

# Since that last local call cost you a whole nickel, it's fair to ask what you got for your money.



1. You get a price that hasn't risen since 1990.

You can't get much for a nickel these days. Maybe a gumball. Yet, for about a nickel you can make a local call in your immediate area and talk all day. On top of that, you get a lot of products and services that you probably hadn't thought of.

1. Like we said, Ameritech's local rates remain at the same low rate as in 1990. In fact, some of our states have the very same low rates that they did in 1984.

2. You get 4,900 extremely efficient

That's what Ameritech invests in the network each year to make sure that every call you make goes through.

7. We maintain 19,000 service vehicles,.... 8. ...and 600 permanent service facilities in the five-state region, to make sure we can respond

quickly to service calls.

placed with special attention to keeping them away from high drug traffic areas.

13. Easy-to-use services like Call Waiting (so you never miss a call when you are on a call) or Caller ID (which tells you who is calling before you answer).

14. Distance learning networks that serve nearly 400 local schools, colleges, and universities. With distance learning, students and teachers who are miles apart can interact with each other just like they were in the same room. All they need are computers, modems, and Ameritech's ability to link them together through a network.

15. Free cellular phones, pagers, and airtime for eligible neighborhood watch groups. Through our Cellular Patrol™ program, we're helping people take back control of their neighborhoods.

16. Pay-per-use services that are there when you need them. Like Repeat Dialing. Can't get through to a busy phone? Just dial \*66 and then hang up. Your phone will ring when the call goes through.

17. Automatic Callback. An easy way to call the person that just called you, even if you didn't answer the phone.

Best of all, it's another pay-per-use program we built into your service free of charge.

18. "Slamming" protection. We can help prevent over-eager long distance providers from switching your long distance service without your approval. No kidding, this stuff really happens.

19. Ameritech Complete Card. A no-annual-fee VISA® or MasterCard® offering a cash return on purchases and phone calls. It's not just free, it pays you dividends.

20. Braille and large-type billing. For our visually impaired customers.

21. Free listing in the phone

book, with your complete address. With options for adding e-mail addresses and World Wide Web URLs.

22. Prepaid Ameritech Phone Cards.

23. A Human Factors department solely devoted to making our products and services easy to use. Our Test Towns, populated with people just like you, make certain that things like Caller ID work with the ease and simplicity of turning on a light.

24. An incredibly easy-to-navigate Internet site that can give you quick answers to questions about Ameritech's products, services, or emerging technology.

25. Networks that help hospitals share information at incredible speed. Thanks to Ameritech, a specialist in Milwaukee can watch your MRI being done in Madison. It not only saves time, it saves lives.

26. ISDN expertise. ISDN allows voice and data signals to be sent over the same line at the same time. Ameritech carried out the first commercial trial of ISDN service in 1986 and it is quickly becoming the wave of the future.

27. americast™ enhanced cable television service, which will soon be available featuring more programming choices and exciting new interactive capabilities.

28. Peace of mind. People seldom give a second thought to their Ameritech service. It's always there whenever they need it, rain or shine. Do we enjoy being taken for granted? Well, with a reliability rate of 99.9%, this sort of thing comes with the turf.

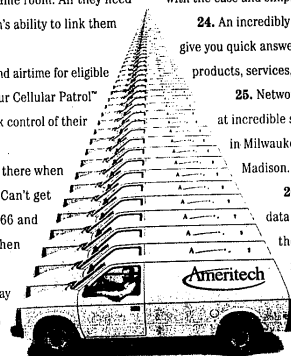
Stick with the one that works.



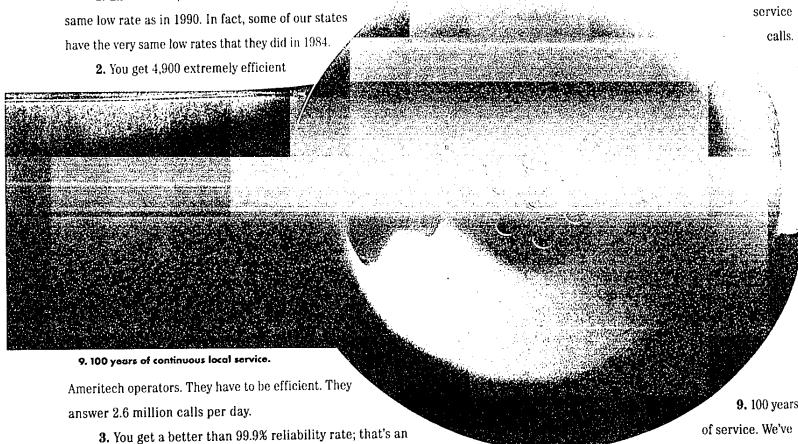
YOUR LINK TO BETTER COMMUNICATION®



21. Free listing in the telephone book, and Pages Plus™ Yellow Pages.



7. 19,000 service vehicles.



9. 100 years of continuous local service.

Ameritech operators. They have to be efficient. They answer 2.6 million calls per day.

3. You get a better than 99.9% reliability rate; that's an independent measurement of the reliability of our network — a prompt dial tone 99.9% of the time you pick up the phone.

4. You get nearly 60,000 Ameritech employees. All right here in this five-state region.

**X60,000**

5. 7,300 of them are technicians trained to answer the 3.9 million requests we get every year to hook up new services and make installations.

6. Two billion dollars in the Midwest.

9. 100 years

of service. We've

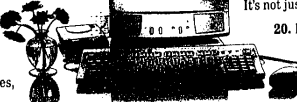
provided local service to our

region for over a century. We've put through virtually every call you've ever made to or from Illinois, Wisconsin, Michigan, Ohio, and Indiana.

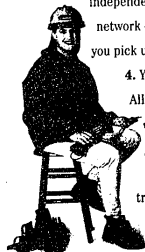
10. The experience that comes only with providing 18 million access lines to homes and businesses. No wonder we can hook up a new line as if we've done it millions of times before. We have. In fact, about 18 million times.

11. We've installed over a million miles of fiber optic cable in the Midwest. For crystal clear voice reproduction.

12. We put in some 242,000 pay phones,



24. An incredibly easy-to-navigate Internet site.



4. One of the 60,000 Ameritech employees in your area.