

WHAT IS MAP?

MAP stands for Minimum Advertised Price. This is the lowest price allowed to be publically displayed for a product on sale. Many manufacturers have enacted MAP as a way to maintain pricing integrity in the market, especially in online advertising, enabling their authorized resellers to compete for business outside of the price scenario.

One of the primary justifications for MAP indicates the only way to properly represent the brand is to allow for a respectable margin so the resellers make enough money to support and represent the brand to the level expected by the manufacturer.

WHAT IS MSRP?

Manufacturer's Suggested Retail Price

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1am JUSA	1am USA			Restricted from 3rd party websites
LA _P ∪ M P	Advanced Enlargement Technology/LA Pump	MAP	MSRP	Restricted from 3rd party websites
ANEROS°	Aneros Company	MAP	MSRP	Restricted from 3rd party websites
ASTROGLIDE	Astroglide	MAP		
pathmate	Bathmate	MAP	MSRP	Restricted from 3rd party websites
ananapants*	Bananapants	MAP	MSRP	Restricted from 3rd party websites
BEWICKED	BeWicked	MAP	MSRP	
biird.	Biird	MAP	MSRP	Restricted from 3rd party websites
bijoux indiscrets	Bijoux	MAP	MSRP	Restricted from 3rd party websites
(blush)	Blush	MAP	MSRP	Restricted from 3rd party websites
BM5	BMS Enterprises	MAP	MSRP	
BOY BUTTER	Boy Butter	MAP	MSRP	
CIR	C1R/Boneyard/Rascal	MAP	MSRP	Restricted from 3rd party websites
CB-X	CBX	MAP	MSRP	Restricted from 3rd party websites
CLANDESTINE	Clandestine Devices LLC/Mimic	MAP	MSRP	
CB CLASSIC BRANDS	Classic Brands	MAP	MSRP	Restricted from 3rd party websites
CLONE-A-WILLY	Clone a Willy	MAP	MSRP	Restricted from 3rd party websites
Doneston	Cousins Group Inc	MAP	MSRP	
CREATIVE CONCEPTIONS LLC	Creative Conceptions LLC	MAP	MSRP	Restricted from 3rd party websites



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♠magicwand* Magic Wand MAP MSRP Restricted from A in North America	mazon



NATIONAL	National Video			0	Restricted from 3rd party websites
NEVA NUDE	Neva Nude	MAP	MSRP	0	Restricted from 3rd party websites
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njöy	njoy	MAP	MSRP	0	Restricted from 3rd party websites
OXBALLS	Oxballs	MAP	MSRP	0	Restricted from 3rd party websites
⊕pipedream [,]	Pipedream	MAP	MSRP		
<u>pjur</u> °	Pjur	MAP	MSRP	0	Restricted from 3rd party websites
playground	Playground	MAP	MSRP	0	Restricted from 3rd party websites
Rocks-Off R	Rocks-Off Ltd.	MAP	MSRP		
ROUGE.	Rouge Group Ltd.	MAP	MSRP		
royal	Royal Condoms	MAP	MSRP	0	Restricted from 3rd party websites
Sensuous)	Sensuous			\Diamond	Restricted from 3rd party websites
senšuva	Sensuva	MAP	MSRP	\Diamond	Restricted from 3rd party websites
SEX GREASE	Sex Grease	MAP	MSRP	0	Restricted from 3rd party websites
shibari	Shibari/Voodoo/Gender Fluid	MAP	MSRP	0	Restricted from 3rd party websites
sliquid natural Intimate lubricant	Sliquid	MAP	MSRP	0	Restricted from 3rd party websites
SOS	S.O.S.			0	Restricted from 3rd party websites
SPAREPARTS HARDWEAR _{TM}	Spareparts	MAP	MSRP	0	Restricted from 3rd party websites
SPORTSHEETS	Sportsheets International	MAP	MSRP	0	Restricted from 3rd party websites
SPUNK	Spunk Lube	MAP	MSRP	0	Restricted from 3rd party websites
≜SUTIL	Sutil/Hathor			0	Restricted from 3rd party websites
SVAKOM	Svakom	MAP	MSRP	0	Restricted from Amazon
SWISS NAVY	Swiss Navy (includes supplements)	MAP	MSRP	0	Restricted from Amazon
JO	System JO/CC Wellness			0	Restricted from 3rd party websites
TANTUS*	Tantus			0	Restricted from 3rd party websites
TENGA	TENGA USA, Inc.	MAP	MSRP	\Diamond	Restricted from 3rd party websites



Screaming	The Screaming O	MAP	MSRP	
TOPCO SALES	Торсо	MAP	MSRP	
VēDO let your body vibe	VēDO	MAP	MSRP	Restricted from 3rd party websites
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