

## Minimum Advertised Price (MAP) & Third-Party Reseller Policy

1. **Authorized Wholesale Retailers**. All sellers in Papersalt's wholesale-retailer program must be a brick-and-mortar retailer, or a brick-and-mortar retailer with a corresponding branded website. An e-commerce only retailer must be approved in writing by Papersalt. Additionally, any sales through or sales listings on a third- party website are prohibited.

## 2. Advertising Subject to MAP.

- a. All advertisements of Papersalt products in any media, including but not limited to flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, television, radio, and public signage, as well as internet sites, online paid search ads, online shopping comparison ads, internet landing pages, social media sites, apps, or any other electronic media (collectively, "Advertisements").
- b. Website features such as "Click for Price," automated bounce-back pricing emails, preformatted email responses, forms, automatic price display for any items prior to being placed in a customer's shopping cart, and any other similar feature that is communication initiated by the retailer (rather than by the consumer); and
- c. Any activity which Papersalt determines, at its sole discretion, is intended to circumvent the intent of this MAP.

## 3. Advertising Not Subject to MAP.

- a. Advertise that a customer may "call for price," "email for price," so long as no price is listed.
- b. Participate in solely on-premises or in-store advertising that is not distributed to customers.
- 4. **MAP Products and Pricing**. MAP for each product category is listed below, and must match pricing on papersalt.com:
  - Books \$17.95
  - Licensed Books (The Office, Parks & Rec, Mister Rogers, Trolls, Laura Kelly) \$19.95
  - Tear & Share (Lunch Notes, Wisdom Notes, etc.) \$9.95
  - Jumbo Tear & Share (Lunch Notes, Wisdom Notes, etc.) \$14.95
  - Magnets \$4.95
  - Stickers \$4.95
  - Bumper Stickers \$7.95
  - Individual Greeting Cards \$4.95
  - Greeting Card Sets \$17.95
  - Wall Decal Sets \$24.95

Papersalt reserves the right to update or modify the MAP retail prices at any time.



## 5. Activities Violating MAP.

- a. Listing a price other than the MAP retail price next to the featured MAP product in any advertisement.
- b. Selling or advertising a bundle or package that includes other products (whether manufactured by Papersalt) at a price that violates this MAP.
- c. Advertising any MAP product as a bundle with, or sold as part of a package that includes, products not pre-approved by Papersalt; and
- d. Including in any advertisement for a MAP product any additional discount, coupon, gift card, or incentive (whether in the form of a special event, promotion, term of doing business or otherwise) that translates into an immediate price reduction, where the cumulative effect would be to reduce the advertised price of any MAP product.
- 6. **Suspension of MAP Pricing.** Papersalt reserves the right but is not obligated to permit retailers to advertise MAP products at prices lower than the MAP retail price from time to time. In such an event, Papersalt, in its sole discretion, may modify or suspend the MAP retail price with respect to the affected products. Papersalt may revoke any such modification or suspension of MAP retail pricing at any time, in Papersalt's sole discretion.
- 7. **MAP Enforcement**. All Retailers must immediately remove or correct any advertising that violates this MAP. Failure to remove or correct may result in exercise of any remedy available to Papersalt at law or equity. A retailer's failure to comply with this MAP will result in all that retailer's outstanding invoices becoming due immediately.
- 8. **Compliance Monitoring**. Papersalt itself or through a third party will monitor Retailers' compliance with this MAP. Any questions regarding this MAP should be directed to orders@papersalt.com or via phone at 206-659-5227.
- 9. **Sales through Third Party Website.** No retailer is permitted to sell or offer to sell any Papersalt product on any third-party e-commerce website or multi-vendor website, including without limitation, amazon.com, ebay.com, walmart.com, sears.com, and jet.com (collectively, "Third Party Website"), without the express, written approval of Papersalt. In the event a retailer sells any Papersalt product on a third-party website, Papersalt may exercise any remedy available to Papersalt at law or equity, and will result in all that retailer's outstanding invoices becoming due immediately.