

**EXHIBIT 4**

**Sample Advertisements**

## In-Person Marketing Collateral

# FREE PHONE SERVICE


for households eligible for the Lifeline Program



### PROGRAM OVERVIEW

 **FREE**  
Unlimited  
Talk

 **FREE**  
Unlimited  
Text

 Up to  
**4.5 GB**  
of Data

 **FREE**  
International  
Calling\*

### TWO WAYS TO QUALIFY

You can get Lifeline if you or your child/dependent participates in any of the programs listed below\*\*

#### QUALIFYING PROGRAMS

- Medicaid
- Supplemental Nutrition Assistance Program (SNAP/Food Stamps)
- Federal Public Housing Assistance (FPHA) or Section 8
- Supplemental Security Income (SSI)
- Veterans and Survivors Pension Benefit
- Tribal Bureau of Indian Affairs General Assistance
- Tribal Head Start
- Tribal Temporary Assistance for Needy Families (Tribal TANF)
- Tribal Food Distribution Program on Indian Reservations (FDPIR)



#### INCOME

135% below Federal Poverty Level

Household Size	Household Income
1	\$19,683
2	\$26,622
3	\$33,561
4	\$40,500

For each additional person, add **\$6,939**

To sign up for TruConnect's Lifeline Program, visit [www.truconnect.com](http://www.truconnect.com) or call **1.800.430.0443**.  
For terms and conditions, visit [www.truconnect.com/termsandconditions](http://www.truconnect.com/termsandconditions).

\*Select countries include Mexico, Canada, China, Vietnam, and South Korea

\*\*Lifeline is a government assistance program. The service is non-transferable and only eligible consumers may enroll in the program. Limited to one discount per household.

CO-LI-18-00-0003-0003

## In-Person Marketing Collateral



# FREE SMARTPHONE AND SERVICE

for households eligible for the Lifeline and Affordable Connectivity Program

### PROGRAM OVERVIEW



FREE Android™ Smartphone



FREE Unlimited Talk & Text



FREE Unlimited Data



FREE International Calling\*

You can get Lifeline or ACP if you or your child/dependent participates in any of the programs listed below. If you qualify for Federal Lifeline, you are also qualified for ACP.\*\*

TWO WAYS TO QUALIFY		LIFELINE PROGRAM		AFFORDABLE CONNECTIVITY PROGRAM	
1.	Household Income	135% below Federal Poverty Level	Annual Income Limits	200% below Federal Poverty Level	Annual Income Limits
			Household Size	1	\$12,682
		2	\$16,622	2	\$39,440
		3	\$23,561	3	\$49,720
		4	\$30,500	4	\$60,000
		For each additional person, add \$6,939		For each additional person, add \$10,280	
OR					
	Medicaid	✓		✓	
	Supplemental Nutrition Assistance Program (SNAP/Food Stamps)	✓		✓	
	Women, Infants, and Children Program (WIC)			✓	
	Federal Public Housing Assistance or Section 8	✓		✓	
	Supplemental Security Income (SSI)	✓		✓	
2.	Tribal Bureau of Indian Affairs General Assistance	✓		✓	
	Tribal Head Start	✓		✓	
	Tribal Temporary Assistance for Needy Families (Tribal TANF)	✓		✓	
	Tribal Food Distribution Program on Indian Reservations (FDP/IR)	✓		✓	
	Veterans and Survivors Pension Benefit	✓		✓	
	Federal Pell Grant (current award year)			✓	
	National School Lunch Program			✓	

To sign up for TruConnect's Truly Unlimited Plan, visit [www.truconnect.com](http://www.truconnect.com) or call 1.800.430.0443.

For terms and conditions, visit [www.truconnect.com/termsandconditions](http://www.truconnect.com/termsandconditions).

\*Select countries include Mexico, Canada, China, Vietnam, and South Korea  
 \*\*Lifeline is a government assistance program. The service is non-transferable and only eligible consumers may enroll in the program. Limited to one discount per household. Only one ACP benefit and one device discount are allowed per household.


CG-ACPL-RLAD-ENR5-0423

## Online Advertisement | Social Media

**TruConnect** Sponsored

Get a **FREE** Android smartphone + **FREE** premium wireless services with TruConnect!

- ✔ Unlimited data
- ✔ Unlimited Talk & Text
- ✔ Free International Calling
- ✔ Signing up is quick and easy
- ★ **BONUS:** Get a tablet for only \$10.01



**Do you qualify for a FREE phone?**

SNAP Medicaid TruConnect


truconnect.com  
Get **FREE** Wireless **TODAY!** UNLIMITED Talk & Text Data ...

**Sign up**

**TruConnect** Sponsored

Are you one of the 34 million Americans who qualify for TruConnect? Stay connected with **FREE** premium internet service + **FREE** Android smartphone (or a Tablet for Only \$10.01).

- ★ Unlimited Data Plan
- ★ Unlimited Talk & Text
- ★ Unlimited Global Texting
- ★ Free International Calling
- ★ Optional: Tablet for Only \$10.01




don't even know it?

truconnect.com  
Get **FREE** Wireless today! Unlimited Data + Free Phone

**Apply now**

**TruConnect** Sponsored

TruConnect helps connect you with the moments that matter! Over 34 million Americans qualify for a **FREE** Android smartphone and **FREE** premium internet service.




truconnect.com  
**TruConnect's FREE** Service

**Apply now**

**TruConnect** Sponsored

TruConnect is a wireless service that offers high speed data, unlimited talk and text, plus a free Android™ smartphone at no cost to qualifying customers.



truconnect.com  
Get **FREE** Wireless **TODAY!** UNLIMITED Talk & Text Data Plan

**Sign up**

**TruConnect** Sponsored

TruConnect offers a **FREE** device + **FREE** wireless internet service!

- ✔ Easy to Apply
- ✔ Unlimited Data Plan
- ✔ Unlimited Talk & Text
- ✔ Free International Calling

**Get Started Today**

Zip Code

Email Address

**Apply Now**

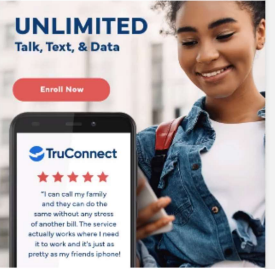
truconnect.com  
Get **FREE** Wireless today! Unlimited Data + Free Phone

**Apply now**

**TruConnect** Sponsored

**UNLIMITED** Talk, Text, & Data

**Enroll Now**



**Apply now**

truconnect! Do you need a **FREE** cell phone and **FREE** Internet service? Are you one of the 48 million ... more

Online Advertisement | Display Ads | Search Engines

- ✓ Unlimited Talk & Text
- ✓ Free International Calling
- ✓ Free Android™ Smartphone
- ✓ Wi-Fi Hotspot Capability
- ✓ Unlimited Data
- ✓ 4G/LTE



APPLY NOW



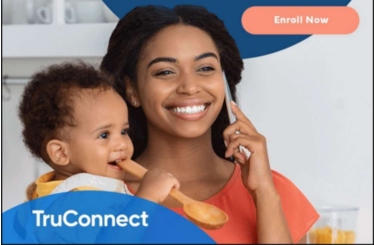
- Free Android™ phone
- 4G/LTE
- Unlimited Talk & Text
- Unlimited Data
- Wi-Fi Hotspot Capability
- Free International Calling



Stay connected to the moments that matter.

**FREE**  
Android™ phone

Enroll Now



TruConnect