



**Applicants that answered “Yes” to Section 1, Filed 15 should attach documentation that 100/100 Mbps speeds are currently delivered to customer in other areas serve by the applicant and that those speeds are advertised.**

Please see **Attachment C-1** for a copy of the most recent Census tract information provided to the FCC. ALLO currently provides (or is in the process of providing) 1 Gbps+ service to the Nebraska communities of Lincoln, Grand Island, Kearney, Fremont, Norfolk, Hastings, Columbus, Papillion, North Platte, La Vista, Scottsbluff, Gretna, Gering, York, Alliance, Seward, Crete, Ralston, Sidney, Wayne, Ogallala, Waverly, Ashland, Valentine, Milford, Imperial, and Bridgeport.

For our marketing/advertising approach, ALLO uses various communication channels to reach customers, including website, direct sales, referrals, newspaper, radio, television, social media, and sponsorships. These marketing channels has been used successfully in our existing FTTP communities.

ALLO’s marketing strategy includes frequent communication to residents and businesses informing customers of the construction process, our core services, and the value of gigabit service.

ALLO’s speeds for each community are advertised on the ALLO website at [www.allofiber.com](http://www.allofiber.com). Users can click on the community via the Residential drop-down section at the top of the website and view the speeds/pricing, as well as other services available for that market.

Please see **Attachment C-2** for sample marketing consumer communications.