

Bar &
Restaurant
Customers



REAL SAVINGS FOR BAR & RESTAURANT CUSTOMERS

Get the best sports and entertainment channels
like ESPN, FOX and CNN all at one low price!



~~\$79⁹⁹
mo.~~



FOR 12 MONTHS

COMMERCIAL XTRA™ PACK

89% of bar and restaurant subscribers believe DIRECTV programming
provides a more enjoyable experience for customers.¹

24-month programming agreement required. Pricing shown includes Auto Bill Pay enrollment at point of sale and \$5/mo. CenturyLink bill credit offer.

¹Based on a March 2013 national survey of bars and restaurants that expressed an opinion.

Offers end 3/31/14. New Commercial customers only. Credit card may be required (except in MA & PA).

\$19.95 Handling & Delivery fee required. Applicable use tax adjustment may apply on the retail value of the installation.

Put DIRECTV to work for your business!

(See back for details.)



BUSINESS INFORMATION® Package

THE REAL DEAL

- ✓ **Lock in and SAVE \$29/mo. for the first 12 mos.** With 24-month agreement, Auto Bill Pay enrollment at point of sale and \$5/mo. CenturyLink bill credit offer.
- ✓ **3 FREE Months of SonicTap® Music Channels**
- ✓ **FREE HD ACCESS for 3 months**

Plus

- ✓ **OVER 45 Digital Channels**
- ✓ **Up to 4 FREE Receivers**
- ✓ **Local Channels Included²**



~~\$24.99/mo.~~
FOR 12 MONTHS

NOW \$19.99*
For 12 Months After Savings

COMMERCIAL ENTERTAINMENT PACK

THE REAL DEAL

- ✓ **Lock in and SAVE \$37/mo. for the first 12 mos.** With 24-month agreement, Auto Bill Pay enrollment at point of sale and \$5/mo. CenturyLink bill credit offer.
- ✓ **Up to 4 FREE HD Receivers**
- ✓ **FREE HD ACCESS for 3 months**

Plus

- ✓ **OVER 95 Digital Channels**
- ✓ **Local Channels Included²**
- ✓ **3 FREE Months of SonicTap® Music Channels**



~~\$57.99/mo.~~
FOR 12 MONTHS

NOW \$52.99*
For 12 Months After Savings

COMMERCIAL XTRA™ PACK

THE REAL DEAL

- ✓ **Lock in and SAVE \$59/mo. for the first 12 mos.** With 24-month agreement, Auto Bill Pay enrollment at point of sale and \$5/mo. CenturyLink bill credit offer.
- ✓ **Up to 4 FREE HD Receivers**
- ✓ **FREE HD ACCESS for 3 months**

Plus

- ✓ **OVER 35 Specialty and Regional Sports Networks³**
- ✓ **OVER 180 Digital Channels**
- ✓ **Local Channels Included²**
- ✓ **3 FREE Months of SonicTap® Music Channels**
- ✓ **FREE Standard Professional Installation**



~~\$79.99/mo.~~
FOR 12 MONTHS

NOW \$69.99*
For 12 Months After Savings

24-month programming agreement required. Pricing shown includes Auto Bill Pay enrollment at point of sale and \$5/mo. CenturyLink bill credit offer. Offers end 3/31/14; on approved credit. New Commercial customers only. Credit card may be required (except in MA & PA). \$19.95 Handling & Delivery fee required. Applicable use tax adjustment may apply on the retail value of the installation.

Put DIRECTV to work for your business!



2 Local channels eligibility based on service address. Not all networks available in all markets. 3 Blackout restrictions and other conditions apply to all sports programming. Actual number of games varies by market due to blackout rules and other conditions. *BUSINESS INFORMATION BILL CREDIT OFFER: Purchase of 24 consecutive months of BUSINESS INFORMATION (regularly \$48.99/mo.) with local channels (if available in your market) required. Upon DIRECTV System activation, beginning in the second month, DIRECTV will credit the new customer's account \$9/mo. for 12 consecutive months for BUSINESS INFORMATION with local channels packages, plus an additional \$10/mo. when customer activates and maintains BUSINESS INFORMATION and enrolls in Auto Bill Pay for 12 months with credit card at the point of sale. COMMERCIAL ENTERTAINMENT PACK BILL CREDIT OFFER: COMMERCIAL ENTERTAINMENT PACK (regularly \$89.99/mo.) includes local channels, COMMERCIAL ENTERTAINMENT (\$56.99/mo.) and outlet fees for two receivers (\$33/mo.). Additional outlet fees of \$15/mo. apply for the third and each additional receiver. Purchase of 24 consecutive months of COMMERCIAL ENTERTAINMENT PACK required. Upon DIRECTV System activation and beginning in the second month, DIRECTV will credit the new customer's account \$17/mo. for 12 consecutive months for COMMERCIAL ENTERTAINMENT PACK, plus an additional \$10/mo. when customer activates and maintains COMMERCIAL ENTERTAINMENT PACK and enrolls in Auto Bill Pay for 12 months with credit card at the point of sale. COMMERCIAL XTRA PACK BILL CREDIT OFFER: COMMERCIAL XTRA PACK (regularly \$133.99/mo.) includes local channels, COMMERCIAL XTRA (\$74.49/mo.), SPORTS PACK (\$12.99/mo.) and outlet fees for two receivers (\$46.51/mo.). Additional outlet fees of \$15/mo. apply for the third and each additional receiver. Purchase of 24 consecutive months of COMMERCIAL XTRA PACK required. Upon DIRECTV System activation and beginning in the second month, DIRECTV will credit the new customer's account \$39/mo. for 12 consecutive months for COMMERCIAL XTRA PACK, plus an additional \$10/mo. when customer activates and maintains COMMERCIAL XTRA PACK and enrolls in Auto Bill Pay for 12 months with credit card at the point of sale. \$5 FOR 12 MONTHS OFFER: New customers only. Requires Auto Bill Pay and activation of BUSINESS INFORMATION or COMMERCIAL ENTERTAINMENT PACK with a 24-month agreement. DIRECTV will credit the new customer's account \$5/mo. for 12 consecutive months starting in the second month. In the 13th month, the \$5/mo. credit will cease and DIRECTV services will automatically continue at the then-prevailing rate. \$10 FOR 12 MONTHS OFFER: New customers only. Requires Auto Bill Pay and activation of COMMERCIAL XTRA PACK with a 24-month agreement. DIRECTV will credit the new customer's account \$10/mo. for 12 consecutive months starting in the second month. In the 13th month, the \$10/mo. credit will cease and DIRECTV services will automatically continue at the then-prevailing rate. Account must be in "good standing," as determined by DIRECTV in its sole discretion, to remain eligible for all offers. IF BY THE END OF PROMOTIONAL PRICE PERIOD(S) CUSTOMER DOES NOT CONTACT DIRECTV TO CHANGE SERVICE THEN ALL SERVICES WILL AUTOMATICALLY CONTINUE AT THE THEN-PREVALENT RATES. IN THE EVENT YOU FAIL TO MAINTAIN YOUR PROGRAMMING AGREEMENT, YOU AGREE THAT DIRECTV MAY CHARGE YOU A NON-PRORATABLE EARLY CANCELLATION FEE OF \$480. LIMIT ONE BILL CREDIT OFFER PER ACCOUNT. In certain markets, programming/pricing may vary. CENTURYLINK BILL CREDIT OFFER: Purchase of 24 consecutive months of COMMERCIAL XTRA PACK, COMMERCIAL ENTERTAINMENT PACK or BUSINESS INFORMATION and local channels packages (if available in your market) required. Upon DIRECTV System activation, beginning in the second month, DIRECTV will credit the new customer's account for 12 consecutive months in the amount of \$5/mo. in addition to any applicable Commercial base national offer credits. Customers must subscribe to and maintain eligible CenturyLink services at the time of activation to receive CenturyLink bundle bill credit. Bill credit given by DIRECTV as CenturyLink bundle credit. Must maintain base programming package; SonicTap Music Channels not included. HD ACCESS OFFER: To access DIRECTV HD programming, HD Access fee (\$25/mo.) and HD equipment are required. Number of HD channels varies by package. Upon DIRECTV System activation, DIRECTV will credit the new customer's account \$25/mo. for three consecutive months for HD Access, provided account is in "good standing," as determined by DIRECTV in its sole discretion. In the fourth month, HD Access will automatically continue at the then-prevailing rate. LIMIT ONE HD ACCESS BILL CREDIT OFFER PER ACCOUNT. HARDWARE OFFER: Programming agreement, as defined by customer's Commercial programming rate card, required. Up to four free HD or SD Receivers per BUSINESS INFORMATION or above commercial location. HD equipment also requires HD Access fee of \$25/mo. Offer available to new Commercial customers in commercial structures no more than three stories high. No single-family residences allowed. Make and model of system at DIRECTV's sole discretion. Offer void where prohibited or restricted. All DIRECTV Receivers must be continuously connected to the same land-based phone line. SONICMAP MUSIC CHANNELS OFFER: 24-month agreement to a Commercial base programming package required. Upon DIRECTV System activation, DIRECTV will credit the new customer's account \$35.99/mo. for three consecutive months for SonicTap Music Channels. Unless customer calls to cancel, in the fourth month SonicTap Music Channels will automatically continue at the then-prevailing rate. INSTALLATION: Free standard professional commercial installation for COMMERCIAL XTRA PACK customers. \$49 standard professional commercial installation for COMMERCIAL ENTERTAINMENT PACK and BUSINESS INFORMATION customers. Complex/custom installation extra. DIRECTV programming, pricing, terms and conditions subject to change at any time. Taxes not included. Receipt of DIRECTV programming subject to terms of DIRECTV Commercial Customer Viewing Agreement; copy provided with new customer information packet. ©2014 DIRECTV. 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