

COMPANY NAME

Minimum Advertised Price Policy

Effective: *DATE*

1. Overview

COMPANY NAME manufactures and distributes premium products that rely on consistent pricing to protect brand value, retailer relationships and customer expectations. This Minimum Advertised Price Policy (“MAP Policy”) defines the lowest advertised price permitted for designated products. It applies to all authorized resellers in the United States unless otherwise stated.

While each reseller is free to set its own resale prices, all advertised prices for Covered Products must comply with this Policy.

2. Purpose

The purpose of this MAP Policy is to

- Maintain a fair and competitive retail environment
- Protect the value of *COMPANY NAME* products
- Reduce price-based channel conflict
- Ensure consistent public pricing across marketing channels

3. Covered Products

Covered Products are all items designated by *COMPANY NAME* to have a Minimum Advertised Price. A current list is available at

URL OR DOCUMENT REFERENCE

COMPANY NAME may update this list at any time.

4. Minimum Advertised Price

An advertised price below the established MAP for any Covered Product is a violation. MAP applies to all public-facing advertisements including

- Websites and ecommerce listings
- Paid search ads

- Email marketing
- Social media posts
- Print media
- Digital promotions, banners and comparison engines

In-store signage that is not visible outside the physical store is not subject to MAP.

5. Prohibited Practices

The following are violations

- Publishing a price below MAP
- Using language indicating lower pricing such as “discount applied in cart,” “too low to show,” “lowest price,” or similar terms
- Price displayed only after login or click-through intended to obscure advertised pricing
- Strike-through pricing suggesting a discount below MAP
- Bundling that results in an implied advertised price below MAP

6. Exceptions

The following are not violations

- Direct, individualized communication with a customer (non-automated)
- In-store signage visible only inside a physical location
- Long-lead print materials that cannot be updated before effective MAP changes

7. Enforcement

Violations are handled unilaterally and at the sole discretion of *COMPANY NAME*.

1st Violation

- Notice issued to reseller. Must be corrected within 3 business days.

2nd Violation

- Temporary suspension of shipments or access to promotional programs for 30 days.

3rd Violation

- Loss of Authorized Reseller status. Cancellation of open orders and placement on Do-Not-Sell List.

8. Modifications

COMPANY NAME may adjust Covered Products, MAP prices or Policy terms at any time. It is the reseller's responsibility to stay current.

9. Contact

For questions or reporting potential violations

MAP Compliance Department

COMPANY ADDRESS

EMAIL