



**Applicants that answered “Yes” to section I, field 15 should attach documentation that 100/100 Mbps are currently delivered to customers in other areas served 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, Bellevue, Grand Island, Kearney, Fremont, Hastings, Norfolk, Columbus, Papillion, North Platte, La Vista, Scottsbluff, York, Seward, Gering, Alliance, Sidney, Wayne, Gretna, Ogallala, Waverly, Ashland, Valentine, Milford, Imperial, and Bridgeport.

Independently, in June 2022, PCMag listed ALLO as the 5<sup>th</sup> fastest ISP in the United States and 2<sup>nd</sup> fastest in the North Central Region with a 289 upload and 309 download average (Nebraska communities). Speeds were derived from customers visiting [speedtest.net](https://www.speedtest.net).

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 have 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 residential speeds for each community are advertised on the ALLO website at [www.allocommunications.com](https://www.allocommunications.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.