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**MINIMUM ADVERTISED PRICE POLICY CHECKLIST**

**MAP PRICING**

* Will MAP apply to all items or only to specified items?
* Will the MAP price be the MSRP, a percentage of the MSRP, or a MAP specified price?
* Where will the MAP prices be listed for the retailers to follow? Will this be on a retailer portal of your website, catalogs, line sheets?
* Reserve right to change pricing at any time.

**LISTINGS**

* May a retailer advertise free shipping?
* Does the MAP apply to physical stores or online only (IMAP)?
* Will MAP apply to website features such as “click for price” and automated “bounce back” pricing e-mails?
* May a retailer advertise that it has the lowest prices or use language that suggests that its retail price is lower than the MAP price (“our prices are so low that the manufacturer will not allow us to show them”)?
* Will it be a violation of your MAP policy for a retailer to bundle your products with other of your products such that the effective advertised price will be below the MAP price (e.g., gift with purchase)?
* May a retailer advertise your products bundled with another supplier’s products?
* Will it be a violation of your MAP policy for a retailer to bundle your products with other of your products such that the effective advertised price will be below the MAP price (e.g. gift with purchase)?
* Will you permit storewide sales that would have the effect of setting the advertised price below the MAP price?
* Will you permit additional discounts, coupons, gift cards, or incentive programs (buy this now and get a $$$ gift card) that would have the effect of setting the advertised price below the MAP price?

**OTHER**

* Will there be MAP holidays (periods when MAP will not apply, such as end of season, end of year or holiday exceptions)?
* Will you provide images to be used for advertising purposes and prohibit retailers from using product images (other than provided by you) in advertising?
* What kind of penalties could a MAP violator face (suspension of account, loss of terms, loss of discounts, etc.)?
* Contact information for dedicated MAP administrator