximum credit for Apple iPhone 8 Plus 64GB:

- \$18.34 per month credit for 30 months on AT&T Installment Plan

**\$500** maximum credit for Apple iPhone 8 128GB:

- \$16.67 per month credit for 30 months on AT&T Installment Plan

## ***Samsung family***

**Discounted, but not free:** Samsung Galaxy Note10+ 512GB (1,200 retail), Note10+ 256GB (\$1,100 retail), Note10 256GB (\$950 retail), S10+ 1TB (\$1,600 retail), S10+ 512GB (\$1,250 retail), S10+ 128GB (\$1,000 retail), S10 512GB (\$900 retail), S10 128GB (\$900 retail), or Galaxy S10e 256GB (\$850 retail). You'll receive \$700 in monthly bill credits. You're responsible for the price difference; the remaining balance is billed monthly over the installment term.

**\$950** maximum credit for Samsung Note10, Note10+, or Note10+ 5G:

- \$31.67 per month credit for 30 months on AT&T Installment Plan

**\$700** maximum credit for eligible Samsung smartphones:

- \$23.34 per month credit for 30 months on AT&T Installment Plan

## **Google family**

**Discounted, but not free:** Google Pixel 4 XL (\$1,080 retail), Pixel 4 XL 64GB (\$960 retail), Pixel 4 128GB (\$960 retail), or Pixel 64GB (\$840 retail). You'll get \$700 in monthly bill credits. You're responsible for the price difference; the remaining balance is billed monthly over the installment term.

**\$700** maximum credit for eligible Google smartphones:

- \$23.34 per month credit for 30 months on AT&T Installment Plan

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## **Stay eligible**

- Want to get all of the offer credits? Your wireless service must remain active and in good standing for the full term of the smartphone installment plan (30 months).
- We'll send you a text if we put your credits on hold. That happens if you cancel or disconnect your qualifying wireless line, disconnect any voice line within 45 days (or 90 days as of December 6, 2019) of activating and receiving this promotion, or change to an ineligible wireless plan.
- To keep getting credits, update your account within 30 days of getting the notification text. You'll have to add the wireless line back to your account or change back to a qualifying unlimited plan.
- Otherwise, you'll lose your credits and the balance on your installment plan will be due. This means that you're responsible for the remaining device installment balance of up to \$1,450 for eligible iPhones, \$1,600 for eligible Samsung smartphones, \$1,080 for eligible Google smartphones.
- If you upgrade, pay up, or pay off the device agreement early, your credits may stop.

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## **Important details**

1. **Up to \$700 credit with trade-in offer: Limited-time offer.** Requires port-in of new line from an eligible third-party carrier to receive up to \$700 off eligible devices (maximum credit of up to \$700 for port-in of new line; maximum credit of up to \$500 for new line without port-in). Requires trade-in of eligible smartphone and purchase of new eligible smartphone on qualifying 0% APR installment plan (30 months up to \$53.34 per month). Other installment options may be available and vary by location. **If buying on the AT&T Installment Plan with Next Up<sup>SM</sup>, customer is responsible and will not receive any credits for an additional \$5 per month for the AT&T Next Up upgrade feature. \$0 down:** Well-qualified credit may be required for \$0 down on device, or down payment may be required. **Maximum discount will not exceed the lower of the device cost or the maximum credit you are**

**eligible for under this offer. Eligible smartphones:** Get Apple iPhone: 8 128GB or 256GB, 8 Plus, X 64GB or 256GB, XR 128GB or 256GB, XS, XS Max, 11, 11 Pro, 11 Pro Max (priced up to \$1450); Samsung Galaxy: S10e 256GB, S10, and S10+ (priced up to \$1600); Google Pixel 4 and 4 XL (priced up to \$1080) for up to \$700 off. iPhone 8 64GB, XR 64GB, Samsung Galaxy S10e 128GB are not eligible. **Tax on full retail price due at sale. Required wireless:** Postpaid unlimited voice and data (minimum. \$65 per month if new with AutoPay and paperless bill discount. Pay \$75 per month until discount starts within 2 bills. Existing customers can add to current unlimited plan if eligible, which may be less). For a list of eligible plans, see [att.com/plans](http://att.com/plans) for details. On AT&T unlimited plans, video may be limited to standard definition (SD). Speed, usage, and other restrictions apply. See [att.com/unlimited](http://att.com/unlimited) for current unlimited plans. **If you cancel wireless, credits will stop and will owe device balance of up to \$1,600. If you cancel service on any other line within 45 days of activating the line under this offer credits will stop. Activation fee:** \$30. **Return:** Return within 14 days. Restocking fee up to \$55 may apply. **Additional terms for customers with Subscriber Paid User account:** Minimum wireless service for such customers is \$28.50 per month. **Eligible trade in: Eligible devices only.** See [att.com/trade-in](http://att.com/trade-in) for list of eligible devices. **Trade in must be in good working condition with minimum \$40 trade-in value and meet AT&T Trade-In Program requirements.** Must trade in eligible smartphone at a participating location and complete trade in within 30 days from activation of new phone. This is not an early upgrade program. Trade-in device may not be on existing installment plan. **Other obligations:** Trade in does not relieve obligations under AT&T installment or other AT&T Return and Exchange programs including recently purchased device returns, warranty, or extended warranty. Devices to be returned through these AT&T programs should not be traded in via this offer. If trade-in value of device is greater than the credit you are eligible for under this offer, you may receive a one-time trade-in credit (value via instant credit or promo card) in lieu of this bill credit offer. See [att.com/trade-in](http://att.com/trade-in) for terms and to check if your device is eligible. **Bill credits:** Credits start within 3 bills. Will receive catch-up credits once credits start. Applied monthly in equal amounts over entire agreement term and will not exceed the lower of the device cost or \$700 with new line with port-in or \$500 for new line without port-in. Wireless line must be on an installment agreement, active, and in good standing for 30 days to qualify. Installment agreement starts when device is shipped. To get all credits, device must remain on agreement for entire term and you must keep eligible service on device for entire installment term. If you upgrade or pay up or pay off agreement on discounted device early your credits may cease. **Limits:** One trade-in per qualified purchase and one credit per line. May not be combinable with other offers, discounts, or credits. Purchase, financing, other limits, and restrictions apply. This offer may make your account ineligible for select other offers (including bill credit offers) for 12 months. Visit a participating store for offer details.

**General Wireless service: Subject to Wireless Customer Agreement** ([att.com/wca](http://att.com/wca)). Credit approval required. **Deposit:** May apply. **Limits:** Purchase and line limits apply. **Additional monthly fees and taxes:** Apply per line and include Regulatory Cost Recovery Fee (Up to \$1.50), administrative fee (\$1.99), and other fees which are not government-required surcharges, as well as taxes. Additional one-time fees may apply. See [att.com/mobilityfees](http://att.com/mobilityfees) for more details. Usage, speed, coverage, and other restrictions apply. 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](http://att.com/broadbandinfo) for details.

**Pricing, promotions, terms, and restrictions subject to change and may be modified or terminated at any time without notice.**