

COMPANY NAME

Minimum Advertised Price Policy with Promotional MAP (“PMAP”)

Effective: *DATE*

1. Purpose

This MAP and PMAP Policy (“Policy”) protects the value of *COMPANY NAME* products and ensures clear, consistent pricing in the market. It outlines baseline MAP rules along with designated promotional periods where temporary discounts may be advertised.

2. Covered Products

All products specifically identified by *COMPANY NAME* as subject to MAP or PMAP. Lists are available at

URL OR DOCUMENT REFERENCE

3. Standard MAP Requirements

Except during approved PMAP periods, all Covered Products must be advertised at or above the MAP price. Standard MAP rules apply to

- Online listings
- Search ads
- Email campaigns
- Social media
- Print media
- Digital promotions

Prohibited actions include

- Publishing a price below MAP
- Showing “call for price,” “click for price,” or similar masking strategies
- Incentives that reduce the effective advertised price below MAP

- Strikethroughs below MAP

4. Promotional MAP (PMAP)

PMP allows authorized resellers to temporarily advertise at a reduced promotional price during specific, pre-approved periods. PMP periods are designed to support seasonal demand, new product introductions or category promotions.

PMP Requirements

- PMP dates and promotional pricing are issued in writing by *COMPANY NAME*
- Only the specified products and dates apply
- Advertised prices must meet or exceed the PMP value
- Advertising outside the exact start and end dates is a violation
- Bundles or coupons may not reduce the displayed price below PMP

5. Notification of PMP Windows

PMP schedules are provided at least 30 days before the promotion begins, unless otherwise specified. Resellers must ensure compliance by the PMP start date.

6. Enforcement

1st Violation

- Written notice. Correction required within 2 business days.

2nd Violation

- Suspension of shipments and removal from promotional programs for 30 days.

3rd Violation

- Termination of Authorized Reseller status and addition to Do-Not-Sell List.

7. Policy Independence

This Policy is unilateral and not subject to negotiation. Resellers may set their own resale prices independent of MAP or PMAP.

8. Modifications

COMPANY NAME may update MAP, PMAP, or Covered Products at any time.

9. Contact

MAP Compliance Department

EMAIL

COMPANY ADDRESS