

**IOWA TELECOMMUNICATIONS SERVICES, INC.
D/B/A IOWA TELECOM
REVISIONS TO TARIFF F.C.C. NO. 1
TRANSMITTAL NO. 53
AUGUST 29, 2005**

DESCRIPTION AND JUSTIFICATION

ADSL Performance Plus Limited Promotion

Iowa Telecom is proposing to extend a promotional offering to stimulate additional demand for the ADSL Performance Plus Service Level Package (768 Kbps) to meet competitive pressures in the exchanges where DSL is now available. Iowa Telecom completed deployment of DSL in the balance of the exchanges within its serving area on July 1, 2005. This filing proposes to extend the present promotion until December 13, 2005 to offer end user customers that subscribe to the ADSL Performance Plus service level package a reduced monthly rate of \$30.00 for customers who sign a six month contract. The installation charge of \$75.00 will be waived for such customers.

Current customers subscribing to the ADSL Performance Plus at the standard tariff rate may take advantage of the promotion monthly rate of \$30.00. These customers will be required to sign a six month contract. If the customer is subscribing to their current service level package under a term agreement longer than six months, the customer will be required to maintain the longer term with the promotion amount.

Existing customers that upgrade from an ADSL Basic, Plus or Performance service level package to an ADSL Performance Plus service level package and agree to sign a six month contract will also receive the ADSL Performance Plus for a monthly rate of \$30.00. The \$6.00 software change charge to upgrade their service will be waived. The upgrade will be allowed provided the ADSL channel interface and the customer location remains the same. If the upgrading customer is subscribing to a current service level package under a term agreement longer than six months, the customer will be required to maintain the longer term to receive the promotion amount.

At the end of the six month contract period, the contract will automatically be renewed for another six month contract period for a monthly rate of \$30.00. If the customer requests the discontinuance of the ADSL Performance Plus service level package prior to the expiration date of the six month contract, termination liability charges will apply. The customer will be billed 50% of any remaining portion of the contract. This promotion is available on service orders placed during the promotional period, with service scheduled to begin within 15 days of the order date.

It is anticipated that the demand for ADSL Performance Plus service level package as a result of this promotion will increase by 1,621 units. Iowa Telecom expects a total increase in revenue of approximately \$286,000 annualized.

ADSL Performance Max Limited Promotion

This filing proposes a promotion for customers subscribing to an ADSL Performance Max (1.0 Mbps downstream/512 Mbps upstream) service level package. The term of the promotion will be for the period September 13, 2005, through December 13, 2005. Customers that agree to purchase a bundled package of products will receive the ADSL Performance Max service level package for a monthly rate of \$30.00. This offering will also be extended to existing customers that upgrade from an ADSL Basic, Plus, Performance or Performance Plus service level package to an ADSL Performance Max service level package. The \$6.00 software change charge to upgrade their service will be waived. The upgrade will be allowed provided the ADSL channel interface and the customer location remains the same.

If the upgrading customer is subscribing to a current service level package under a term agreement, the customer will be required to maintain the longer term to receive the promotion amount.

It is anticipated that the demand for ADSL Performance Max service level package as a result of this promotion will increase by 250. Iowa Telecom expects a total increase in annualized revenue of approximately \$90,000.

2.0 Mbps Limited Promotion

During the period September 13, 2005, through November 13, 2005, this filing proposes a promotion to be offered to end user customers that subscribe to or upgrade to a test offering of ADSL at 2.0 Mbps. No installation charge will apply for such customers. End user customers that agree to purchase a bundled package of products or sign a contract for Centrex service will be eligible to receive the 2.0 Mbps service for a monthly rate of \$30.00.

This promotion will also be made available to existing customers that upgrade from an ADSL Basic, Plus, Performance, Performance Plus or Performance Max service level package to the test 2.0 Mbps service and agree to purchase a bundled package of products will receive the 2.0 Mbps service for a monthly rate of \$30.00. Centrex customers that agree to sign a contract for Centrex service will also receive the 2.0 Mbps service for a monthly rate of \$30.00. The \$6.00 software change charge to upgrade their service will be waived. The upgrade

will be allowed provided the ADSL channel interface and the CL remain the same.

If the upgrading customer is subscribing to a current ADSL service level package under a term agreement, the customer will be required to maintain the longer term with the promotion amount.

It is anticipated that the demand for ADSL Performance Max service level package as a result of this promotion will be 111. Iowa Telecom expects a total increase in annualized revenue of approximately \$40,000.