

4901:1-6-18

**Promotions.**

- (A) Terms and conditions of all promotions must be identified in price lists and filed in the company's TRF docket.
- (B) Promotional offerings shall be effective upon filing.
- (C) Promotions of recurring charges for retail services offered by a CLEC lasting more than ninety calendar days, as measured on a per customer basis in a twelve-month time frame, or a promotion of the comparable cash value offered by a CLEC shall be made available for resale.
- (D) Promotions of recurring charges for retail services offered by an ILEC lasting more than ninety calendar days, as measured on a per customer basis in a twelve-month time frame, or a promotion of the comparable cash value offered by an ILEC shall be made available for resale at wholesale rates.
- (E) Upon staff request, a telephone company must submit a contribution analysis to demonstrate that the promotional offering recovers the long run service incremental cost of the service(s).

Effective:

R.C. 119.032 review dates:

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Certification

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Date

Promulgated Under: 111.15  
Statutory Authority: 4901.13  
Rule Amplifies: 4901.13, 4927.03