

PROMO ALERT!

Verizon Prepaid: T-Cetra

Launch Date: 8.28.24



50% Off Unlimited Plans

Get Verizon
Prepaid Unlimited
for as low as

\$25/mo
for one year

when you purchase 3 months of service at activation.

verizon

For more information about our plans, visit us at Verizon.com/Prepaid or call 1-800-858-8888.
New and Postpaid. Offer ends 12/31/18. Requires activation. New activation of 3 months of service at activation or add Verizon Prepaid Unlimited Plan. Offer ends 12/31/18. In 2018, 100% of our Prepaid Unlimited Plan users received a 50% discount on their Prepaid Unlimited Plan. Discount applies to unlimited 12-month. An additional discount applies. See how to activate and for more eligible requirements at participating retailers only.

50% off

a Verizon Prepaid
Unlimited plan
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Prepaid
Get Unlimited for
as low as \$300
for one year

when you purchase 3 months of service at activation.



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New and Postpaid. Offer ends 12/31/18. Requires activation. New activation of 3 months of service at activation or add Verizon Prepaid Unlimited Plan. Offer ends 12/31/18. In 2018, 100% of our Prepaid Unlimited Plan users received a 50% discount on their Prepaid Unlimited Plan. Discount applies to unlimited 12-month. An additional discount applies. See how to activate and for more eligible requirements at participating retailers only.

50% Unlimited Plan Details

	Unlimited	Unlimited Plus
Pricing	Due at Activation: \$150 \$75/mo \$50/mo \$25/mo	Due at Activation: \$180 \$90 \$60/mo \$30/mo
Plan Inclusions	Unlimited Talk, Text, & Data	
International	Unlimited texting to 200+ countries Mexico & Canada Unlimited talk, text, & data	
Data	Unlimited 5G Access Streaming up to 480p	50 GB premium network access, then Unlimited data 5G Access 5G UW Access 4K UHD streaming on capable devices
Mobile Hotspot	5GB of 5G/4G LTE data, then speeds up to 600Kbps	25GB premium data, then unlimited
Global Choice	\$10 Add On	1 country included
Call Filter	✓	✓
Digital Secure	✓	✓
Multi-line Discount	✓	✓



50% off Unlimited Plan Promotion

Details	
Offer	<ul style="list-style-type: none"> Get 50% off any Verizon Prepaid Unlimited Plan. Now as low as \$25/mo when you pay for 3 months of service at activation (taxes & fees may apply)
Participating Channels	<ul style="list-style-type: none"> T-Cetra locations
Promotion Period	<ul style="list-style-type: none"> From 8.28.24- TBD (end date is subject to change at our discretion)
Eligibility Requirements	<ul style="list-style-type: none"> New single line activation on the \$50 Unlimited or \$60 Unlimited Plus plan receive 50% off monthly service Requires purchase of 3 months of service at time of activation Port in optional The 50% discount is available for up to 1 year and will apply as a monthly account credit as long as the account stays active 50% off applies to single lines or the first line only on a multi line account <ul style="list-style-type: none"> - Multi Line accounts are eligible for Multi Line discounts on lines 2-10 Line must remain active to retain the discount Activations prior to launch are not eligible for the promotional offer We reserve the right to cancel the promotional discount after 12 months and standard monthly pricing will apply
Promotion Disqualification	<p>The 50% discount is removed for the following disqualifying transactions:</p> <ul style="list-style-type: none"> Plan change to a plan less than \$50 Line disconnect Device activation utilizing a subsidized device that has no history of prior activation on the network
Resources	<ul style="list-style-type: none"> Knowledge Guide



Competitive Advantage

Verizon Prepaid offers higher value to our customers than competitors through our plan benefits:

	Verizon	T-Mobile	AT&T
	50% off with 3 month plan	No multi month discounts	Annual Plan Available
Standard Price	\$50	\$50	\$65
Data	Unlimited	Unlimited	Unlimited
As low as mo. cost*	\$25/mo	\$50/mo	\$50/mo
3 month total cost	\$75	\$150	\$150
1 year total cost	\$300	\$600	\$600

Merchandising Updates

Merchandise

Arrival Date: 8/27

Shipping 2nd Day
via UPS

Verizon Merchandise Kit

- A** 50_OffPromoCling_9x9 (2 sided, Eng/SP)
- B** 50_OffPosterPromo_22x28 (2 sided, Eng/SP)
- C** 50_OffCeilingDangler_24x18 (3 panels)



Current In-Store Merchandise

Verizon Merchandise Kit

- A** VZ_POP_24_007 STANDEE_50.75X66
- B** VZ_POP_24_007_50_60_POSTER_22X28
- C** VZ_POP_24_007_ADD_A_LINE_POSTER_22X28
- D** VZ_POP_24_007_50PLAN_POSTER_22X28
- E** Evergreen Counter Matt
- F** Evergreen Cling
- G** Brochure Holder
- H** Prepaid Brochure ENG/SP
- I** Buckslip \$50-60



The following elements are double sided. The posters, standee, buck-slip, and brochure are bilingual elements featuring English and Spanish.

Merchandising Incentive

Survey Link

- Utilize the [Verizon 50% Off 3X Unlimited Promo Survey](#)
- Emailed to Dealers 8.28
- Fill out for chance to win \$\$\$

The screenshot shows a web form titled "Verizon 50% OFF Promo Store Visit Form". At the top left is the VIDAPAY logo, and at the top right is the Verizon Prepaid logo. The form contains several input fields and dropdown menus:

- VIDAPAY Account ID (used for Verizon Activations)*: A text input field.
- Master Agent Name*: A text input field.
- Master Agent Rep Name: A text input field.
- Store Rep Name*: A text input field.
- Does the location know about the 50% off 3X Unlimited Plans promotion?*: A dropdown menu with "Please select..." as the current selection.
- Did the location receive the NEW Merchandising (arrived around 8/27)?*: A dropdown menu with "Please select..." as the current selection.
- Does the location have the NEW Verizon Merchandise up in the store?*: A dropdown menu with "Please select..." as the current selection.
- What is the location's feedback on the promo?*: A text input field.
- Upload Pictures of Verizon Merchandise Displayed*: A file upload button labeled "Choose File" with the text "No file chosen" next to it.
- Upload Pictures of Verizon Merchandise Displayed*: A second file upload button labeled "Choose File" with the text "No file chosen" next to it.

VIDAPAY

VIDAPAY

3X/Multi Month Plans

- 3, 6 and 12 month plans created
- Dealer Compensation:
- 100% MRC (\$50 or \$60) at activation
- 10% Airtime Margin
- Up to 10% Residual

Get up to \$20 Bonus Spiff on VidaPay with Prepaid.

Tier 1
Now Earns \$20 Bonus Spiff on all Unlimited Plan Activations
+ Earn \$50 on 3X Unlimited Plans

Tier 2&3
Earn up to \$20 Bonus Spiff
When you SWITCH a NEW Customer to a 3X+ Unlimited Plan
+ Get \$75 Bonus Spiff on 3X+ Prepaid Unlimited Plans (New Post)

NOW EXTENDED TO 8.31!

Verizon Prepaid

Smart Phone | Mobile Data | Mobile Data + Add A Line | 3X Month Plans | Smart Phone + Add A Line | Smartwatch | Smartwatch + Add A Line

Plan Name	Airtime Discount	Instant Spiff	Activation Cost	Total Potential Spiff
\$75.00 Verizon Prepaid 3X 380 Unlimited Promotion	(\$7.50)	(\$50.00)	\$17.50	(\$50.00)
\$90.00 Verizon Prepaid 3X 370 Unlimited Plus Promotion	(\$9.00)	(\$60.00)	\$21.00	(\$40.00)
\$150.00 Verizon Prepaid 6X 380 Unlimited Promotion	(\$15.00)	(\$50.00)	\$85.00	(\$10.00)
\$180.00 Verizon Prepaid 6X 370 Unlimited Plus Promotion	(\$18.00)	(\$60.00)	\$102.00	(\$80.00)
\$300.00 Verizon Prepaid 12X 380 Unlimited Promotion	(\$30.00)	(\$50.00)	\$220.00	(\$50.00)
\$360.00 Verizon Prepaid 12X 370 Unlimited Plus Promotion	(\$36.00)	(\$60.00)	\$264.00	(\$40.00)

Resources

- **Vidapay Promo Site**
 - Knowledge Guide
 - Training Materials
 - Print on Demand Flyers
 - Additional Promos
 - FAQ's

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Verizon Prepaid 50% Off Unlimited Promotion

Plan Details

	Unlimited Plan	Unlimited Plus Plan
 Pricing 	First 3 months due at activation \$50 \$25/mo Months 4 - 12	First 3 months due at activation \$60 \$30/mo Months 4 - 12
Plan Inclusions	Unlimited Talk, Text, & Data	Unlimited Talk, Text, & Data
International	Unlimited texting to 210+ countries across 6 Canada Unlimited, SW, NW, & SW	Unlimited texting to 210+ countries across 6 Canada Unlimited, SW, NW, & SW
 Data 	Unlimited Access, Streaming up to 4K/3D	5G 4G premium network access, Best connected security, Accessible IM Accounts and streaming on capable devices
 Mobile Network 	100 of 5G/4G LTE data, then speeds up to 10Mbps	200G premium data, then unlimited
 Global Choice 	\$10 Add On	1 country included
 Call Forward 	✓	✓
 Digital Screen 	✓	✓
 Multi-Line Discount 	✓	✓

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Verizon Prepaid 50% Off Unlimited Promotion

Promotion Details

Offer

Get 50% off any Verizon Prepaid Unlimited Plan. New as low as \$25/mo when you pay for 3 months of service at activation then it goes back to \$50.

Participating Channels

1. Gifts & Toys 600 Channel retail locations

Promotion Period

From 8/28/24 - 10/31/24. 100 speed data is subject to change at our discretion.

Eligible Requirements

- New single line activation on the \$50 Unlimited or \$60 Unlimited Plus plan receive 50% off monthly service. Requires purchase of 3 months of service at time of activation.
- Port-in optional.
- The 50% discount is available for up to 1 year and will apply as a monthly account credit in the following 3 months of payments months 4-12.
- 50% off applies to single lines or the first line only on a multi-line account.
- Multi-Line accounts are eligible for Multi-Line discounts off of the regular price on lines 2 - 10.
- Line must remain active to retain the discount.
- Activation prior to launch are not eligible for the promotional offer.

Restrictions

The 50% discount is reserved for the following participating channels:

- Plan change to a non-eligible plan.
- Line deactivation.
- Service activation utilizing a replacement device that has no history of prior activation on the network.

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Verizon Prepaid 50% Off Unlimited Promotion

Beginning August 28, get 50% off any Verizon Prepaid Unlimited plan for a year!

This limited-time offer is available exclusively at Funks & Epps Authorized Retail Locations.

50% off!
a Verizon Prepaid Unlimited plan for one year!

Why Are We Offering This?

- Democratizing Our Competition
- Best-in-Class Value
- Building Community & Connection
- Save More, Do More

How We're Supporting Your Business

Verizon Prepaid is proud to be the most accessible and affordable way to get the best of Verizon. We're committed to providing our customers with the best service, the best value, and the best support. We're committed to providing our customers with the best service, the best value, and the best support.

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Verizon Prepaid 50% Off Unlimited Promotion

Competitive Advantage

	Verizon	T-Mobile	AT&T
Standard Price	\$50	\$50	\$50
First 3 months	50% off with 3 month plan purchase at activation	No multi-month discounts	Annual Plan Required
 Data 	Unlimited	Unlimited	Unlimited
As low as, mo. cost*	\$25/mo	\$50/mo	\$25/mo
3 month total cost	\$75	\$150	N/A
1 year total cost	\$300	\$600	\$300

Verizon Prepaid crushes the competition at Authorized Retail locations with the best multi-month Unlimited plan offer in market! Reference your Store Visit Guide to see how Verizon stacks up to additional competitors with similar offers.

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Verizon Prepaid 50% Off Unlimited Promotion

How to Promote 50% Off Unlimited

Now that you know the benefits of the new 50% off Unlimited plan promotion, here are some examples to help get your started on positioning.

Get all the promotional data, talk and text you need for as low as \$25/mo for one line when you purchase 3 months of service at activation.

For a limited time only, get 50% off any Unlimited plan for a year when you purchase 3 months of service at activation.

Save \$300 a year on your Verizon plan!
Get 50% off for 3 months!

Get 4 months of service for the same price as 3 months with our 50% off promotion when you activate on any Unlimited plan.

When activating your Unlimited or Unlimited Plus plan, you will get \$25 off your plan for the first 3 months for only \$25 or \$30 additional each month. That's up to a \$300 savings!

Frequently Asked Questions

- What happens if the customer does a plan change? The promotion will stay active as long as the customer is on the \$50 Unlimited or \$60 Unlimited Plus Plan.
- How does the promotion work? The Verizon Billing System will apply a \$25 credit retroactively before the renewal date each month.

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