

VERIZON COMMUNICATIONS INC
 Form 424B2
 March 12, 2018

Filed under Rule 424(b)(2), File No. 333-213439

Preliminary Pricing Supplement No. 28 Dated Monday, March 12, 2018 (To: Prospectus dated September 1, 2016 and Prospectus Supplement Dated: May 15, 2017)

| Principal Amount | Selling Price | Gross Concession | Net Proceeds | Coupon Type | Coupon Rate | Coupon Frequency | Maturity Date | 1st Coupon Date | 1st Coupon Amount | Survivor's Option | Priority |
|------------------|---------------|------------------|--------------|-------------|-------------|------------------|---------------|-----------------|-------------------|-------------------|----------|
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|-----|----------|---------|-----|-------|---------|-------------|------------|-----------|---------|-----|--------|
| [] | 100.00 % | 2.000 % | [] | Fixed | 3.900 % | Semi-Annual | 03/15/2030 | 9/15/2018 | \$18.74 | Yes | Senior |
|-----|----------|---------|-----|-------|---------|-------------|------------|-----------|---------|-----|--------|

Information: Callable at 100% on 3/15/2020 and any time thereafter with 30 Calendar Days Notice.

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|-----|----------|---------|-----|-------|---------|-------------|------------|-----------|---------|-----|--------|
| [] | 100.00 % | 3.150 % | [] | Fixed | 4.750 % | Semi-Annual | 03/15/2048 | 9/15/2018 | \$22.83 | Yes | Senior |
|-----|----------|---------|-----|-------|---------|-------------|------------|-----------|---------|-----|--------|

Information: Callable at 100% on 3/15/2023 and any time thereafter with 30 Calendar Days Notice.

Verizon Communications Inc.

Offering Date: Monday, March 12, 2018 through Monday, March 19, 2018

Verizon Com

Way
 e, New Jersey

Trade Date: Monday, March 19, 2018 @ 12:00 PM ET
 Settle Date: Thursday, March 22, 2018

Verizon
 Prospectus dated September 1, 2016 and

Minimum Denomination/Increments: \$1,000.00/\$1,000.00

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Initial trades settle flat and clear SDFS: DTC Book Entry only
 DTC Number 0235 via RBC Dain Rauscher Inc

Joint Lead Manager and Lead Agent: Incapital

Agents: BofA Merrill Lynch, Citigroup, Morgan Stanley, RBC Capital Markets, Wells Fargo Advisors

Except for Notes sold to level-fee accounts, Notes offered to the public will be offered at the public offering price set forth in this Pricing Supplement. Agents purchasing Notes on an agency basis for non-level fee client accounts shall purchase Notes at the public offering price. Notes purchased by the Agents for their own account may be purchased at the public offering price less the applicable concession. Notes purchased by the Agents on behalf of level-fee accounts may be sold to such accounts at the applicable concession to the public offering price, in which case, such Agents will not retain any

portion of the sales price as compensation.

If the maturity date or an interest payment date for any note is not a business day (as defined in the prospectus supplement), principal, premium, if any, and interest for that note is paid on the next business day, and no interest will accrue from, and after, the maturity date or interest payment date.

The Verizon InterNotes[®] will be represented by a Master Note in fully registered form, without coupons. The Master Note will be deposited with, or on behalf of, DTC and registered in the name of a nominee of DTC, as depository, or another depository as may be named in a subsequent pricing supplement.