

Rogers told us something big was coming on July 11.  
 Something **bigger** is coming every month for the next three years.

## Get the facts on the Rogers iPhone.

**Know the true cost before you buy.**

Rogers is the only cell carrier in the world that requires a **3-year contract** for the iPhone.

They do not offer an unlimited data option, opening the door to **large over-limit fees**.

Rogers levies an **extra charge** for Call Display.

	International Cost Comparisons: Low-end plans <sup>1</sup>		
	Canada (Rogers) <sup>2</sup>	United Kingdom (O2) <sup>3</sup>	United States (AT&T) <sup>4</sup>
Phone cost (8 GB model)	\$ 199	\$ 198.09	\$ 202.03
Plan cost per month	\$ 60	\$ 59.60	\$ 71.05
Minimum contract length	<b>3 years</b>	1.5 years	2 years
Voice minutes (day)	<b>150</b>	600	450
Voice minutes (evenings/weekend)	Unlimited	N / A	5000
Data	<b>400 MB</b>	Unlimited	Unlimited
Text messages	<b>75</b>	500	0
Call display included	<b>No</b>	Yes	Yes
Mandatory extra fees per month	\$ 7.45	\$ 0	\$ 1.25
Caller display fee	\$ 7	\$ 0	\$ 0
Total monthly cost	\$ 74.45	\$ 59.60	\$ 72.30
<b>YOUR TOTAL COST COMMITMENT:</b>	<b>\$ 2879.20</b>	<b>\$ 1270.89</b>	<b>\$ 1937.23</b>

**Do you think the Rogers plan provides poor value for money?**

**Do you think Rogers can do better?**

**Send Rogers a message.**

**Do not buy the iPhone.**

**On July 11, let's be able to hear a pin drop in Rogers & Fido stores.**

As long as we've got your attention...

Did you know that Canadians pay an average of **33% more** for cell phone service than Americans?

Please consider supporting Bill C-555, the *Telecommunications Clarity and Fairness Act*.<sup>5</sup> Get more information at:

<http://tinyurl.com/4gm6os>

<sup>1</sup> All prices in Canadian dollars using conversion rates posted at [www.xe.com/ucc](http://www.xe.com/ucc) on Wednesday, July 2, 2008. Taxes not included.

<sup>2</sup> Source: <http://tinyurl.com/63q2wn> <sup>3</sup> Source: <http://tinyurl.com/5zadt9> <sup>4</sup> Source: <http://tinyurl.com/4ugnj6>

<sup>5</sup> This campaign has no affiliation with David McQuinty or his office. We just think Bill C-555 is a good proposal.

[www.getthefactsonrogersiphone.com](http://www.getthefactsonrogersiphone.com)