|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | DATE | | 4/1/16 | | |
| CLIENT | SPRINT | AS/AE/AAE | | | F. Last | |
| ACTIVITY CODE | DA5AD213 | AD | | | F. Last | |
| COMPONENT | Email: Waived Upgrade Fee | CD/ACD | | | J. Pyla | |
| JOB TITLE | Waved Upgrade Fee | WRITER | | | C. Powell | |
| FILE NAME | SPRINT\_JOBNUMBER\_WAIVEDUPGRADEFEE\_EMAIL\_V8 | | VERSION | | | V8 | |

**[Job Title: Target Identifier/Email]**

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| **COMPONENT/SubLine** | **CONTENT** |
| **SUBJECT LINE** | Sprint is waiving your upgrade fee |

|  |  |
| --- | --- |
| **COMPONENT/Header** | **CONTENT** |
| **GREETER LINE** | Upgrade online and Sprint will waive your upgrade fee  Not seeing images? View online |
| **TEXT LINK** | TBD |
| **CTA** | Phones > |
| **LINK** | http://shop.sprint.com/mysprint/shop/phone\_wall.jsp?isDeeplinked=true |
| **CTA** | Accessories > |
| **LINK** | http://shop.sprint.com/mysprint/shop/accessory/ao\_interceptor.jsp |
| **CTA** | Plans > |
| **LINK** | http://www.sprint.com/landings/datashare/index.html |
| **CTA** | Sprint Buyback > |
| **LINK** | https://secure.sprintbuyback.com/cns/ |
| **CTA/LOGO** | [Sprint logo] |
| **LINK** | http://www.sprint.com/ |

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| **COMPONENT/Body** | **CONTENT** |
|  | **<<main message>>** |
| **HEAD**  **ALT HEAD** | **Upgrade online and save!** |
| **SUBHEAD** | Waived upgrade fee for online orders. |
| **CTA** | TBD > |
| **LINK** | TBD URL |
| **COPY** | Save time and money. Upgrade your phone online and we’ll waive the $30 upgrade fee. Hurry, this offer ends 4/30.  Offer is eligible on the following lines: |
| **DISCLAIMER** | TBD |
| **CTA** | Upgrade Now |
| **LINK** | TBD URL |

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| --- | --- |
| **COMPONENT/Footer** | **CONTENT** |
| **CTA** | #MoveForward |
| **LINK** | https://twitter.com/hashtag/moveforward |
| **CTA** | sprint.com |
| **LINK** | http://www.sprint.com/ |
| **CTA** | [Facebook icon] |
| **LINK** | http://www.facebook.com/sprint |
| **CTA** | [Twitter icon] |
| **LINK** | http://twitter.com/sprint |  |
| **CTA** | [YouTube icon] |  |
| **LINK** | http://www.youtube.com/sprintnow |  |

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| --- | --- |
| **COMPONENT/Legal** | **CONTENT** |
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