

## On Net Promotion

**Eligible products:** New SDFI or DFI and SDFI or DFI Upgrades.

**Contract Terms:** Minimum 1 year term for SDFI On-Net pricing alone, Minimum 1 year term for DFI On-Net pricing alone, Minimum 3 year term to include 1MF/3MF for New sales, Minimum 4 year term to include 6MF for New sales. Upgrades and renewals available on second page.

**Client Type:** New clients or existing clients in "On-Net" and "Quick Connect/On-Net" buildings purchasing New SDFI or DFI or Upgrading/Renewal existing SDFI or DFI service

**Availability:** Until 9/28/25

### Business Rules

- DFI and SDFI On-Net pricing is ONLY available to "On-Net" and "Quick Connect/On-Net" buildings
- SDFI floor pricing alone is valid for 1-7 year term
- DFI floor pricing alone is valid for 1-7 year term
- Floor rates are intended to be minimums, selling above floor rates is encouraged whenever possible
- Does not require SPR/IRR approval, will follow "Autobuild Order Flow" process if all other Autobuild Order Flow criteria are met
- Requests for additional discounts require SPR and Decision Support Approval
- Standard Pricing is available to clients who do not meet this criteria
- New Acquisition SDFI or DFI circuits can be combined with:
  - 6 Months Free, 4 year term minimum (SDFI not eligible for 6MF)
  - 3 Months Free, 3 year term minimum
  - 1 Month Free, 3 year term minimum
  - Contract Buyout (Requires Decision Support approval)

Expires 9/28/2025

# Rate Card & Renewal Strategies

## Rate Cards:

Dedicated Fiber Internet (DFI) On-Net Pricing					
Available in all markets					
Only available for on-net and quick connect on-net buildings					
Speed	1 Year	2 Year	3 Year	4 Year	5 / 7 Year
30Mbps	\$325	\$275	\$275	\$265	\$250
50Mbps	\$450	\$400	\$400	\$375	\$350
100Mbps	\$525	\$450	\$450	\$425	\$400
200Mbps	\$700	\$600	\$600	\$575	\$525
500Mbps	\$875	\$750	\$750	\$725	\$650
1Gbps	\$1,050	\$900	\$900	\$850	\$775
2Gbps	\$1,275	\$1,100	\$1,100	\$1,050	\$950
5Gbps	\$1,875	\$1,600	\$1,600	\$1,500	\$1,350
10Gbps	\$2,350	\$2,000	\$2,000	\$1,900	\$1,700
20Gbps	\$3,500	\$3,000	\$3,000	\$2,850	\$2,550
30Gbps	\$4,650	\$4,000	\$4,000	\$3,800	\$3,400
40Gbps	\$5,800	\$5,000	\$5,000	\$4,750	\$4,250
100Gbps	\$10,400	\$9,000	\$9,000	\$8,550	\$7,650
NRC	Initial Install - \$250; Upgrades - \$0.00 no truck roll \$150 with truck roll				
BGP	\$500 non-waivable NRC for setup				

Dedicated Fiber Internet (DFI) DISCRETIONARY Pricing					
Available in all markets / Available in all building types					
Speed	1 Year	2 Year	3 Year	4 Year	5 / 7 Year
30 Mbps	\$375	\$350	\$325	\$300	\$275
50 Mbps	\$475	\$450	\$425	\$400	\$375
100 Mbps	\$575	\$525	\$500	\$475	\$425
200 Mbps	\$750	\$700	\$650	\$625	\$550
500 Mbps	\$975	\$900	\$850	\$800	\$725
1 Gbps	\$1,150	\$1,050	\$1,000	\$950	\$850
2 Gbps	\$1,375	\$1,275	\$1,200	\$1,150	\$1,050
5 Gbps	\$1,975	\$1,800	\$1,700	\$1,600	\$1,450
10 Gbps	\$2,875	\$2,625	\$2,500	\$2,375	\$2,150
20 Gbps	\$4,600	\$4,200	\$4,000	\$3,800	\$3,400
30 Gbps	\$5,750	\$5,250	\$5,000	\$4,750	\$4,250
40 Gbps	\$6,900	\$6,300	\$6,000	\$5,700	\$5,100
100 Gbps	\$11,500	\$10,500	\$10,000	\$9,500	\$8,500
NRC	Initial Install - \$250; Upgrades - \$0.00 no truck roll \$150 with truck roll				
BGP	\$500 non-waivable NRC for setup				

SDFI On-Net Pricing					
Available in all markets					
Only available for on-net and quick connect on-net buildings					
Speed	1 Year	2 Year	3 Year	4 Year	5 / 7 Year
30Mbps	\$550	\$400	\$375	\$350	\$325
50Mbps	\$650	\$525	\$475	\$450	\$425
100Mbps	\$725	\$575	\$550	\$525	\$475
200Mbps	\$975	\$775	\$750	\$700	\$650
500Mbps	\$1,350	\$1,025	\$975	\$925	\$850
1Gbps	\$1,825	\$1,425	\$1,300	\$1,250	\$1,150
2Gbps	\$2,375	\$1,850	\$1,675	\$1,575	\$1,450
5Gbps+	ICB / Special Pricing				
NRC	\$500				

SDFI Standard Rate Card					
Available in all markets / Available in all building types					
Speed	1 Year	2 Year	3 Year	4 Year	5 / 7 Year
30Mbps	\$575	\$450	\$400	\$375	\$350
50Mbps	\$675	\$550	\$500	\$475	\$450
100Mbps	\$750	\$625	\$575	\$550	\$525
200Mbps	\$1,000	\$875	\$775	\$750	\$675
500Mbps	\$1,375	\$1,175	\$1,075	\$1,000	\$925
1Gbps	\$1,850	\$1,550	\$1,400	\$1,325	\$1,225
2Gbps	\$2,400	\$2,000	\$1,750	\$1,675	\$1,525
5Gbps+	ICB / Special Pricing				
NRC	\$500				

## Renewal Strategy

Best	Better	Good
PRIMARY RENEWAL OFFER	ALTERNATIVE OFFERS TO OVERCOME PRICING OBJECTIONS	
<b>STEP 1: RETAIN &amp; GROW EXISTING REVENUE</b> Renew w/same or greater MRR and get 3MF <ul style="list-style-type: none"> <li>3MF incentive business rules apply</li> <li>Eligible Clients: Clients within 6 months of contract expiration and out of term clients</li> </ul>	<b>STEP 2: RETAIN ACCOUNT</b> Renew at a lower MRR and get 1MF <ul style="list-style-type: none"> <li>1MF incentive business rules apply</li> <li>Eligible Clients: Clients within 6 months of contract expiration and out of term clients</li> <li>If reducing MRR, use available rate cards to lower MRR including Rate Cards, Discretionary Rate Card, and On-Net Promo</li> <li>Any further discounts need to go through SPR and Decision Support (if capital is required)</li> </ul>	<b>STEP 3: NEVER LOSE ALONE</b> Match competitive pricing and get 1MF or 3MF through special pricing <ul style="list-style-type: none"> <li>Competitive documentation must be made available</li> <li>SPR pricing and Decision support will provide IRR and availability of 1/3MF with SPR pricing (only DS if capital)</li> <li>No guarantee of price match</li> </ul>
<b>AUTOBUILD ORDER FLOW</b>		<b>NON-AUTOBUILD ORDER FLOW</b> Requires SPR and Decision Support Review (if capital is required)

Expires 9/28/2025