



January In-Market Campaign Grid

5-Jan-25

ADVERTISING				
Promo Code	Offer Dates	Offer Type	Offer Description	Notes
SAVE100	01/05/25 - 02/04/25	DISCOUNT	\$100 in Bill Credits (\$8.50 for 12 months)	Residential Acquisition
SAVE120	01/05/25 - 02/04/25	DISCOUNT	\$120 in Bill Credits (\$10 for 12 months)	Residential Acquisition
FIXED100	01/05/25 - 02/04/25	DISCOUNT	\$100 in Bill Credits (\$8.50 for 12 months)	Residential Acquisition
GNG100	01/05/25 - 02/04/25	DISCOUNT	\$100 in Bill Credits (\$8.50 for 12 months)	Residential Acquisition
RAF50	01/05/25 - 02/04/25	DISCOUNT	\$50 in Bill Credits (\$10 for 5 months)	Residential Acquisition
MILITARY	01/05/25 - 02/04/25	DISCOUNT	Per Therm Discount	Residential Acquisition
GOODWILL	01/05/25 - 02/04/25	DISCOUNT	\$120 in Bill Credits (\$10 for 12 months)	Residential Acquisition
GREEN	01/05/25 - 02/04/25	DISCOUNT	\$120 in Bill Credits (\$10 for 12 months)	Residential Acquisition
KSU120	01/05/25 - 02/04/25	DISCOUNT	\$120 in Bill Credits (\$10 for 12 months)	Residential Acquisition
GSU120	01/05/25 - 02/04/25	DISCOUNT	\$120 in Bill Credits (\$10 for 12 months)	Residential Acquisition
GNGSENIOR	01/05/25 - 02/04/25	DISCOUNT	Per Therm Discount	Residential Acquisition
INTERACTIVE				
ADVANTAGE	01/05/25 - 02/04/25	DISCOUNT	Per Therm Discount	Residential Acquisition
SAVINGS	01/05/25 - 02/04/25	DISCOUNT	Per Therm Discount	Residential Acquisition
GNGHAWKS	01/05/25 - 02/04/25	DISCOUNT	Per Therm Discount	Residential Acquisition
COMFORT	01/05/25 - 02/04/25	DISCOUNT	Per Therm Discount	Residential Acquisition
LOCAL	01/05/25 - 02/04/25	DISCOUNT	Per Therm Discount	Residential Acquisition
GNGFRIEND	01/05/25 - 02/04/25	DISCOUNT	Per Therm Discount	Residential Acquisition
DEALS	01/05/25 - 02/04/25	DISCOUNT	Per Therm Discount	Residential Acquisition
EASYMOVE	01/05/25 - 02/04/25	DISCOUNT	Per Therm Discount	Residential Acquisition
GNGSOCIAL	01/05/25 - 02/04/25	DISCOUNT	Per Therm Discount	Residential Acquisition
MOVERS	01/05/25 - 02/04/25	DISCOUNT	Per Therm Discount	Residential Acquisition
FEATURED	01/05/25 - 02/04/25	DISCOUNT	Per Therm Discount	Residential Acquisition
VISA100	01/05/25 - 02/04/25	VISA REWARD CARD	\$100 Visa Reward Card	Residential Acquisition
FREE	01/05/25 - 02/04/25	Connect for FREE	\$95 Bill Credit to offset Connection Fee (One-time)	Residential Acquisition
ACQUISITION				
Direct Mail				
EMAIL				
RETENTION				
Direct Mail				
MYCHOICE24	01/05/25 - 02/04/25	DISCOUNT	Fixed Price Plan \$25 in Bill Credits (\$5 for 5 months) OR \$25 Visa Reward Card	Residential Retention (Fixed Roll-Offs)
MYCHOICE25	On-going	DISCOUNT	Fixed Price Plan \$25 in Bill Credits (\$5 for 5 months) OR \$25 Visa Reward Card	Residential Retention (Fixed Roll-Offs)
GUARANTEED90	01/15/25 - 02/14/25	DISCOUNT	Guaranteed Bill plan \$60 in Bill Credits (\$5 for 12 months) + \$30 Visa Reward Card	Residential Retention (Convert & Extend)
EMAIL				
FIXED24	01/05/25 - 02/04/25	DISCOUNT	Fixed Price Plan \$25 in Bill Credits (\$5 for 12 months) OR \$25 Visa Reward Card	Residential Retention (Fixed Roll-Offs)
FIXED25	On-going	DISCOUNT	Fixed Price Plan \$25 in Bill Credits (\$5 for 5months) OR \$25 Visa Reward Card	Residential Retention (Fixed Roll-Offs)
ESTAYJAN25	01/05/25 - 02/04/25	DISCOUNT	Per Therm Discount	Residential Retention
TRYPGB24A	01/05/25 - 02/04/25	DISCOUNT	\$120 in Bill Credits (\$10 for 12 months) + \$30 Visa Reward Card	Residential Retention
TRYPGB24B	01/05/25 - 02/04/25	DISCOUNT	\$120 in Bill Credits (\$10 for 12 months) + \$30 Visa Reward Card	Residential Retention
TRYPGB25A	01/07/25 - 02/04/25	DISCOUNT	\$120 in Bill Credits (\$10 for 12 months) + \$30 Visa Reward Card	Residential Retention
TRYPGB25B	01/07/25 - 02/04/25	DISCOUNT	\$120 in Bill Credits (\$10 for 12 months) + \$30 Visa Reward Card	Residential Retention
UPGRADE90	01/05/25 - 02/04/25	DISCOUNT	\$60 in Bill Credits (\$5 for 12 months) + \$30 Visa Reward Card	Residential Retention (Convert & Extend)

SAMEBILL90	01/15/25 - 02/14/25	DISCOUNT	\$60 in Bill Credits (\$5 for 12 months) + \$30 Visa Reward Card	Residential Retention (Convert & Extend)
FPRO24	01/05/25 - 02/04/25	FIXED PRICE PLAN	Fixed Price Plan	Residential Retention (Fixed Roll-Offs)
FPRO25	01/05/25 - 02/04/25	FIXED PRICE PLAN	Fixed Price Plan	Residential Retention (Fixed Roll-Offs)
PROMOAB	On-going	DISCOUNT	\$75 One-time Bill Credit	Residential Retention
PROMOCJS	On-going	DISCOUNT	\$50 One-time Bill Credit	Residential Retention
PROMODH	On-going	DISCOUNT	\$25 One-time Bill Credit	Residential Retention
INSIDE SALES				
APARTMENT SPECIAL	01/05/25 - 02/04/25	DISCOUNT	Bill Credit + Per Therm Discount	Multifamily Acquisition
GAA LOYALTY	01/05/25 - 02/04/25	DISCOUNT	\$25 Visa Reward Card	Residential Acquisition
RIGHTNOW	01/05/25 - 02/04/25	DISCOUNT	Bill Credit + Per Therm Discount	Residential Acquisition
PARTNER OFFEERS				
KROGER100	01/05/25 - 02/04/25	DISCOUNT	\$100 Kroger Gift Card + Per Therm Discount or \$90 in Bill Credits (\$7.50 for 12 months)	Residential Acquisition
KROGERGNG	01/05/25 - 02/04/25	DISCOUNT	\$100 Kroger Gift Card + Per Therm Discount or \$90 in Bill Credits (\$7.50 for 12 months)	Residential Retention
AAA	01/05/25 - 02/04/25	DISCOUNT	\$50 Visa Reward Card + Perm Therm Discount or \$90 in Bill Credits (\$7.50 for 12 months)	Residential Acquisition
AAAGNG	01/05/25 - 02/04/25	DISCOUNT	Perm Therm Discount or \$100 in Bill Credits (\$8.50 for 12 months)	Residential Retention
MISBO	01/05/25 - 02/04/25	DISCOUNT	\$100 in Bill Credits (\$8.50 for 12 months)	Residential Acquisition
BUILDERS PROGRAM				
CLAYTON	01/05/25 - 02/04/25	DISCOUNT	Per Therm Discount	Residential Acquisition
BUILD JWC	01/05/25 - 02/04/25	DISCOUNT	Per Therm Discount	Residential Acquisition
BUILD RYAN	01/05/25 - 02/04/25	DISCOUNT	Per Therm Discount	Residential Acquisition
GNGBUILDER	01/05/25 - 02/04/25	DISCOUNT	Tracking	Residential Acquisition
REALTOR PROGRAM - gngHUB				
HOUSEWARMING	01/05/25 - 02/04/25	DISCOUNT	A perm therm discount OR \$120 in Bill Credits (\$10 for 12 months)	Residential Acquisition
HARRYNORMAN	01/05/25 - 02/04/25	DISCOUNT		Residential Acquisition
METROBROKERS	01/05/25 - 02/04/25	DISCOUNT		Residential Acquisition
BERKSHIREHATHAWAY	01/05/25 - 02/04/25	DISCOUNT		Residential Acquisition
ATLCOMMUNITIES	01/05/25 - 02/04/25	DISCOUNT		Residential Acquisition
ERA	01/05/25 - 02/04/25	DISCOUNT		Residential Acquisition
KELLERWILLIAMS	01/05/25 - 02/04/25	DISCOUNT		Residential Acquisition
COLDWELLBANKER	01/05/25 - 02/04/25	DISCOUNT		Residential Acquisition
REMAX	01/05/25 - 02/04/25	DISCOUNT		Residential Acquisition
CHAFIN	01/05/25 - 02/04/25	DISCOUNT		Residential Acquisition
AVALON	01/05/25 - 02/04/25	DISCOUNT		Residential Acquisition
REALTOR	01/05/25 - 02/04/25	DISCOUNT		Residential Acquisition
KWCHATTNORTH	01/05/25 - 02/04/25	DISCOUNT		Residential Acquisition
KWROSWELL	01/05/25 - 02/04/25	DISCOUNT		Residential Acquisition
KWNORTHATL	01/05/25 - 02/04/25	DISCOUNT		Residential Acquisition
OPENDOOR	01/05/25 - 02/04/25	DISCOUNT		Residential Acquisition
PETERSENPARTNERS	01/05/25 - 02/04/25	DISCOUNT		Residential Acquisition
BETTERHOMES	01/05/25 - 02/04/25	DISCOUNT		Residential Acquisition
RYANHOMES	01/05/25 - 02/04/25	DISCOUNT		Residential Acquisition
BOLST	01/05/25 - 02/04/25	DISCOUNT		Residential Acquisition
3rd PARTY				
ENERGYSHOP				
ENERGYSHOP	01/05/25 - 02/04/25	DISCOUNT	Per Therm Discount	Residential Acquisition
GEORGIA GAS SAVINGS				
GAGAS	01/05/25 - 02/04/25	DISCOUNT	Per Therm Discount	Residential Acquisition
GASAVES	01/05/25 - 02/04/25	DISCOUNT	Per Therm Discount	Residential Acquisition
ALLCONNECT <i>(To be used by Back Office for 3rd party enrollments only.)</i>		Offer	Promo Code	
Market Intro	01/05/25 - 02/04/25	no discount	WFED-0-000-000	Residential Acquisition
6-Month Fixed Plan	01/05/25 - 02/04/25	10 cent discount for 6 months	WFCK-0-000-000	Residential Acquisition
12-Month Fixed Plan	01/05/25 - 02/04/25	13 cent discount for 12 months	ZDVX-0-000-000	Residential Acquisition
24-Month Fixed Plan	01/05/25 - 02/04/25	10 cent discount for 24 months	WFEF-0-000-000	Residential Acquisition
Variable Select Plan	01/05/25 - 02/04/25	no discount	WFED-0-000-000	Residential Acquisition

# Your Fixed Rate plan has expired.

**IMPORTANT:** Since your Fixed Plan has expired, you may be paying more for your natural gas service. But don't worry – we've made it easy for you to renew. Call or click to lock in a new fixed rate.

**Visit [gng.com/RENEW](http://gng.com/RENEW)  
or call 888.257.5633**





P.O. Box 440667  
Kennesaw, GA 30160-9512

PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
GEORGIA  
NATURAL GAS

**DON'T PAY MORE THAN YOU HAVE TO.  
LOCK IN YOUR FIXED RATE NOW.**

**Visit [gng.com/RENEW](https://gng.com/RENEW) or call 888.257.5633**

\*\*\*\*\*SAMPLE

John Q Sample  
1961 S Cobb Ind, Apt #512  
Smyrna, GA 30082-4914



**No more guesstimating your gas bill.  
Lock in a guaranteed flat monthly amount.**



1\*1\*\*\*\*\*SNGLP/1/P0

John Q. Doe  
123 Anywhere St.  
Anytown, US 12345

Your discounted  
Guaranteed Bill<sup>SM</sup>  
amount is only:

**\$XX**  
PER MONTH<sup>†</sup>

Your GNG Account Number:  
**XXXXXXXXXX-XX12345**

Hi Firstname,

We love to keep things simple. So,  
let's take the guesswork out of your  
gas bill with the Guaranteed Bill plan  
from Georgia Natural Gas<sup>®</sup> (GNG).

Sign up by February 14, 2025  
and we'll cut your Guaranteed Bill  
plan cost by \$60<sup>†</sup> and give you a  
\$30 Visa<sup>®</sup> Prepaid Reward Card.<sup>\*</sup>

**\$90** IN EXTRA  
VALUE<sup>†\*</sup>

VISIT

**[gng.com/GUARANTEED90](http://gng.com/GUARANTEED90)**

CALL

**888.854.8354**

USE PROMO CODE

**GUARANTEED90**

OFFER ENDS

**February 14, 2025**

**HERE'S HOW IT WORKS:**

We've calculated your Guaranteed Bill amount based on a number of factors, including prior gas usage at your current location. Your monthly Guaranteed Bill amount would be \$YY,<sup>\*</sup> but we are also offering you a \$5 discount per month<sup>†</sup> that would get you to a discounted monthly total of \$XX.<sup>\*\*</sup> Your Guaranteed Bill amount excludes sales tax and any one-time charges such as late payment fees. Plus, we'll waive the early termination charge from your current fixed plan so you can make the switch now.



**Smaller Footprint. Greener Life.**  
Learn more at [gng.com/green](http://gng.com/green)



Enrollment eligibility, price plan availability and actual Guaranteed Bill amount are subject to GNG's credit and payment policies and terms and conditions of service. See [guaranteedbill.com](http://guaranteedbill.com) for additional information. Guaranteed Bill amount does not include prorated service periods, taxes or one-time charges, which may include connection or late charges.

\*Stated Guaranteed Bill plan amount subject to credit approval and available only for named addressee on this mailer as account holder renewing on GNG's Guaranteed Bill plan by 02/14/2025, using applicable promotion code, with respect to natural gas service at the address specified on this mailer. This offer is not transferable between customers or premises. \$30 Visa® Prepaid Reward Card will be mailed to customer within 30 days from the date service begins. The Georgia Natural Gas Visa® Prepaid Corporate Reward Card is issued by Pathward, National Association, Member FDIC pursuant to a license from Visa® U.S.A. Inc. Card may be used everywhere Visa® debit cards are accepted.

†Offer limited to qualified existing residential customers who enroll on the Guaranteed Bill plan by 02/14/2025, using applicable promotion code. \$5/month discount available for a total of 12 consecutive months, provided customer remains on the selected price plan during the applicable period and pays all charges billed by the date due, or bill credits may be cancelled, in which case customer will continue to be billed at the selected price plan amount without any credits. Stated discounted monthly total with credit is based on a standard service period. Cannot be combined with any other offer.

## Renew and save. It's that simple.



John Q. Doe  
123 Anywhere St.  
Anytown, US 12345

Your GNG Account Number:  
**XXXXXXXXXX-XX12345**

Hi Firstname,

We know life is busy, so we'll keep this short.  
Your Georgia Natural Gas® (GNG) plan expires  
**MonthMonth YY, 2025**, so it's time to renew.

To say thanks for your loyalty, you can choose between \$25 in bill credits\* or a \$25 Visa® Prepaid Reward Card\* when you enroll in a 6, 12, 18 or 24-month fixed plan by February 4, 2025.

**\$25**  
IN BILL CREDITS\*

or

**\$25**  
VISA® PREPAID  
REWARD CARD\*



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**MYCHOICE25**

OFFER ENDS  
**February 4, 2025**



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1\*1\*\*\*\*\*SNGLP/1/P0

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CALL **888.257.5633**

USE PROMO CODE

**MYCHOICE25**

OFFER ENDS

**February 4, 2025**



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