



Attention: All Consumer Sales (Rep+) | **Effective:** 7/1/2026 | **Impacted Markets:** All

Q3 New Customer Acquisition Offers

Timeline: July 1, 2026 - September 30, 2026

Get ready! 🚀 Starting **July 1st**, several exciting offer updates will go live across our product lineup, including:



- Soft launch of Advanced Security in the West for HFC
- Optimum Complete Discount increasing to \$20 on 300M & above, on 2P & above
- Internet Price Changes (see below)
- Removal of \$5 Video Bundle Discount across video
- Entertainment TV at a \$10/month discount for 12 months
- Up to \$200 Gift Card incentives with 3P packages
- The best value is unlocked at 2P with Internet and Mobile adds, which unlocks the Optimum Complete discount – get more customers to this tier!

Check out the details below [!\[\]\(003082e50e3009141f59bd5df831749f_img.jpg\)](#)

What's New?

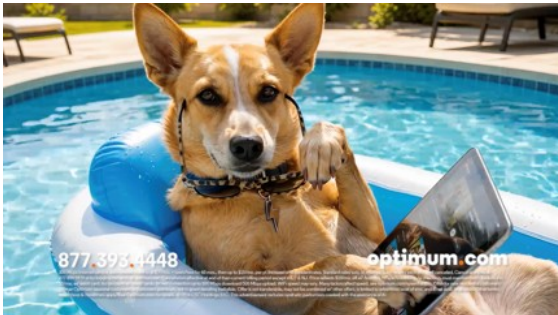
-  **Value Added Service (VAS) Products:**
 - Advanced Security continues to expand
 - **VAS Everyday Pricing continues** (Total Care, Whole Home WiFi, & Advanced Security)
-  **Optimum Complete Discount Increase to \$20!**
 - **Discount on Internet (300M/T2 and above)** when new & existing customers add Unlimited or Unlimited Max Mobile is **NOW \$20** (instead of \$10)
 - Customers can save even more when they bundle Internet & Mobile
 - Reminder: Customers get the best value offer when unlocking Optimum Complete. Try to get more customers to this tier!
 - **And, remind customers of our Everyday Low Pricing 3rd Line Free** (with 3 or more qualifying lines)
-  **Internet Pricing Updates:** Internet pricing increases on select speed tiers:
 - **Fiber/HFC: +\$5/month increase at 300M, 500M, & 1G**
 - 300M: \$30 (previously \$25)
 - 500M: \$40 (previously \$35)
 - 1G: \$50 (previously \$45)
 - **Fiber: +\$10/month at 2G**
 - 2G: \$60 (previously \$50)
 - 8G: \$90 (no change)
-  **Gift Cards:**
 - 1P (Data Only): \$50 for 1G & above
 - 2P (Data + Entertainment TV+ (No Basic) OR 1+ Mobile Line Unlimited/Unlimited Max): \$100 for 1G & above
 - 3P (Data + 1+ Mobile Line Unlimited/Unlimited Max + Entertainment TV+ (No Basic)): \$200 for 1G & above
 - **Important:** Gifts with Purchase now require paperless/ACH Autopay enrollment to qualify and be in good standing for 90 days
-  **Video Offer Updates:**
 - **\$5 Video Bundle Discount removed** across video packages.
 - **Entertainment TV** will now be **discounted by \$10/month**, reducing the

monthly price to **\$20 for 12 months.**

- Stream Only - Any Internet Speeds.

Updated Marketing:

Hero value prop for all campaigns: \$30 Fiber Internet for 5 Years



By pairing Gus with a music-led creative system, this campaign builds on the proven memorability of the original Reggaeton spot to drive brand continuity, demand for our offer, and more calls to 877.393.4448.

See the KDB here for more information.

Offers that Continue:

-  **5-Year Price Lock Remains**
 - Customers purchasing 300M and above will continue to receive a 5-Year Price Lock
-  **Equipment Incentives**
 - Gateway Free for 12 months
 - 1st Set Top Box Included (free) - on any video add
-  **Free Pro Install incentive**
 - General Market must take **Internet + Any 2 or more Value Added Service Products** OR **Internet + Mobile** (Unlimited or Unlimited Max Only), OR **Internet + Video** (any tier) to receive a Free Pro Install
 - **On eComm, Pro Install is free at 1P**
 - **Free Pro Install continues to be available for New Build / Winback**
-  **Cloud DVR Incentive continues**

- **\$9.99 Discount on Cloud DVR at any Internet speed for 12 months** when customers take 2P with Extra TV and above

Additional Resources:

- [Click here](#) for more information on Total Care.
- [Click here](#) for more information on Whole Home WiFi.
- [Click here](#) for more information on Advanced Security.
- [Click here](#) for more details on Optimum Complete
- [Click here](#) for more details on Everyday low Pricing 3rd Line Free

Customer Example at 1G Internet:

Package	Key Benefits	Gift Card
Internet Only (1P) (Example: 1G for \$50)	5-Year Price Lock + Free Gateway for 12 months	\$50 (1G & above)
Internet + Mobile (2P)	\$20 Optimum Complete Discount on Internet + 5-Year Price Lock + Free Gateway	\$100 (1G & above)
Internet + Entertainment TV (2P)	\$10 Entertainment TV Discount + 5-Year Price Lock + Free Gateway +1st Set Top Box Included (doesn't have to be with Entertainment TV, included with any video add)	\$100 (1G & above)
Internet + Mobile + Entertainment TV (3P)	\$20 Optimum Complete Discount + \$10 Entertainment TV Discount + 5-Year Price Lock + Free Gateway + 1st Set Top Box Included	\$200 (1G & above)

Selling Points:

- **By adding Mobile**, the customer doubles their gift card value and receives additional monthly savings through the enhanced Optimum Complete discount.

- **By adding TV**, the customer unlocks the highest gift card incentive, receives an additional TV discount, and enjoys the complete package with long-term price protection.

Click here for the Acquisition KDB with the offer pricing grid, business rules, talking points, and more



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