

AT&T Wireless Shepherd Banners

“Travolta”

Images	Text
	Up to 1000 night and weekend minutes FREE (with certain plans)
Shepherd, in leisure suit, surrounded by sheep, on the lit <i>Saturday Night Fever</i> floor, doing the “Travolta.” (Point down, point up, point down, point up.)	Because the shepherd knows how important nights and weekends are.

“Wild Animals”

Images	Text
Shepherd and sheep in hedonistic leather bar.	Lost? Confused? Surrounded by wild animals? Call for help with AT&T Wireless.
	Sign up now and get 1000 night and weekend minutes!

“More Important Things”

Images	Text
Shepherd with flock	Get 1000 free night and weekend minutes when you sign up for an AT&T Wireless plan.
Image of shepherd holding adorable little lamb.	Because you've got more important things to count Alt: Because you've got more important things to watch over / keep track of.

“Day Job”

Images	Text
Shepherd in sunny pastoral setting.	Here's another benefit of having a day job: 1000 night and weekend minutes! Sign up now with AT&T Wireless and

“The Leader”

Images	Text
Shepherd leading flock.	Since you can't take the day off when you're the boss (leader / in charge).
Close-up of phone	Get 200 Anytime Minutes when you sign up for selected AT&T Wireless plans. Alt: Free 2-way Messaging / 1000 Nights and Weekends Minutes

Wireless Internet Offers

“Toasty”

Images	Text
Shepherd shivering under a tarp.	Cold?
Screen shot of REI.com (yurts.com, tents.com, sleepingbags.com, whatever) on wireless Internet phone	Toasty. Get \$50 off a wireless Internet phone from AT&T Wireless.

“Field”

Images	Text
Shepherd in a lone cubicle (or desk) in a field. He’s typing something into his handset.	Not all businesses have desks. AT&T Wireless for small businesses
“Wireless Internet” star burst or something.	Get \$50 off an Ericsson R829LX phone from AT&T Wireless.

Rebate Offers

“Magic Hands”

Images	Text
Hand #1 gives over \$100 bill to Hand #2.	\$100 gets you an Ericsson phone, an AT&T wireless plan, and \$100 in rebates.
Hand #2 gives two \$50 bills (or rebate slips) and cell phone to Hand #1.	(Sneaky, huh?)

Alt:

Images	Text
Hand #1 gives over \$100 bill to Hand #2.	\$100 gets you an Ericsson phone and an AT&T wireless plan.
Hand #2 gives two \$50 bills (or rebate slips) and cell phone to Hand #1.	And you'll get change back.

“Two Roads”

Images	Text
Shepherd at fork in road	Two roads. Two rebates. Alt: Why choose? / Why choose only one? / Two roads. Take them both.
Ericsson phone (\$99.99) Ericsson rebate (-\$50.00) AT&T rebate (-\$50.00)	Sign up for an AT&T plan with an Ericsson phone and get TWO \$50 rebates.

“Long Walk”

Images	Text
Shepherd with phone	Sign up with AT&T plan and an Ericsson phone. Get TWO \$50 MAIL-IN rebates.
Shepherd walking on long road	The long walk to the mailbox is worth it.

Two-Way Messaging Offers

“Rough Day”

Images	Text
Man in cramped subway, typing into his cell phone.	
Cell phone screen: “Rough day?”	
Shepherd, sitting on a pastoral hillside watching a beautiful sunset.	
Cell phone screen: “Nah.”	Two free months of 2-way messaging from AT&T Wireless.

“Opera”

Images	Text
Shepherd at the opera. He vibrates.	AT&T Wireless: Reminding you to use the vibrating ring in polite company.
Cell-phone screen: Message from B.B. Sheep. “Yes Sir, Yes Sir. Three bags full.”	Plus two free months of 2-way text messaging. Sign up now with AT&T Wireless!

“Lonely”

Images	Text
Shepherd in wide, empty landscape	Alone does not equal lonely. Alt: Making “loneliness” a thing of the past.
	Get two free months of 2-way text messaging. Sign up today with AT&T Wireless. Alt: Get 1000 nights and weekend minutes with AT&T Wireless.