



## Promotion Description

# MDU Target® Card Offer

### **Proposed Promotion**

BellSouth MDU Target® Card Offer begins October 28, 2004 and ends December 31, 2004. Customers leasing apartment or condominium units from contracted Multiple Dwelling Units (MDU's) will receive collateral from BellSouth incenting the purchase of BellSouth services via an online ordering tool. Customers purchasing BellSouth service (N or T order) via this online system will receive a Target® Gift Card valued at twenty-five dollars (\$25.00).

### **Promotion Specifics**

1. Orders for service must be placed via an online ordering tool (listed on the collateral) to receive the gift card.
2. Orders placed via eStore or the Consumer Large Team will not be eligible to receive the gift card.
3. Orders for service must be placed on or by December 31, 2004.
4. Offer is limited to one (1) eligible line per customer.

### **Restrictions/Eligibility Requirements**

1. This promotion is only available to customers where BellSouth offers service and facilities are available.
2. BellSouth reserves the right to modify this promotion at any time following any required Commission notice. Notice of such changes to participants will be included in standard promotion communications, including but not limited to letters, emails, or faxes.
3. BellSouth reserves the right to terminate this promotion at any time.

**Tariff Filing Package Number: FL 2004-546**

## A2. GENERAL REGULATIONS

### A2.10 Special Promotions (Cont'd)

#### A2.10.2 Descriptions (Cont'd)

- A. The following promotions are on file with the Commission: (Cont'd)

Area of Promotion	Service	Charges Waived	Period Authority	
BellSouth's Service Territory – From Central Office where services are available	MDU Target® Card Offer	Eligible customers who lease apartment or condominium units from contracted MDU's (multiple dwelling units) may receive collateral (e.g. direct mail) with instructions to place their N or T order via an online tool to receive a free Target® Gift Card valued at twenty-five dollars (\$25.00).	10/28/04 to 12/31/04	(C)

Restrictions and Eligibility Criteria:

-Orders for service must be placed via the online ordering tool listed on collateral; orders placed via the BellSouth eStore or other sales channel or medium are not eligible for the Target® Gift Card.

-Orders for service must be placed on or by **December 31, 2004**.

(C)

-Offer is limited to one eligible line per customer.

-This promotion is only available to eligible customers where BellSouth offers service and facilities are available.

-BellSouth reserves the right to modify this promotion at any time following any required Commission notice. Notice of such changes to participants will be included in standard promotion communications, including but not limited to letters, emails, or faxes.

-BellSouth reserves the right to modify or discontinue this promotion at any time without customer notification.

(D)

## A2. GENERAL REGULATIONS

### A2.10 Special Promotions (Cont'd)

#### A2.10.2 Descriptions (Cont'd)

A. The following promotions are on file with the Commission: (Cont'd)

Area of Promotion	Service	Charges Waived	Period Authority
BellSouth's Service Territory – From Central Office where services are available	<del>MDU/SFD</del> Target@ Card Offer	Eligible customers who lease apartment or condominium units from contracted MDU's (multiple dwelling units) and eligible customers who purchase Single Family Dwellings from contracted SFDs (Single Family Dwelling) may receive collateral (e.g. direct mail) with instructions to place their N or T order via an online tool to receive a free Target@ Gift Card valued at twenty-five dollars (\$25.00).	<del>05/01/04</del> <u>10/28/04</u> (N)(C) to <del>10/27/04</del> <u>12/31/04</u>
		Restrictions and Eligibility Criteria:	(N)
		-Orders for service must be placed via the online ordering tool listed on collateral; orders placed via the BellSouth eStore or other sales channel or medium are not eligible for the Target@ Gift Card.	(N)
		-Orders for service must be placed on or by <del>October 27</del> <u>December 31</u> , 2004.	(N)(C)
		-Offer is limited to one eligible line per customer.	(N)
		-This promotion is only available to eligible customers where BellSouth offers service and facilities are available.	(N)
		-BellSouth reserves the right to modify this promotion at any time following any required Commission notice. Notice of such changes to participants will be included in standard promotion communications, including but not limited to letters, emails, or faxes.	(N)
		-BellSouth reserves the right to modify or discontinue this promotion at any time without customer notification.	(N)
		<del>-BellSouth employees are not eligible for this promotion.</del>	(N)(D)