

COMPANY NAME

Marketplace MAP Policy

Effective: *DATE*

1. Overview

This Marketplace MAP Policy applies to all resellers listing *COMPANY NAME* products on third party marketplaces including, but not limited to

- Amazon
- Walmart Marketplace
- eBay
- Target Plus
- Newegg
- Other comparison engines or marketplace integrations

Marketplace pricing instability creates immediate channel conflict. This Policy prevents pricing erosion and ensures listings accurately reflect product value.

2. Minimum Advertised Price Requirement

All marketplace listings must display a price equal to or higher than the MAP for the applicable product. A price displayed within the Buy Box, Offer Listings, search results or product detail pages constitutes “advertised price.”

3. Marketplace Specific Restrictions

- No pricing below MAP in titles, bullets or promotional text
- No use of “lowest price,” “price drop,” “instant discount,” or similar terms
- No hidden pricing through coupons or “clip to save” if the effective displayed price falls below MAP
- No repricing tool settings that automatically violate MAP
- No bundling strategies that reduce the comparative value of the Covered Product

4. Prohibited Seller Activity

- Selling on marketplaces not approved by *COMPANY NAME*
- Selling unauthorized bundles
- Using multiple storefronts or hidden accounts
- Allowing third parties to fulfill orders unless explicitly approved
- Using unauthorized variations or duplicating ASINs/SKUs

5. Enforcement

Because marketplace violations impact pricing globally and within minutes, enforcement timelines are accelerated.

1st Violation

- Notice with 24 hours to correct.

2nd Violation

- Removal from approved marketplace list for 30 days.

3rd Violation

- Permanent revocation of marketplace selling privileges and placement on Do-Not-Sell List.

6. Modifications

COMPANY NAME may modify MAP pricing or marketplace guidelines at any time.

7. Contact

Marketplace MAP Compliance

EMAIL