

The Charm of Behavior-Based Pricing
When Consumers' Taste Is Diverse and the Consideration Set Is Limited
WEB APPENDIX

Offers from cable TV companies

America's Top 120

\$49⁹⁹
mo
2-Year Price Guarantee
REG. \$69.99
Plus Taxes for 2 yrs.

190 Channels
More of what you want, for less!

CBS, CNN, FX, CN, Syfy, E!, Disney, ESPN, TruTV, FOX, ESPN, Plus More!

View Package Details

dish

XFINITY TV: All Your Favorite TV Shows, Movies, Sports, and More

Starting at **\$54⁹⁹** mo for 12 mos

XFINITY TV

- 140+ Channels
- On demand & on-the-go access
- The most live sports

Call now for XFINITY TV deals!
1-877-342-1024

[See Available Deals](#)

Charter® Spectrum TV

From **\$64⁹⁹**/mo for 12 mos

140+ channels including HBO HD, ESPN Movies and Sports, On Demand, more at HD

Offers from credit card companies

Citi® Diamond Preferred® Card – 21 Month Intro Offer on BT and Purchases



★★★★★ (0)

Intro Purchase APR

0%* for 21 months on Purchases*

Intro BT APR

0%* for 21 months on Balance Transfers*

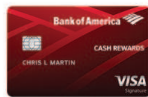
Regular Purchase APR

13.49% - 23.49%* (Variable)

[Apply Now](#)

[Expand Details](#)

Bank of America® Cash Rewards Credit Card



★★★★★ (0)

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Intro Purchase APR

0% Introductory APR on purchases for 12 billing cycles

Intro BT APR

0% Intro APR for 12 billing cycles for balance transfers made in the first 60 days

Regular APR

13.99% - 23.99% Variable APR on purchases and balance transfers

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