

**ICC Docket No. 06-0027  
AT&T Illinois Exhibit 2.0  
Sandy M. Moore Direct Testimony**

**Schedule SMM-9**

Schedule 9  
VoIP Mass Advertising (Network TV, Radio, and Print)

Media Type	Ad Code	Advertiser	Headline	Ad Title	Product Name	Subcategory	Category	First Run Date	Last Run Date	Target Market	Station	Program
Print	VONATL-0558	Vonage	STOP PAYING TOO MUCH FOR YOUR PHONE	PHONE	Vonage Broadband Phone Service	Bundled Services-Residential	Residential Communications	1-Nov-05	12-Dec-05	Consumer	USA Today	United States
TV	VONATL-0584	Vonage	BETWEEN MY TWO PHONE BILLS	#1 Internet Phone Service(Visual)	Vonage Broadband Phone Service	Bundled Services-Residential	Residential Communications	26-Nov-05	17-Dec-05	Consumer	WBBM, WFLD, WGN, WMAQ	When you switch to Vonage not only do you get unlimited local&long distance calls for \$24.99/mo.you also get features like call waiting,call forwarding at no additional cost.First mo.free.800#.URL
Radio	VONATL-0603	Vonage	WHEN WAS THE LAST TIME YOU	The Way You Talk	Vonage Broadband Phone Service	Bundled Services-Residential	Residential Communications	6-Dec-05	16-Dec-05	Consumer	Chicago	
Print	VONATL-0621	Vonage	START SAVING MONEY ON YOUR PHONE		Vonage Broadband Phone Service	Bundled Services-Residential	Residential Communications	9-Jan-06	9-Jan-06	Consumer	Newsweek	United States





Competitrack.com Media Schedule

Base: Publications Received and Entered Through Jan 19, 2006

Print Insertion Schedule for VONATL-0558 (Vonage)\*

<b>First Ran:</b>	Nov 01, 2005	<b>Lead Audio:</b>	STOP PAYING TOO MUCH FOR YOUR PHONE
<b>Target Segment:</b>	Consumer	<b>Product/ Campaign:</b>	Vonage Broadband Phone Service
		<b>Subcategory:</b>	Bundled Services-Residential
		<b>Category:</b>	Residential Communications

<u>Market</u>	<u>Publication</u>	<u>Date</u>	<u>Edition</u>	<u>Unit Size</u>	<u>Color/ B&amp;W</u>	(\$1000s) <u>Cost</u>
Chicago	Chicago Tribune	Nov 01, 2005	FULL RUN	6x10.50	BW	36.6
	<b>Market Totals</b>	<b>Insertions: 1</b>				<b>36.6</b>
Los Angeles	Los Angeles Times	Nov 01, 2005	FULL RUN	6x10.50	BW	40.9
	<b>Market Totals</b>	<b>Insertions: 1</b>				<b>40.9</b>
New York City	Long Island Newsday	Dec 30, 2005	FULL RUN	5x7.00	BW	19.2
	<b>Market Totals</b>	<b>Insertions: 1</b>				<b>19.2</b>
United States	FHM	Dec 01, 2005	FULL RUN	Full	4C	60.4
	Forbes	Dec 26, 2005	FULL RUN	Full	4C	59.5
	Fortune	Dec 12, 2005	PART RUN	Full	4C	19.2
	Inc.	Jan 01, 2006	FULL RUN	Full	4C	60.6
	Maximum PC	Jan 01, 2006	FULL RUN	Full	4C	16.6
	Popular Science	Jan 01, 2006	FULL RUN	Full	4C	64.8
	USA Today	Nov 02, 2005	PART RUN	1/2	BW	13.6
	<b>Market Totals</b>	<b>Insertions: 7</b>				<b>294.7</b>
	<b>Total for this Ad</b>	<b>Insertions: 10</b>				<b>391.3</b>

\* This report shows print insertions entered in the competitrack.com database as of Jan 19, 2006 . Information about ads airing within the last 30 days is preliminary and subject to revision.

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## Radio Transcript

**Advertiser/Brand:** Vonage  
**Ad Code:** VONATL-0603  
**Title:** The Way You Talk  
**Length:** 60  
**First Air Date:** 12/06/05  
**First Air Market:** Chicago

### (Music)

**MAN:** When was the last time you checked your phone bill? Well what would you say if I said you could cut that bill in half? That's right – 50%. All you have to do is switch to Vonage. Why not? Over a million people have done it already. That's because when you switch to Vonage, not only do you get unlimited local and long distance calls for just \$24.99 a month, but you also get features like call waiting, call forwarding and voicemail at no additional cost. Oh, and you get your first month free. All you need is a high speed Internet connection and you're good to go. So if you want to reduce your phone bill by 50%, call Vonage at 1-800-995-5451. That number again, 1-800-995-5451, or visit [vonage.com/radio](http://vonage.com/radio). Vonage. We're not out to change the world. Just the way you talk to it. Fifty percent off claim based on competing telephone service providers as of 11/05. See [vonage.com/radio](http://vonage.com/radio) for details. First month usage fee waived. Available on certain plans. Monthly rates exclude other fees and taxes. Credit card and high speed Internet required. Offers valid in U.S. Restrictions apply. Visit [vonage.com](http://vonage.com) for terms of service and details.

### (Fade Out)

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# VONAGE

THE BROADBAND PHONE COMPANY\*

5.8GHz  
CD-ROM  
Software

## New! VTech® cordless two-handset phone system for Vonage® — The Broadband Phone Company®.

VTech® has designed a versatile, all-inclusive 5.8GHz cordless phone system for Vonage® Internet Phone Service. Vtech's system includes a Vonage Phone Adapter (plus CD-ROM software) that connects to your DSL or cable modem so you can use Vonage to make and receive phone calls over the Internet. (Vonage service is sold separately at [www.vonage.com](http://www.vonage.com).)

VTech system includes two cordless handsets (each with plug-in charging cradle); handsfree speakerphone capability; a built-in phonebook for up to 50 entries; and handset-to-handset "walkie-talkie" page-and-talk communication. Your purchase also comes with two NiMH battery packs, three AC adapters, two Ethernet cables, two belt clips and two wall mounts.

The Vonage adapter stands 6 1/4" x 2 1/4" x 4 1/4". Each handset is 7" x 2" x 1 1/4"; each is powered by a NiMH battery pack (included). System is expandable to four handsets; additional handsets are available (VN925, \$49.95 each). One-year warranty.

**Vonage®-Enabled VTech® Cordless 5.8GHz Phone System**  
VN924 **\$149.95**

*\$50 manufacturer's rebate. Expires December 31, 2005.*

If you've considered trying Vonage®, this is the phone system to try it with!



TALK ALL YOU WANT FOR LESS.

Vonage® is an all-inclusive Internet Phone Service that replaces your phone company by using your existing high-speed Internet connection. For just \$24.99 per month, you get unlimited calling to anywhere in the U.S., Canada and Puerto Rico. Your first month is free!

Broadband service required for Vonage service. Broadband service charges not included. Other charges may apply. Vonage service requires customer registration. Some DSL connections require satellite TV and home security systems require a landline connection. Dialing 911 requires activation and operates differently than traditional 911. Offers valid for new subscribers only. Free month refers to a credit for first month of Vonage service. Taxes and fee excluded.

# Get a Full Year of Home Phone Service for Just **\$199**

- **Unlimited calling in the U.S. and to Canada**
- **FREE 911**
- **Over TEN FREE** calling features including caller ID, call waiting and voicemail
- **Up to 100 FREE minutes** of international calls each month
- **FREE** equipment, shipping and activation
- **NO** hidden fees, taxes included — No Gotchas!
- **BONUS:** Uniden Multi-Handset Cordless Phone System

**SunRocket.com** to sign-up!



## Save over **\$630** a year on your phone bill!

	SBC Connections*	Verizon Freedom*	SunRocket
Basic Fee	\$659.40	\$599.40	\$199
Local Calling	Unlimited	Unlimited	Unlimited
Long Distance Calling	Unlimited	Unlimited	Unlimited
Free Calling Features	7	3	10+
Voicemail	Basic	\$74.76	Enhanced
Federal Line Charge	\$64.20	\$76.68	0
Taxes & Fees	\$111.41	\$147.20	Included
<b>Total Yearly Cost</b>	<b>\$835.01</b>	<b>\$898.04</b>	<b>\$199</b>
<b>SunRocket Savings</b>	<b>\$636.01</b>	<b>\$699.04</b>	

\* Sample rates for SBC Connections in Detroit, MI and Verizon Freedom in New York, NY.  
Rate effective as of 9/16/05. Your savings may vary.

**FREE!**

Act now and get this incredible Uniden multi-handset phone system

Just like SunRocket, it's loaded with features

- 2.4GHz Digital with Clarity Booster
- Handset Speakerphones, Headset Compatible
- Handsets act as Intercom



**\$60 Value**

Hurry — offer expires soon!

Sign-up at **SunRocket.com**

**ACT  
NOW!**

Use the special code below  
to sign-up on-line at  
**SunRocket.com**

Use this special code to activate this offer:

**WIDMMUX**

Hurry! Offer expires 11/30/05



**What are you waiting for?**

With SunRocket, enjoy unlimited calling within the U.S. and to Canada and over ten **FREE** calling features, including an extra number with its own voicemail.

There's **no activation fee!** Receive everything you need, including an adapter that we call the Gizmo, that sends your calls through your broadband connection. We'll pay for shipping too.

**The SunRocket Guarantee.**

Try it for 31 days — if you are not satisfied for any reason, you can return the Gizmo and we'll refund your \$199. If you cancel after 31 days, you'll receive credit for full unused months. No risk, no obligation, no contract. **No Gotchas.**

**Plus, we'll send you a bonus Uniden Cordless Phone System when you sign-up!**

Sign-up at **SunRocket.com**

Questions: Call 1-800-401-5124

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CHICAGO, IL 60640

**Harness Your Broadband  
and Get a Full Year  
of Home Phone Service**

for **\$199** *(that's less than \$17 a month!)*



29760

NOV 08 2005

CHICAGO, IL 60657

# Get a Full Year of Home Phone Service for Just **\$199**

28826

- **Unlimited calling in the U.S. and to Canada**
- **Enhanced 911**
- **Over TEN FREE** calling features including caller ID, call waiting and voicemail
- **Up to 100 FREE minutes** of international calls each month
- **FREE** equipment, shipping and activation
- **NO** hidden fees, taxes included — No Gotchas!
- **BONUS:** Uniden Multi-Handset Cordless Phone System

**SunRocket.com** to sign-up!



**SunRocket**  
Internet Phone Service

# Save over **\$630** a year on your phone bill!

	SBC All Distance*	Verizon Freedom*	SunRocket
Basic Fee	\$659.40	\$719.40	\$199
Local Calling	Unlimited	Unlimited	Unlimited
Long Distance Calling	Unlimited	Unlimited	Unlimited
Free Calling Features	7	4	10+
Voicemail	Basic	Not Included	Enhanced
Federal Line Charge	\$64.20	\$76.68	0
Taxes & Fees	\$114.41	\$154.26	Included
<b>Total Yearly Cost</b>	<b>\$835.01</b>	<b>\$950.34</b>	<b>\$199</b>
<b>SunRocket Savings</b>	<b>\$636.01</b>	<b>\$751.34</b>	

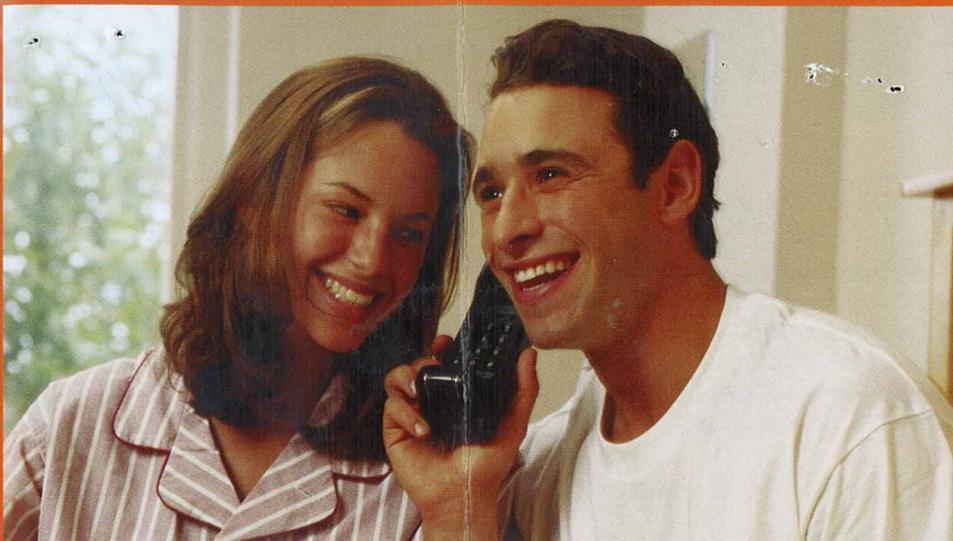
\* Sample rates for SBC All Distance in Detroit, MI and Verizon Freedom in New York, NY.  
Rate effective as of 7/19/05. Your savings may vary.

## Get up to **100 Bonus Minutes** each month

Country	Rate per Minute	Free Minutes Included per Month
Australia	3¢	100
China	5¢	60
France	3¢	100
Germany	3¢	100
India	9-16¢	18-33
Japan	3¢	100
Mexico	4-6¢	50-75
Philippines	17¢	17
South Korea	5¢	60

Go to **SunRocket.com**  
for more great rates!

(\$3.00 monthly allowance to any international destination)



- **Unlimited Calls for local or long distance**
- **No contracts to sign. Cancel anytime.**
- **Easy set-up!**
- **Loads of calling features included at no extra charge**
- **As low as \$12.95 per month**



StarNet  
A Service of US LEC  
579 First Bank Drive  
Suite 100  
Palatine, IL 60067  
1(866) 444-0794  
www.voiceeclipse.com

**US LEC**

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today! Log onto  
[www.VoiceEclipse.com](http://www.VoiceEclipse.com)  
or call 866-444-0794

Chicago, IL 60606  
26728  
**Looking for a  
“healthy” alternative  
to your high-cost  
phone service?**

05 2005

Now Available in  
**-CHICAGO-**  
Local & Long Distance  
Phone Service  
at healthy savings!

**VoiceEclipse™**

**You can even keep your current telephone number!**