In bold red letters the newspaper ad for the new cell phone looks like a great deal. It promises 3,500 total monthly minutes plus 250 mobile-to-mobile minutes. In much smaller letters the ad defines the promised 3,500 minutes as 300 anytime minutes plus 3,200 night and weekend minutes. The mobile-to-mobile minutes apply only if the minutes are between customers of the same cell phone carrier. At the very bottom of the advertisement, in extremely small print, are the following conditions (though the ad is 14 inches tall, all of the fine print is confined to the bottom 3/4 inch):

Subject to service agreement and calling plan. $35 activation fee on primary line, up to $175 early termination fee per line. Taxes, other charges, and restrictions apply. Requires credit approval. Cannot combine with other offers or business plans. If exceed allowed minutes, standard airtime rates apply. Usage rounded up to the next full minute. Unused allowances lost. Requires CDMA equipment. Available in select markets. Service not available in all areas. Mobile-to-mobile: for calls on our network within your local mobile-to-mobile airtime rate area. Call forwarding, voice mail, calls to/from prepay customers excluded. Night and weekend: Nights 8:01 P.M.–5:59 A.M. M–F; Wknds 12:00 A.M. Sat.–11:59 P.M. Sun. Phone offer: California sales tax calculated on unactivated price. Overnight delivery where available. Offer expires January 31, 2002.