

A47. PROMOTIONAL CAMPAIGNS

LIST OF EFFECTIVE SHEETS

Sheets listed below are effective as of the date shown on each sheet.

<u>Sheet</u>	<u>Revision Number</u>
CS A*	69th
1	4th
2	4th
3	3rd
4	5th
5	4th
5.1	Original
6	1st
7	Original
8	1st

*New or revised page

	<u>Issued By</u>	Date Filed <u>JUN 24 2009</u>
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Decision No. _____	<u>President – CEO</u>	Resolution No. _____

A47. PROMOTIONAL CAMPAIGNS

47.1 GENERAL

47.1.1 DESCRIPTION

The Utility may, from time to time, engage in promotional offerings to the Utility's customers.

The Utility may waive and/or discount specific tariff rates and /or charges, provide customers with credits based on meeting certain conditions, offer service under different terms and conditions, or offer other incentives to purchase tariffed services as specified in the offer.

47.1.2 TERRITORY

Within the SureWest Telephone exchange area as said area is defined on map filed as part of the tariff schedules.

47.2 PROMOTIONS

(N)

(A) Get Online Bill Payment!

(T) (L)

A promotional offering to the Utility's new and existing Residence Service Customers, including ULTS grade of service subscribers. For customers who have not previously established monthly-recurring online bill payment on their Residence Service account via the Utility's Online Bill Payment service (Online Bill Payment Service reference Schedule Cal. P.U.C. No A2.1.9(D)(3)) and do so within the promotional-offering period, and complete thereafter a minimum of one (1) recurring online payment toward their telephone billing account, the Utility will apply a one-time \$5.00 credit to that customer's billing account. The credit will appear on the subsequent-month billing statement from the Utility and will apply to the customer's Basic Exchange Service portion of their billing account. The qualifying Residence Customer is eligible for one credit application during the life of this promotion.

The Residence Customer assumes no term commitment or penalty associated with this promotional offering.

This 1-year promotion is offered from April 19, 2007, through April 18, 2008, inclusive, and is available for resale.

(L)

(L) Material formerly located on Original Sheet 25.

(Continued)

	Issued By	Date Filed	<u>JUL 05 2007</u>
Advice Letter No. <u>1373</u>	<u>Steve C. Oldham</u>	Effective	<u>JUL 09 2007</u>
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A47. PROMOTIONAL CAMPAIGNS

47.2 PROMOTIONS – (Cont'd)

(B) National Unlimited Select

(N)

During this promotion, current Residential service customers that add either a SureWest high-speed data service or a SureWest video service package and subscribe to SureWest's National Unlimited Select Calling Plan will receive promotional pricing for three months on either: a) the Local Select Voice Mail product grouping (Schedule Cal. P.U.C. No. A10.2(I) and A10.3(I)), or b) the Local Select Features Only product grouping (Schedule Cal. P.U.C. No. A10.2(J) and A10.3(J)). SureWest's National Unlimited Select Calling Plan is a name used to market the Local Select product grouping plus unlimited nationwide long distance calling for a flat monthly rate. During this promotion, new Residential service customers subscribing to SureWest's National Unlimited Select Calling Plan will also receive promotional pricing for three months on either of the Local Select product groupings listed above.

During this promotion, the Utility will also waive the \$2.00 non-recurring charge associated with the Local Select Voice Mail product grouping listed above.

The promotional pricing is as follows:

Local Select Voice Mail, each line – with Basic Voice Mail	\$0.09 for three months
Local Select Voice Mail, each line – with Enhanced Voice Mail	\$2.09 for three months
Local Select Voice Mail, each line – with Premium Voice Mail	\$6.09 for three months
Local Select Features Only, each line	\$0.09 for three months

After receiving the promotional pricing for three months, the customer will be billed at the regular monthly rate for the subscribed Local Select product grouping.

The Residential service customer assumes no term commitment relating to this promotional offering.

This promotion is offered between July 9, 2007, and October 5, 2007, inclusive.

(N)

A47. PROMOTIONAL CAMPAIGNS

47.2 PROMOTIONS – (Cont'd)

(C) One month at no charge

Promotion is offered between September 4, 2007, and November 4, 2007, inclusive.

New residential customers that add a phone line and a SureWest high-speed data service or a SureWest video service package will receive one month's telephone service at no charge for any of the telephone services listed below that are subscribed on that line. Existing residential customers that add both SureWest high-speed data service and a SureWest video service package will receive one month's telephone service at no charge for any of the telephone services listed below that are subscribed on that line:

Basic exchange access service (Schedule Cal. P.U.C. No. A3, Section 3.2.1), flat or measured, or
Local Select Voice Mail product grouping (Schedule Cal. P.U.C. No. A10.2(I) and A10.3(I)), or
Local Select Features Only product grouping (Schedule Cal. P.U.C. No. A10.2(J) and A10.3(J)).

Additional services and features subscribed will be charged at the regular tariffed rates. Customer is responsible for any applicable surcharges and taxes that may apply.

This promotion may also be combined with the National Unlimited Select promotion described in Schedule Cal. P.U.C. No. A47, Section 47.2(B), for customers that meet the qualifications for that promotion during its promotional period. Such customers will receive one month's service at no charge, and three months' service at the promotional price listed in Section 47.2(B), for either of the Local Select product groupings listed above.

(D) \$5.00 credit promotion

Promotion is offered between November 14, 2007, and December 31, 2007, inclusive.

(C)

(Continued)

	Issued By	Date Filed	<u>DEC 28 2007</u>
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A47. PROMOTIONAL CAMPAIGNS

47.2 PROMOTIONS – (Cont’d)

(D) \$5.00 credit promotion – (Cont’d)

New residential customers that add a phone line with Local Select and a SureWest high-speed data service or a SureWest video service package will receive a \$5.00 credit on their monthly bill for each month of continuous subscription, for a maximum of 12 months. Existing residential customers that add a phone line with Local Select will receive a \$5.00 credit on their monthly bill for each month of continuous subscription, for a maximum of 12 months.

The Local Select Voice Mail product grouping is described in Schedule Cal. P.U.C. No. A10.2(I) and A10.3(I). The Local Select Features Only product grouping is described in Schedule Cal. P.U.C. No A10.2(J) and A10.3(J).

(E) Save promotion

Promotion is offered between April 18, 2008, and December 31, 2008, inclusive. (C)

Residential customers that call to disconnect their telephone service and that are escalated to Level 2 will be offered and receive one month’s telephone service at no charge for any of the telephone services listed below that continue to be subscribed on that line. Customer must already be subscribed to the service. If the residential customer declines that offer and is escalated to Level 3, the customer will instead be offered and receive a \$5.00 credit (\$2.91 credit for measured Lifeline service customers. The Lifeline fund will not be impacted by this promotion.) on their monthly bill for each month of continuous subscription to an access line service, for a maximum of 12 months: (C)

Basic exchange access service (Schedule Cal. P.U.C. No. A3, Section 3.2.1), flat or measured, or
Local Select Voice Mail product grouping (Schedule Cal. P.U.C. No. A10.2(I) and A10.3(I)), or
Local Select Features Only product grouping (Schedule Cal. P.U.C. No. A10.2(J) and A10.3(J)).

Additional services and features subscribed will be charged at the regular tariffed rates. Customer is responsible for any applicable surcharges and taxes that may apply.

(Continued)

	<u>Issued By</u>	Date Filed <u>APR 14 2008</u>
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A47. PROMOTIONAL CAMPAIGNS

47.2 PROMOTIONS – (Cont'd)

(F) \$5.00 credit promotion

Promotion is offered between February 15, 2008, and June 30, 2008, inclusive.

New residential customers that add a phone line with Local Select and a SureWest high-speed data service or a SureWest video service package will receive a \$5.00 credit on their monthly bill for each month of continuous subscription, for a maximum of 12 months.

Existing residential customers that add a phone line with Local Select will receive a \$5.00 credit on their monthly bill for each month of continuous subscription, for a maximum of 12 months.

The Local Select Voice Mail product grouping is described in Schedule Cal. P.U.C. No. A10.2(I) and A10.3(I). The Local Select Features Only product grouping is described in Schedule Cal. P.U.C. No A10.2(J) and A10.3.(J).

(G) Small Biz Summer Heat Wave '08

Promotional Offering Period: This promotion is opened and offered from May 5, 2008, through April 3, 2009, inclusive.

(C)

During this promotional offering period new business subscribers, or existing business subscribers not currently subscribing to Digital Business Service (DBS) that: (a) add SureWest's California Unlimited Intrastate Plan; and (b) add a SureWest 3 Mb data service; and (c) continuously subscribe to those services for a term period of either 12, 24, or 36 months will receive a monthly promotional credit for up to fifteen (15) lines when the following Utility-provided services are also concurrently subscribed to: The "Small Business" product grouping and Basic Voice Mail.

The Utility provided portion of this promotion requires continuous subscription to the following "base services" throughout the entire term period selected by the subscriber: (1) the product grouping "Small Business" with DBS Feature Group III selected, as described in Schedule Cal. P.U.C. No A10; (2) the Small Business Local/Zone Calling Plan, as described in Schedule Cal. P.U.C. No A13; and (3) Basic Regular Voice Mail Service, as described in Schedule Cal. P.U.C. No A9.

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A47. PROMOTIONAL CAMPAIGNS

47.2 PROMOTIONS – (Cont'd)

(G) Small Biz Summer Heat Wave '08 – (Cont'd)

In subscribing to and maintaining the “base services” and SureWest’s California Unlimited Intrastate Plan and a SureWest 3 Mb data service, the Utility will provide the Customer with a base monthly credit of \$20.50 on their monthly bill throughout the term the customer selects for this promotion.

The customer may elect to upgrade from a “base service” component of Basic Regular Voice Mail Service to Enhanced Regular Voice Mail Service, thereby reducing the base monthly credit by \$3.00. Also, the customer may elect to upgrade from the base service of DBS Feature Group III to DBS Feature Group I, reducing the base monthly credit by \$0.41, or upgrade to DBS Feature Group II, reducing the base monthly credit by \$1.70.

The customer may change their selected service options or term period to any one of the three term-periods offered only during the open Promotional Offering Period.

The promotional credit will stop after completion of the term period selected by the customer and, the customer will be billed at the regular monthly rate for the subscribed services until such time the customer discontinues the service.

The customer is responsible for tariffed early termination charges associated with the Small Business product grouping and the Small Business Local/Zone Calling Plan, adjusted to the promotional term selected.

(N)

(N)

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A47. PROMOTIONAL CAMPAIGNS

47.2 PROMOTIONS – (Cont'd)

(H) Local Select Conversion

Promotion is offered between July 21, 2008, and September 30, 2008, inclusive.

Residential customers that currently subscribe to any residential Custom Calling Service, or Voice Mail service, and are not currently subscribed to a Product Grouping that discounts those services, may convert to the Local Select Voice Mail, or Local Select Features Only plan without incurring the applicable \$12.00 multi-element service ordering charge. The Utility will also waive the \$2.00 non-recurring charge associated with converting to the Local Select Voice Mail product.

The Local Select Voice Mail product grouping is described in Schedule Cal. P.U.C. No. A10.2(I) and A10.3(I). The Local Select Features Only product grouping is described in Schedule Cal. P.U.C. No A10.2(J) and A10.3.(J).

Refer to Schedule Cal. P.U.C. No. A10 for a list and of Product Groupings; Schedule Cal. P.U.C. No. A24.3 (A) and (B) for descriptions of STAR and Advanced features; Schedule Cal. P.U.C. No. A9.3.1 (B) for descriptions of Voice Mail Services; and Schedule Cal. P.U.C. No. A28.2.1(A)(1)(b) for Service Charges.

(F) \$5.00 Local Select Credit

Promotion is offered between January 9, 2009, and March 9, 2009, inclusive.

New or existing Residential customers that add a Local Select product group during this promotional-offering period will receive a \$5.00 credit on their monthly bill for each month of continuous subscription to each product group, for a maximum of six (6) months.

The available Local Select product groups are either: (A) Local Select Voice Mail product grouping, as described in Schedule Cal. P.U.C. No. A10.2(I) and A10.3(I); or (B) the Local Select Features Only product grouping, as described in Schedule Cal. P.U.C. No A10.2(J) and A10.3.(J).

(N)

(N)

A47. PROMOTIONAL CAMPAIGNS

47.2 PROMOTIONS – (Cont'd)

(J) ILEC \$79 Offer

(N)

Promotional Offering Period: This promotion is opened and offered from April 1, 2009, through July 31, 2009, inclusive.

During this promotional offering period, new business subscribers or existing business subscribers not currently subscribing to Digital Business Service (DBS) that newly subscribe to one (1) each of the following: (1) SureWest's California Unlimited Intrastate Plan; and (2) one (1) SureWest 3 Mb data service; and continuously subscribe to those services for a term period of either 12, 24, or 36 months, will receive a monthly promotional credit on up to fifteen (15) lines having those same services when the following Utility-provided services are also concurrently subscribed to: The "Small Business" product grouping and Basic Voice Mail.

The Utility provided portion of this promotion requires continuous subscription to the following "base services" throughout the entire customer-selected term period: (1) the product grouping "Small Business" with DBS Feature Group III selected, as described in Schedule Cal. P.U.C. No A10; (2) the Small Business Local/Zone Calling Plan, as described in Schedule Cal. P.U.C. No A13; and (3) Basic Regular Voice Mail Service, as described in Schedule Cal. P.U.C. No A9.

In actively subscribing to the "base services" with SureWest's California Unlimited Intrastate Plan and a SureWest 3 Mb data service, the Utility will provide the Customer with a base monthly credit of \$22.90 on their monthly bill each line, up to 15 lines, throughout the term the customer selects for this promotion.

The customer may elect to upgrade from a "base service" component of Basic Regular Voice Mail Service to Enhanced Regular Voice Mail Service, thereby reducing the base monthly credit by \$3.00. Also, the customer may elect to upgrade from the base service of DBS Feature Group III to DBS Feature Group I, reducing the base monthly credit by \$0.41, or upgrade to DBS Feature Group II, reducing the base monthly credit by \$1.70.

The customer may change their selected service options or term period to any one of the three term-periods offered only during the open Promotional Offering Period.

The promotional credit will stop after completion of the customer-selected term period and, the customer will be billed at the regular monthly rate for the subscribed services until such time the customer discontinues the service.

The customer is responsible for tariffed early termination charges associated with the Small Business product grouping and the Small Business Local/Zone Calling Plan, adjusted to the promotional term selected.

(N)

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A47. PROMOTIONAL CAMPAIGNS

47.2 PROMOTIONS – (Cont'd)

(K) \$14.95 Residential Appointment Window

Promotional Offering Period: This promotion is opened and offered from May 26, 2009, through July 31, 2009, inclusive. (C)

During this promotional offering period the Utility will offer residential customers, when applicable, a special 15-minute installation or repair premises visit arrival-time window for which both the Utility and residential subscriber must be present.

This Promotion allows for a \$14.95 one-time charge for each 15-minute appointment window scheduled. The \$14.95 charge is in addition to the regular and applicable Premises Visit Charge as described in Schedule Cal. P.U.C. No. A28.3(A)(2)(C), and the Premises Visit Charge rate as defined in Schedule Cal. P.U.C. No. A28.2.1(A)(3).

The 15-minute window will be offered and available to the residential customer based on the Utility's availability of scheduling for open 15-minute appointment windows.

The 15-minute appointment arrival-time window is valid only during the Utility's regular working hours, as defined in Schedule Cal. P.U.C. No. 28.2.2(D).

When a 15-minute appointment window is agreed to by both the Utility and the customer, and the customer orders the \$14.95 appointment window, the Utility and the customer will each make a "best-effort" to be present and available for the premises visit during the specified 15-minute window. If for any reason the customer or the Utility is not available during the 15-minute-arrival window, the \$14.95 appointment-window charge will not be charged to the customer. Further, if the customer is present during the late arrival of the Utility during a four (4) hours period following the missed 15-minute appointment window, the Premises Visit appointment will then be worked upon arrival of the Utility. However, if the customer is not present when the Utility arrives, either during the 15-minute appointment window or within four (4) hours following the appointment window, the appointment will be rescheduled to a later time/date.

The regular installation and repair appointment window is a four (4) hour or shorter period during which the Utility will arrive to commence work, reference Schedule Cal. P.U.C. No. 2.1.24(F). This regular four (4) hour appointment window is at no-additional charge.

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