

# BELLSOUTH

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**BellSouth Telecommunications, Inc.**

150 South Monroe Street  
Suite 400  
Tallahassee, Florida 32301

[Jerry.hendrix@bellsouth.com](mailto:Jerry.hendrix@bellsouth.com)

**Jerry D. Hendrix**  
Vice President  
Regulatory Relations

Phone: (850) 577-5550  
Fax (850) 222-8640

August 17, 2006

Beth Salak, Director  
Competitive Markets and Enforcement  
Attn: Tariff Section  
2540 Shumard Oak Boulevard  
Tallahassee, Florida 32399-0850

Dear Ms. Salak:

Pursuant to Florida Statute 364.051, enclosed is a package filing for 3T06-SBS-Bundle Incentive Promotion.

General Subscriber Service Tariff

Section A2                   -       Original Page 35.6.57  
                                  -       Original Page 35.6.57.1  
                                  -       Original Page 35.6.57.2

The issue and effective dates for this tariff package are August 17, 2006 and September 1, 2006, respectively.

Acknowledgment, date of receipt and authority number of this filing are requested.

Your consideration and approval will be appreciated.

Yours very truly,

Regulatory Vice President

Attachments



## Promotion Description

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### **3T06-SBS-Bundle Incentive Promotion** **FL 2006-136**

#### **Overview**

In accordance with the special promotions section of the General Subscriber Services Tariff, BellSouth plans to offer the following promotion. The 3T06-SBS-Bundle Incentive Promotion is scheduled to begin on 09/01/2006 and end on 12/31/2006. This promotion offers existing business subscribers who purchase a New Complete Choice® for Business package (CCB) a twenty-five (\$25.00) bill credit reward for two consecutive months. If the subscriber purchases a New CCB package and adds one of the following services: signs a New 36-month local term agreement, purchases a New BellSouth Long Distance Inc. BellSouth® Business Unlimited Plan (Business Unlimited Plan), or New BellSouth® FastAccess® Business DSL (FastAccess DSL) service 384K speed or higher, the subscriber will receive a fifty dollar (\$50.00) bill credit reward for three consecutive months. If the subscriber purchases a New CCB package, signs a New 36-month local term agreement, and adds one of the following services: A New Business Unlimited plan, or New FastAccess DSL service 384K speed or higher, the subscriber will receive a seventy-five dollar (\$75.00) bill credit reward for four consecutive months. If the subscriber purchases a New CCB package, signs a new 36-month local term agreement, purchases a New Business Unlimited plan, and New FastAccess DSL service 384K speed or higher, the subscriber will receive a one-hundred dollar (\$100.00) bill credit reward for five consecutive months.

#### **In Summary:**

- Add New CCB - Reward \$25 for 2 months (total = \$50)
- Add New CCB + new 36-month local term or new Business Unlimited Plan or new FastAccess DSL - Reward \$50 for 3 months (total = \$150)
- Add New CCB and a 36-month local term + new Business Unlimited Plan or new FastAccess DSL - Reward \$75 for 4 months (total = \$300)
- Add New CCB + new 36-month local term + new Business Unlimited Plan + new FastAccess DSL – Reward \$100 for 5 months (total = \$500)

Subscribers can receive a total of five hundred dollars (\$500.00) in bill credit rewards by subscribing to all named services.

#### **Promotion Specifics**

- . Available only to existing BellSouth business customers subscribing to local exchange service.
- . Subscribers must purchase a New CCB package in order to participate in this promotion and receive the minimum fifty-dollar (\$50.00) bill credit reward.
- . Bill credit reward is applicable at the main account level NOT line level.
- . Subscribers must sign a new 36-month local service term agreement or purchase a new Business Unlimited Plan, or new FastAccess DSL in addition to purchasing a New CCB package in order to receive the one-hundred and fifty dollar (\$150.00) bill credit reward.
- . Subscribers must purchase and sign a new 36-month local service term agreement and either a new Business Unlimited Plan or new FastAccess DSL in addition to purchasing a New CCB package in order to receive the three hundred dollar (\$300.00) bill credit reward.
- . Subscribers must purchase a New CCB package, sign a new 36-month local service term agreement, purchase a new Business Unlimited Plan and purchase new FastAccess DSL in order to receive the five hundred dollar (\$500.00) bill credit reward.
- . The only new BellSouth Long Distance Inc. plan that qualifies for this promotion is the Business Unlimited Plan. Other domestic and complex long distance plans do not qualify.
- . If the subscriber signs a new local service term agreement as part of this promotion, the length of the term must be 36 months. 12 and 24 month terms do not qualify.
- . Promotion is available in all nine states.
- . Upgrades from 1FB to CCB are eligible
- . If the subscriber purchases FastAccess DSL as part of this promotion, the speed must be 384K or higher.



## Promotion Description

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Subscriber must purchase new DSL service with speed 384K or higher. Existing DSL customers upgrading service are not eligible to participate.

. Existing FastAccess DSL subscribers who add a new FastAccess DSL service are not eligible to participate in this promotion.

. Subscribers must purchase qualifying services at the same time to receive the specified bill credit reward.

. The bill credit reward amount will appear monthly in the OC&C section of the subscribers bill in a subsequent billing period usually within one or two billing cycles.

. Subscribers who receive the fifty-dollar (\$50.00) bill reward must keep the named service a minimum of six (6) months or will be subject to pay back to BellSouth the bill reward received.

. Subscribers who receive the one hundred fifty dollar (\$150.00) bill reward must keep all services purchased a minimum of six (6) months or will be subject to pay back to BellSouth the bill reward received; term charges may apply if the local term agreement was selected.

. Subscribers who receive the three hundred dollar (\$300.00) bill reward must keep all services purchased a minimum of twelve (12) months or will be subject to pay back to BellSouth the bill reward received; term charges may apply for early termination of the local term agreement.

. Subscribers who receive the five hundred dollar (\$500.00) bill reward must keep all services purchased a minimum of twenty four (24) months or will be subject to pay back to BellSouth the bill reward received; term charges may apply for early termination of any agreement.

. In order to receive the \$500.00 bill credit reward, the subscriber must return back to BellSouth a signed service agreement

. If the FastAccess DSL component service is not activated within 60 days of the service order completion date; **THE SUBSCRIBER MUST REPAY ALL REWARDS PROVIDED FOR ALL COMPONENT SERVICES IF NOT ACTIVATED WITHIN 60 DAYS.**

. All services must be purchased at the same time in order to qualify for the specified bill reward amount

. Applicable taxes and fees will be based on the full tariff price of all products and services that are billed and no taxes or fees will be added to the amount of any reward under this promotion.

. However, for the FastAccess service, any non-recurring activation charges, professional installation charges and charges for customer premises equipment will apply and are not rewarded or waived under this promotion.

. BellSouth reserves the right to modify or discontinue promotion at any time

### **Promotion Restrictions/Eligibility Requirements**

. New BellSouth business subscribers are not eligible to participate in this promotion

. Subscribers cannot qualify for this promotion more than once

. Subscribers can receive a maximum reward of five-hundred dollars (\$500) for subscribing to all named services

. Subscribers must at minimum purchase a New CCB package in order to participate in this promotion

. The application date for orders must be between 09/01/2006 - 12/31/2006

. Subscribers who receive the fifty-dollar (\$50.00) bill reward must keep the named service a minimum of six (6) months or will be subject to pay back to BellSouth the bill reward received.

. Subscribers who receive the one hundred fifty dollar (\$150.00) bill reward must keep all services purchased a minimum of six (6) months or will be subject to pay back to BellSouth the bill reward received.

. Subscribers who receive the three hundred dollar (\$300.00) bill reward must keep all services purchased a minimum of twelve (12) months or will be subject to pay back to BellSouth the bill reward received.

. Subscribers who receive the five hundred dollar (\$500.00) bill reward must keep all services purchased a minimum of twenty four (24) months or will be subject to pay back to BellSouth the bill reward received

. Subscribers participating in the Bundle Incentive Promotion are not eligible to participate in the following promotions: Welcoming Rewards Promotion, Additional Line Promotion, Encore Bonus Promotion, CCB Enhanced Answers Bundle Promotion, Unlimited Upgrade Promotion, or the Business Unlimited MRC Waiver Promotion

. Subscribers with aggregate annual billing, per state of BellSouth services exceeding \$42,000 at the time of enrollment, are not eligible to participate in this promotion

. BellSouth reserves the right to terminate this program at any time provided, however, that the subscribers participating in the program will continue to receive this promotion for the remaining term of their term election agreement.



## Promotion Description

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. Out of region customers are not eligible to participate in this promotion

ISSUED: August 17, 2006  
 BY: Marshall M. Criser III, President -FL  
 Miami, Florida

EFFECTIVE: September 1, 2006

## 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	Description	Period Authority
BellSouth's Service Territory – From Central Office where services are available	3T06-SBS-Bundle Incentive Promotion	This promotion offers rewards to existing business subscribers under the following options:	09/1/06 (N) to 12/31/06 (N)
		<u>Option 1</u> Existing business subscribers who purchase a new Complete Choice for Business package (CCB). Reward: a twenty-five dollar (\$25.00) bill credit for two (2) consecutive months (\$50.00 total bill reward).	(N) (N)
		<u>Option 2</u> Existing business subscribers who purchase a new CCB package and add one of the following services: sign a new 36-month local term agreement, purchase a new BellSouth Long Distance Inc. BellSouth Business Unlimited Plan (Business Unlimited Plan), or a new BellSouth FastAccess Business DSL (FastAccess DSL) service 384K speed or higher. Reward: a fifty dollar (\$50.00) bill credit for three (3) consecutive months (\$150.00 total bill reward).	(N) (N)
		<u>Option 3</u> Existing business subscribers who purchase a new CCB package, sign a new 36-month local term agreement, and adds one of the following services: a new Business Unlimited plan, or a new FastAccess DSL service 384K speed or higher. Reward: a seventy-five dollar (\$75.00) bill credit for four (4) consecutive months (\$300.00 total bill reward).	(N) (N)
		<u>Option 4</u> Existing business subscribers who purchase a new CCB package, signs a new 36-month local term agreement, purchase a new Business Unlimited plan, and a new FastAccess DSL service 384K speed or higher. Reward: a one-hundred dollar (\$100.00) bill credit for five (5) consecutive months (\$500.00 total bill reward).	(N) (N)
		<b>Rules and Regulations</b>	(N)
		--Available only to existing BellSouth business customers subscribing to local exchange service.	(N)
		--Subscribers must purchase a new CCB package in order to participate in this promotion.	(N)
		--Bill credit reward is applicable at the account level, not the line level.	(N)
		--The only BellSouth Long Distance Inc. plan that qualifies for this promotion is the Business Unlimited Plan. Other domestic and complex long distance plans do not qualify.	(N)
		--If the subscriber signs a new local service term agreement as part of this promotion, the length of the term must be 36 months; 12 and 24 month terms do not qualify.	(N)
		--Upgrades from 1FB to CCB are eligible.	(N)
		--If the subscriber purchases FastAccess DSL as part of this promotion, the speed must be 384K or higher.	(N)
		--Subscribers must purchase new DSL service (with speed 384K or higher). Existing DSL customers upgrading service are not eligible to participate.	(N)
		--Existing FastAccess DSL subscribers who add a new FastAccess DSL service are not eligible to participate in this promotion.	(N)

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 Miami, Florida

EFFECTIVE: September 1, 2006

## 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	Description	Period Authority
BellSouth's Service Territory – From Central Office where services are available	3T06-SBS-Bundle Incentive Promotion (Cont'd)	<b>Rules and Regulations (Cont'd)</b>	(N)
		--The bill credit reward amount will appear monthly in the OC&C section of the subscriber's bill in a subsequent billing period usually within one (1) or two (2) billing cycles.	(N)
		--Subscribers who receive the fifty-dollar (\$50.00) bill reward must keep the named service a minimum of six (6) months or will be subject to pay back to BellSouth the bill reward received.	(N)
		--Subscribers who receive the one hundred fifty dollar (\$150.00) bill reward must keep all services purchased a minimum of six (6) months or will be subject to pay back to BellSouth the bill reward received; term charges may apply if the local term agreement was selected.	(N)
		--Subscribers who receive the three hundred dollar (\$300.00) bill reward must keep all services purchased a minimum of twelve (12) months or will be subject to pay back to BellSouth the bill reward received; term charges may apply for early termination of the local term agreement.	(N)
		--Subscribers who receive the five hundred dollar (\$500.00) bill reward must keep all services purchased a minimum of twenty four (24) months or will be subject to pay back to BellSouth the bill reward received; term charges may apply for early termination of any agreement.	(N)
		--In order to receive the five hundred dollar (\$500.00) bill credit reward, the subscriber must return back to BellSouth a signed service agreement.	(N)
		--If the FastAccess DSL component service is not activated within sixty (60) days of the service order completion date; THE SUBSCRIBER MUST REPAY ALL REWARDS PROVIDED FOR ALL COMPONENT SERVICES IF NOT ACTIVATED WITHIN 60 DAYS.	(N)
		--All services must be purchased at the same time in order to qualify for the specified bill reward amount.	(N)
		--Applicable taxes and fees will be based on the full tariff price of all products and services that are billed and no taxes or fees will be added to the amount of any reward under this promotion.	(N)
		--For the FastAccess service, any non-recurring activation charges, professional installation charges and charges for customer premises equipment will apply and are not rewarded or waived under this promotion.	(N)
		--BellSouth reserves the right to modify or discontinue promotion at any time.	(N)
		--New BellSouth business subscribers are not eligible to participate in this promotion.	(N)
		--Subscribers cannot qualify for this promotion more than once.	(N)
		--Subscribers can receive a maximum reward of five hundred dollars (\$500.00) for subscribing to all named services.	(N)
		--Subscribers must at minimum purchase a New CCB package in order to participate in this promotion.	(N)
		--The application date for orders must be between 09/01/2006 - 12/31/2006.	(N)

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## 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	Description	Period Authority
BellSouth's Service Territory – From Central Office where services are available	3T06-SBS-Bundle Incentive Promotion (Cont'd)	<b>Rules and Regulations (Cont'd)</b>  --Subscribers participating in the Bundle Incentive Promotion are not eligible to participate in the following promotions: Welcoming Rewards Promotion, Additional Line Promotion, Encore Bonus Promotion, CCB Enhanced Answers Bundle Promotion, Unlimited Upgrade Promotion, or the Business Unlimited MRC Waiver Promotion.  --Subscribers with aggregate annual billing, per state, of BellSouth services exceeding forty-two thousand dollars (\$42,000) at the time of enrollment are not eligible to participate in this promotion.  --BellSouth reserves the right to terminate this program at any time provided, however, the subscribers participating in the program will continue to receive this promotion for the remaining term of their term election agreement.  --Out of region customers are not eligible to participate in this promotion.	(N) (N) (N) (N) (N)

FLORIDA

ISSUED: August 17, 2006

EFFECTIVE: September 1, 2006

BY: Marshall M. Criser III, President -FL

Miami, Florida

## 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)

<u>Area of Promotion</u>	<u>Service</u>	<u>Description</u>	<u>Period Authority</u>
BellSouth's Service Territory – From Central Office where services are available	3T06-SBS-Bundle Incentive Promotion	This promotion offers rewards to existing business subscribers under the following options:  Option 1 Existing business subscribers who purchase a new Complete Choice for Business package (CCB). Reward: a twenty-five dollar (\$25.00) bill credit for two (2) consecutive months (\$50.00 total bill reward).  Option 2 Existing business subscribers who purchase a new CCB package and add one of the following services: sign a new 36-month local term agreement, purchase a new BellSouth Long Distance Inc. BellSouth Business Unlimited Plan (Business Unlimited Plan), or a new BellSouth FastAccess Business DSL (FastAccess DSL) service 384K speed or higher. Reward: a fifty dollar (\$50.00) bill credit for three (3) consecutive months (\$150.00 total bill reward).  Option 3 Existing business subscribers who purchase a new CCB package, sign a new 36-month local term agreement, and adds one of the following services: a new Business Unlimited plan, or a new FastAccess DSL service 384K speed or higher. Reward: a seventy-five dollar (\$75.00) bill credit for four (4) consecutive months (\$300.00 total bill reward).  Option 4 Existing business subscribers who purchase a new CCB package, signs a new 36-month local term agreement, purchase a new Business Unlimited plan, and a new FastAccess DSL service 384K speed or higher. Reward: a one-hundred dollar (\$100.00) bill credit for five (5) consecutive months (\$500.00 total bill reward).	09/1/06 (N) to 12/31/06 (N)
<b><u>Rules and Regulations</u></b>			(N)
--Available only to existing BellSouth business customers subscribing to local exchange service.			(N)
--Subscribers must purchase a new CCB package in order to participate in this promotion.			(N)
--Bill credit reward is applicable at the account level, not the line level.			(N)
--The only BellSouth Long Distance Inc. plan that qualifies for this promotion is the Business Unlimited Plan. Other domestic and complex long distance plans do not qualify.			(N)
--If the subscriber signs a new local service term agreement as part of this promotion, the length of the term must be 36 months; 12 and 24 month terms do not qualify.			(N)
--Upgrades from 1FB to CCB are eligible.			(N)
--If the subscriber purchases FastAccess DSL as part of this promotion, the speed must be 384K or higher.			(N)
--Subscribers must purchase new DSL service (with speed 384K or higher). Existing DSL customers upgrading service are not eligible to participate.			(N)
--Existing FastAccess DSL subscribers who add a new FastAccess DSL service are not eligible to participate in this promotion.			(N)

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## **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)

<u>Area of Promotion</u>	<u>Service</u>	<u>Description</u>	<u>Period Authority</u>
BellSouth's Service Territory – From Central Office where services are available	3T06-SBS-Bundle Incentive Promotion (Cont'd)	<b><u>Rules and Regulations (Cont'd)</u></b>	(N)
		--The bill credit reward amount will appear monthly in the OC&C section of the subscriber's bill in a subsequent billing period usually within one (1) or two (2) billing cycles.	(N)
		--Subscribers who receive the fifty-dollar (\$50.00) bill reward must keep the named service a minimum of six (6) months or will be subject to pay back to BellSouth the bill reward received.	(N)
		--Subscribers who receive the one hundred fifty dollar (\$150.00) bill reward must keep all services purchased a minimum of six (6) months or will be subject to pay back to BellSouth the bill reward received; term charges may apply if the local term agreement was selected.	(N)
		--Subscribers who receive the three hundred dollar (\$300.00) bill reward must keep all services purchased a minimum of twelve (12) months or will be subject to pay back to BellSouth the bill reward received; term charges may apply for early termination of the local term agreement.	(N)
		--Subscribers who receive the five hundred dollar (\$500.00) bill reward must keep all services purchased a minimum of twenty four (24) months or will be subject to pay back to BellSouth the bill reward received; term charges may apply for early termination of any agreement.	(N)
		--In order to receive the five hundred dollar (\$500.00) bill credit reward, the subscriber must return back to BellSouth a signed service agreement.	(N)
		--If the FastAccess DSL component service is not activated within sixty (60) days of the service order completion date: <b>THE SUBSCRIBER MUST REPAY ALL REWARDS PROVIDED FOR ALL COMPONENT SERVICES IF NOT ACTIVATED WITHIN 60 DAYS.</b>	(N)
		--All services must be purchased at the same time in order to qualify for the specified bill reward amount.	(N)
		--Applicable taxes and fees will be based on the full tariff price of all products and services that are billed and no taxes or fees will be added to the amount of any reward under this promotion.	(N)
		--For the FastAccess service, any non-recurring activation charges, professional installation charges and charges for customer premises equipment will apply and are not rewarded or waived under this promotion.	(N)
		--BellSouth reserves the right to modify or discontinue promotion at any time.	(N)
		--New BellSouth business subscribers are not eligible to participate in this promotion.	(N)
		--Subscribers cannot qualify for this promotion more than once.	(N)
		--Subscribers can receive a maximum reward of five hundred dollars (\$500.00) for subscribing to all named services.	(N)
		--Subscribers must at minimum purchase a New CCB package in order to participate in this promotion.	(N)
		--The application date for orders must be between 09/01/2006 - 12/31/2006.	(N)

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**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)

<u>Area of Promotion</u>	<u>Service</u>	<u>Description</u>	<u>Period Authority</u>
BellSouth's Service Territory – From Central Office where services are available	3T06-SBS-Bundle Incentive Promotion (Cont'd)	<b><u>Rules and Regulations (Cont'd)</u></b>	(N)
		--Subscribers participating in the Bundle Incentive Promotion are not eligible to participate in the following promotions: Welcoming Rewards Promotion, Additional Line Promotion, Encore Bonus Promotion, CCB Enhanced Answers Bundle Promotion, Unlimited Upgrade Promotion, or the Business Unlimited MRC Waiver Promotion.	(N)
		--Subscribers with aggregate annual billing, per state, of BellSouth services exceeding forty-two thousand dollars (\$42,000) at the time of enrollment are not eligible to participate in this promotion.	(N)
		--BellSouth reserves the right to terminate this program at any time provided, however, the subscribers participating in the program will continue to receive this promotion for the remaining term of their term election agreement.	(N)
		--Out of region customers are not eligible to participate in this promotion.	(N)