

Best deals for everyone

Get our best smartphone deals (2020/2021)

Our best deals are for everyone! Learn how to get amazing phones for a low monthly price when you trade in an eligible device.

Offer summary

Everyone gets our best deals. You can get select phones for a low monthly price after bill credits when you trade in an eligible smartphone.*

All you have to do is:

- Add a new wireless line or upgrade an existing AT&T Wireless line.
- Buy an eligible smartphone on an AT&T installment plan.
- Pay taxes on the full retail price up front.
- Sign up for or remain on an eligible AT&T unlimited plan.
- Pay a \$30 activation or upgrade fee.

Trade in a smartphone worth at least \$35 market trade-in value (for example: iPhone 6s, iPhone SE 2nd Gen, Galaxy S7, or better). **Save more** by turning in a smartphone worth at least \$95 market trade-in value (for example: iPhone 8 or Galaxy S9 or better, but not the iPhone SE 2nd Gen).

- Trade in an iPhone 6s, iPhone SE 2nd Gen, Galaxy S7, or better and receive \$350 in bill credits over installments.
- Trade in an iPhone 8, Galaxy S9, or better and receive \$800 in bill credits over installments if you buy an Apple smartphone (expired, ran from October 14 through November 5, 2020) or \$700 in bill credits over installments for any other eligible smartphone.

Heads up: Your minimum rate plan cost for a new eligible unlimited plan must be at least \$75 per month for a single line after any discounts. Also, you won't receive the trade-in value of your phone, you'll receive promotional credits instead. **AT&T may temporarily slow data speeds if the network is busy.**

Dates	AT&T eligible smartphones for purchase
From January 14 2021, for a limited time	Apple: iPhone 12 mini, iPhone 12, iPhone 12 Pro, iPhone 12 Pro Max, iPhone 11 Pro, iPhone 11 Pro Max, iPhone XS, iPhone XR Samsung: Samsung Galaxy S21 5G, S21+ 5G, S21 Ultra 5G, Note20 5G, Note20 Ultra 5G, Z Flip 5G, Z Fold2 5G LG: V60, WING Motorola: razr Microsoft: Surface Duo
From December 5, 2020 to January 13, 2021	Apple: iPhone 12 mini, iPhone 12, iPhone 12 Pro, iPhone 12 Pro Max, iPhone 11 Pro, iPhone 11 Pro Max, iPhone XS, iPhone XR Samsung: Samsung Galaxy S20+, S20 Ultra, Note20 5G, Note20 Ultra 5G, S20 FE 5G, Z Flip 5G, Z Fold2 5G LG: V60, WING Motorola: razr Microsoft: Surface Duo
From November 25 to December 4, 2020	Apple: iPhone 12 mini, iPhone 12, iPhone 12 Pro, iPhone 12 Pro Max, iPhone 11 Pro, iPhone 11 Pro Max, iPhone XR Samsung: Samsung Galaxy S20+, S20 Ultra, Note20 5G, Note20 Ultra 5G, S20 FE 5G, Z Flip 5G, Z Fold2 5G LG: V60, WING Motorola: razr

	Microsoft: Surface Duo
From November 6 to 24, 2020	Apple: iPhone 12 mini, iPhone 12, iPhone 12 Pro, iPhone 12 Pro Max, iPhone 11 Pro, iPhone 11 Pro Max, iPhone XS, iPhone XR Samsung: Samsung Galaxy S20+, S20 Ultra, Note20 5G, Note20 Ultra 5G, S20 FE 5G, Z Flip 5G, Z Fold2 5G LG: V60, WING Motorola: razr Microsoft: Surface Duo
From October 30 to November 5, 2020	Apple: iPhone 12, iPhone 12 Pro, iPhone 11 Pro, iPhone 11 Pro Max, iPhone XS, iPhone XR Samsung: Samsung Galaxy S20+, S20 Ultra, Note20 5G, Note20 Ultra 5G, S20 FE 5G, Z Flip 5G, Z Fold2 5G LG: V60 Motorola: razr Microsoft: Duo
From October 14 to 29, 2020	Apple: iPhone 12, iPhone 12 Pro, iPhone 11 Pro, iPhone 11 Pro Max, iPhone XS, iPhone XR Samsung: Samsung Galaxy S20+, S20 Ultra, Note20 5G, Note20 Ultra 5G, S20 FE 5G, Z Flip 5G, Z Fold2 5G LG: V60 Motorola: razr

Offer details

- To qualify, you have to purchase a new smartphone on one of our 0% APR installment plans for well-qualified customers:
 - AT&T Installment Plan
 - AT&T Installment Plan with Next UpSM
 - Equipment Installment Plan (EIP) 24 (a business account with 24-month financing that may require a down payment)
 - EIP 36 (a business account with 36-month financing that may require a down payment)
- This offer is for new line and upgrade customers. You'll have to pay your installment balance if you cancel that line of service.
- Credits start within 3 bills. Trade-in credits start within 3 bills after trade-in is completed. You'll receive catch-up credits once bill credits start.
- \$0 down for well-qualified customers only, or down payment may be required and depends on a variety of factors.
- For new lines: If you cancel service on any other line on your account within 90 days of activating a new line under this offer, device credits will stop.
- Keeping your number and returning to AT&T within 59 days of leaving doesn't qualify as a new line.
- Moving your line or number from Cricket or AT&T PREPAIDSM qualifies as an upgrade.
- Trade-in device is required. Trade in a smartphone in good working condition worth at least \$35 (or equivalent to an iPhone 6s, iPhone SE 2nd Gen, or Galaxy S7) you'll get \$350 (\$350 maximum bill credits applied over 30 months) in credit toward your smartphone (except starting January 29, 2021, if you purchase a Samsung S21, S21+, or S21 Ultra 5G, you'll get \$800 with a trade-in worth \$35 or more). Trade in a smartphone in good working condition worth at least \$95 (or equivalent to an iPhone 8 or Galaxy S9) you'll get either \$1,000, \$800 or \$700 in credits (over 30 month installments) depending on which smartphone you purchase (Apple, Samsung, Motorola, or LG).
- Promotional monthly credits don't apply to the AT&T Installment Plan with Next Up. This means you're responsible for the additional \$5 per month AT&T Next UpSM upgrade feature.
- Keep in mind, both lines have to remain active and in good standing throughout the offer to have all bill credits applied to your account.
- You're responsible for paying:
 - A \$30 activation or upgrade fee
 - The taxes on the full price of the smartphone at the point of sale

- Is your device back-ordered or the shipment delayed? Transferring a number? Good news! You can still qualify for this offer. Just reserve your phone number in advance.

Bill credits

If you meet all the offer requirements, you'll get monthly bill credits depending on the value of your eligible trade-up device. Your monthly bill credits start within 3 bill periods. Trade-in credits start within 3 bill periods from date trade-in is completed. Until then, be sure to pay your bill in full. Otherwise, late fees may apply to any unpaid amount.

- When the credit starts, they'll show as: *Trade-in Smartphone \$1,000, \$800, \$700, \$550, \$500, or \$350* for the device purchase.
- The first credit for each will equal the monthly credit amount multiplied by the installment payments you've already paid.

If you purchase a free or discounted phone with a down payment, you're still responsible for the down payment. You'll get it back as part of the monthly bill credit.

Heads up: If you voluntarily suspend your service, we'll pause your credits until you activate the line again.

Apple family

iPhone 12 mini (64GB, 128GB, 256GB), iPhone 12 (64GB, 128GB, 256GB), iPhone 12 Pro (128GB, 256GB, 512GB), iPhone 12 Pro Max (128GB, 256GB, 512GB), iPhone 11 Pro (64GB, 256GB, 512GB), iPhone 11 Pro Max (64GB, 256GB, 512GB), iPhone XS (64GB, 256GB, 512GB) – offer expired, ran from December 5, 2020, for a limited time.

\$700 maximum total credit with trade-in devices worth at least \$95 or \$350 maximum total credit with trade-in devices worth at least \$35.

- \$23.34 or \$11.67 per month credit for 30 months on AT&T Installment Plan
- \$29.17 or \$14.59 per month credit for 24 months on EIP 24
- \$19.45 or \$9.73 per month credit for 36 months on EIP 36

iPhone 12 mini (64GB, 128GB, 256GB), iPhone 12 (64GB, 128GB, 256GB), iPhone 12 Pro (128GB, 256GB, 512GB), iPhone 12 Pro Max (128GB, 256GB, 512GB), iPhone 11 Pro (64GB, 256GB, 512GB), iPhone 11 Pro Max (64GB, 256GB, 512GB) – offer expired, ran November 25 - December 4, 2020.

\$700 maximum total credit with trade-in devices worth at least \$95 or \$350 maximum total credit with trade-in devices worth at least \$35.

- \$23.34 or \$11.67 per month credit for 30 months on AT&T Installment Plan
- \$29.17 or \$14.59 per month credit for 24 months on EIP 24
- \$19.45 or \$9.73 per month credit for 36 months on EIP 36

iPhone 12 mini (64GB, 128GB, 256GB), iPhone 12 (64GB, 128GB, 256GB), iPhone 12 Pro (128GB, 256GB, 512GB), iPhone 12 Pro Max (128GB, 256GB, 512GB), iPhone 11 Pro (64GB, 256GB, 512GB), iPhone 11 Pro Max (64GB, 256GB, 512GB), iPhone XS (64GB, 256GB, 512GB) – offer expired, ran November 6-24, 2020.

\$700 maximum total credit with trade-in devices worth at least \$95 or \$350 maximum total credit with trade-in devices worth at least \$35.

- \$23.34 or \$11.67 per month credit for 30 months on AT&T Installment Plan
- \$29.17 or \$14.59 per month credit for 24 months on EIP 24
- \$19.45 or \$9.73 per month credit for 36 months on EIP 36

iPhone XR (64GB) – offer running from October 14, 2020, for a limited time.

\$500 maximum total credit with trade-in devices worth at least \$95 or \$350 maximum total credit with trade-in devices worth at least \$35.

- \$16.67 or \$11.67 per month credit for 30 months on AT&T Installment Plan
- \$20.84 or \$14.59 per month credit for 24 months on EIP 24
- \$13.89 or \$9.73 per month credit for 36 months on EIP 36

iPhone XR (128GB) – offer running from October 14, 2020, for a limited time.

\$550 maximum total credit with trade-in devices worth at least \$95 or \$350 maximum total credit with trade-in devices worth at least \$35.

- \$18.34 or \$11.67 per month credit for 30 months on AT&T Installment Plan
- \$22.92 or \$14.59 per month credit for 24 months on EIP 24
- \$15.28 or \$9.73 per month credit for 36 months on EIP 36

iPhone 12 (64GB, 128GB, 256GB), iPhone 12 Pro (128GB, 256GB, 512GB), iPhone 11 Pro (64GB, 256GB, 512GB), iPhone 11 Pro Max (64GB, 256GB, 512GB), iPhone XS (64GB, 256GB, 512GB), iPhone XR (64GB, 128GB) – offer expired, ran October 14 - November 5, 2020.

\$800 maximum total credit with trade-in devices worth at least \$95 or \$350 maximum total credit with trade-in devices worth at least \$35.

- \$26.67 or \$11.67 per month credit for 30 months on AT&T Installment Plan
 - \$33.34 or \$14.59 per month credit for 24 months on EIP 24
 - \$22.23 or \$9.73 per month credit for 36 months on EIP 36
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Samsung family

Samsung Galaxy S21 5G, S21+ 5G, S21 Ultra 5G – offer running from January 29, 2021, for a limited time.

\$800 maximum total credit with trade-in devices worth at least at least \$35.

- \$26.37 per month credit for 30 months on AT&T Installment Plan
- \$33.34 per month credit for 24 months on EIP 24
- \$22.23 per month credit for 36 months on EIP 36

Samsung Galaxy Note20 5G (128GB), Note20 Ultra 5G (128GB, 512GB), Samsung Z Flip 5G or Samsung Z Fold2 – offer running from January 29, 2021, for a limited time.

\$700 maximum total credit with trade-in devices worth at least \$95 or \$350 maximum total credit with trade-in devices worth at least \$35.

- \$23.34 or \$11.67 per month credit for 30 months on AT&T Installment Plan
- \$29.17 or \$14.59 per month credit for 24 months on EIP 24
- \$19.45 or \$9.73 per month credit for 36 months on EIP 36

Samsung Galaxy Z Flip 5G, Z Fold2 5G – offer expired, ran January 8-28, 2021.

\$1,000 maximum total credit with trade-in devices worth at least \$95 or \$350 maximum total credit with trade-in devices worth at least \$35.

- \$33.34 or \$11.67 per month credit for 30 months on AT&T Installment Plan
- \$41.67 or \$14.59 per month credit for 24 months on EIP 24
- \$27.78 or \$9.73 per month credit for 36 months on EIP 36

Samsung Galaxy S21 5G, S21+ 5G, S21 Ultra 5G – offer expired, ran January 8-28, 2021.

\$800 maximum total credit with trade-in devices worth at least \$95 or \$350 maximum total credit with trade-in devices worth at least \$35.

- \$26.37 or \$11.67 per month credit for 30 months on AT&T Installment Plan
- \$33.34 or \$14.59 per month credit for 24 months on EIP 24
- \$22.23 or \$9.73 per month credit for 36 months on EIP 36

Samsung Galaxy Note20 5G (128GB), Note20 Ultra 5G (128GB, 512GB) – offer expired, ran January 8-28, 2021.

\$700 maximum total credit with trade-in devices worth at least \$95 or \$350 maximum total credit with trade-in devices worth at least \$35.

- \$23.34 or \$11.67 per month credit for 30 months on AT&T Installment Plan
- \$29.17 or \$14.59 per month credit for 24 months on EIP 24
- \$19.45 or \$9.73 per month credit for 36 months on EIP 36

Samsung Galaxy Note20 5G (128GB), Note20 Ultra 5G (128GB, 512GB), S20+ 5G (128GB, 512GB), S20 Ultra 5G (128GB, 512GB), S20 FE 5G (128GB, 256GB), Z Flip 5G, Z Fold2 5G – offer expired, ran November 6, 2020 - January 14, 2021.

\$700 maximum total credit with trade-in devices worth at least \$95 or \$350 maximum total credit with trade-in devices worth at least \$35.

- \$23.34 or \$11.67 per month credit for 30 months on AT&T Installment Plan
- \$29.17 or \$14.59 per month credit for 24 months on EIP 24
- \$19.45 or \$9.73 per month credit for 36 months on EIP 36

Samsung Galaxy Note20 5G (128GB), Note20 Ultra 5G (128GB, 512GB), S20+ 5G (128GB, 512GB), S20 Ultra 5G (128GB, 512GB), S20 FE 5G (128GB, 256GB), Z Flip 5G, Z Fold2 5G – offer expired, ran November 6, 2020 - January 7, 2021.

\$700 maximum total credit with trade-in devices worth at least \$95 or \$350 maximum total credit with trade-in devices worth at least \$35.

- \$23.34 or \$11.67 per month credit for 30 months on AT&T Installment Plan
- \$29.17 or \$14.59 per month credit for 24 months on EIP 24
- \$19.45 or \$9.73 per month credit for 36 months on EIP 36

Samsung Galaxy Note20 5G (128GB), Note20 Ultra 5G (128GB, 512GB), S20+ 5G (128GB, 512GB), S20 Ultra 5G (128GB, 512GB), S20 FE 5G (128GB), Z Flip 5G, Z Fold2 5G – offer expired, ran October 14 -November 5, 2020.

\$700 maximum total credit with trade-in devices worth at least \$95 or \$350 maximum total credit with trade-in devices worth at least \$35.

- \$23.34 or \$11.67 per month credit for 30 months on AT&T Installment Plan
 - \$29.17 or \$14.59 per month credit for 24 months on EIP 24
 - \$19.45 or \$9.73 per month credit for 36 months on EIP 36
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LG family

LG V60 & WING – offer running from November 6, 2020, for a limited time.

\$700 maximum total credit with trade-in devices worth at least \$95 or \$350 maximum total credit with trade-in devices worth at least \$35.

- \$23.34 or \$11.67 per month credit for 30 months on AT&T Installment Plan
- \$29.17 or \$14.59 per month credit for 24 months on EIP 24
- \$19.45 or \$9.73 per month credit for 36 months on EIP 36

LG V60 – offer expired, ran October 14 - November 5, 2020.

\$700 maximum total credit with trade-in devices worth at least \$95 or \$350 maximum total credit with trade-in devices worth at least \$35.

- \$23.34 or \$11.67 per month credit for 30 months on AT&T Installment Plan
 - \$29.17 or \$14.59 per month credit for 24 months on EIP 24
 - \$19.45 or \$9.73 per month credit for 36 months on EIP 36
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Motorola family

Motorola razr – offer running from January 8, 2021, for a limited time.

\$700 maximum total credit with trade-in devices worth at least \$95 or \$350 maximum total credit with trade-in devices worth at least \$35.

- \$23.34 or \$11.67 per month credit for 30 months on AT&T Installment Plan
- \$29.17 or \$14.59 per month credit for 24 months on EIP 24
- \$19.45 or \$9.73 per month credit for 36 months on EIP 36

Motorola razr – offer expired, ran December 5, 2020 - January 7, 2021.

\$1,000 maximum total credit with trade-in devices worth at least \$95 or \$350 maximum total credit with trade-in devices worth at least \$35.

- \$33.34 or \$11.67 per month credit for 30 months on AT&T Installment Plan
- \$41.67 or \$14.59 per month credit for 24 months on EIP 24
- \$27.78 or \$9.73 per month credit for 36 months on EIP 36

Motorola razr – offer expired, ran October 14 - December 4, 2020.

\$700 maximum total credit with trade-in devices worth at least \$95 or \$350 maximum total credit with trade-in devices worth at least \$35.

- \$23.34 or \$11.67 per month credit for 30 months on AT&T Installment Plan
 - \$29.17 or \$14.59 per month credit for 24 months on EIP 24
 - \$19.45 or \$9.73 per month credit for 36 months on EIP 36
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Microsoft family

Microsoft Surface Duo (128GB, 256GB) – offer running from November 6, 2020, for a limited time.

\$700 maximum total credit with trade-in devices worth at least \$95 or \$350 maximum total credit with trade-in devices worth at least \$35.

- \$23.34 or \$11.67 per month credit for 30 months on AT&T Installment Plan
 - \$29.17 or \$14.59 per month credit for 24 months on EIP 24
 - \$19.45 or \$9.73 per month credit for 36 months on EIP 36
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Stay eligible

To keep getting credits:

- Pay your bill in full until the offer credits apply (may take up to 3 bill periods)
- Keep your new line active, in good standing, on an eligible installment plan and eligible unlimited plan
- Keep the device active if you decide to pay off the remaining installment balance early

Your offer credits stop if you:

- Return the phone and there isn't an installment plan for the line
- Exchange an eligible phone for an ineligible phone or device
- Move off of an eligible rate plan (qualifying unlimited rate plan is a requirement)
- Pay off the installment balance early and upgrade your device
- Cancel service or disconnect a qualifying wireless line (you'll also have to pay off the remaining installment balance – up to \$1,080, depending on the full retail price of the device purchased)

Important details

- Credit card may be required (except in MA, PA, and ND).
- See att.com/unlimited for current unlimited plans. Retired unlimited plans may also qualify (excluding prepaid, session-based, and Data Unlimited at \$45 per month plans). Speed, usage, and other restrictions apply. For plans available to business customers, see <https://www.business.att.com/categories/mobile-rate-plans.html>. Trade-in, if any, does not relieve obligations under any AT&T installment agreement program 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 credit.
- This is not an early upgrade program. Trade-in device may not be on existing installment plan.
- If trade-in value of device is greater than the credit you are eligible for, you may receive a one-time trade-in credit (value via instant credit or promo card) in lieu of this bill credit. See att.com/tradein for terms.
- Installment agreement starts when device is shipped.
- If you upgrade or pay up or pay off the installment agreement on the discounted device early, your credits may cease.

- You have 14 days to exchange or return the smartphone; a restocking fee of up to \$55 may apply.
- **Pricing, promotions, programming, terms, and restrictions subject to change and may be modified or terminated at any time without notice.**