



## Minimum Advertised Pricing (MAP) Policy/Agreement

This policy is made to protect the integrity of the [Shield Protection Products](#) product line and our network or retailers. The [Shield Protection Products](#) MAP applies to, but is not limited to, advertising in catalogs, direct mail, websites, in-store displays and any and all other forms of advertising media, including the internet and any other electronic medium available.

Your minimum advertised price must be equal to or greater than [Shield Protection Product's](#) Manufacturer Suggested Retail Price on every product. Any discounting that results in a net advertised price of any [Shield Protection Products](#) item through rebates, coupons, percentage discounts or any other manner will be considered noncompliant to the MAP policy.

In the event that [Shield Protection Products](#) receives information that a party is advertising a [Shield Protection Products](#) product below MAP, [Shield Protection Products](#) will contact the party in noncompliance. Once [Shield Protection Products](#) has contacted the party, the pricing must be corrected within three business days. If the advertised pricing has not been corrected in three days, [Shield Protection Products](#) will cease to supply the party and/or its distributor.

This agreement is made and entered into as of the \_\_\_\_ day of \_\_\_\_\_, 2022, by and between [Shield Protection Products LLC](#) and retailer below:

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Email Address: \_\_\_\_\_