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## SECTION 3 - INDIVIDUAL, PARTY AND PRIVATE BRANCH EXCHANGE SERVICE

## J. CUSTOM CALLING SERVICES (Cont'd.)

- 3. Rates (Cont'd)
  - c. Service Connection Charges
    - (1) At the Company's discretion, in exchanges where services become available for the first time, no Service Connection Charges will apply for a period of 60 days from the availability date.
    - (2) In other than the above situation, all applicable Service Connection Charges will apply.
- 4. Promotional Sales Campaigns
  - (1) The Telephone Company may, upon one (1) day written notice to the Commission, offer a promotional sales campaign to its customers whereby the Telephone Company may waive recurring charges for Custom Calling and Enhanced Custom Calling Services.

At the Company's discretion, in exchanges where services become available for the first time, the recurring charges for Custom Calling and Enhanced Custom Calling Services may be waived for up to the first two months for customers subscribing to such services within a period of up to 60 days from the availability date.

(N)

(N)

- (2) The purpose of this offering is to promote the sale of Custom Calling and Enhanced Custom Calling Services by acquainting customers with the benefits of these services free of charge for a trial period up to 60 days.
- (3) If, at the conclusion of the free trial period, the customer elects to retain one or more Custom Calling and Enhanced Custom Calling Services, the customer must notify the Company, either verbally or in writing, that the customer wishes to retain one or more of the promotional services. In this case, specified tariffed rates will apply for the retained services from the date the services are permanently established.
- (4) If, at the conclusion of the free trial period, the customer does not notify the Company, either verbally or in writing, that the customer wishes to retain one or more of the promotional services, the services will be discontinued and no charges will apply.
- (5) The 60-day free trial will not apply to customers who are, at the time of the trial, subscribing to the selected services on a monthly basis.
- (6) The Telephone Company reserves the right to limit the number of central offices and/or subscribers if necessary to avoid interference with the telephone service of other customers and as required by the capabilities of existing facilities.

Issued by: Vice President, State Government Affairs, Little Rock, Arkansas