



**Rand McNally**  
Digital Products & Services  
9855 Woods Drive  
Skokie, IL 60077

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## **Rand McNally Minimum Advertised Price (MAP) Policy**

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Rand McNally (RM) has implemented the following Minimum Advertised Price policy to achieve the goal of building the value and brand equity of our products. Minimum Advertised Policy "MAP Policy" shall apply to RM's resellers and retailers (not limited to internet, catalog, direct mail, traditional retailers), including all affiliates, DBA, names and locations from which they resell RM products. The MAP policy is in effect with respect to the most recent versions of any MAP listing that RM may publish from time to time. Each MAP pricing update will state the date it becomes effective.

Upon purchasing RM products through a RM authorized distributor, reseller acknowledges that it understands the RM MAP policy and Authorized Reseller Criteria.

### **MAP Policy Overview**

**MAP** applies only to Resellers' **Advertised** price, **not selling price**. While each Reseller remains free to establish its own sale price for RM products, RM reserves the right to, without assuming any liability, cancel all orders and accepted unshipped orders and refuse to accept new orders, both at RM and distributors of RM products, for so long as that product appears on the MAP listing. Any action taken by RM hereunder shall be without liability to RM. Upon introduction of *new* products, RM will notify distributors and resellers of the Minimum Advertised Price (MAP).

In order to be considered for advertising or other funding from RM, RMC products must be advertised within the Minimum Advertised Pricing (MAP) guidelines.

Co-operative advertising funds will not be released for any advertisement which is inconsistent with the MAP guidelines.

Failure of a reseller to comply with the RM MAP policy will result in RM suspending product sales to that reseller and RM will notify authorized distributors of the suspension. A violation of the RM MAP policy will result in the temporary suspension of product distribution for up to 60 days upon the first MAP violation, and an additional 60 days for each further violation both at RM and at its distributors. The suspension will end 60 days after the reseller becomes and remains compliant.

All products listed must be sold directly to the end user. Any unauthorized movement of products to another reseller, or by reseller to another division, exporter, or another unauthorized organization is in violation of MAP policy.

Product and prices are valid only in the United States.

RM reserves the right to change MAP prices, add or delete covered products, or change MAP policy guidelines, without notification to the reseller. It is the reseller's responsibility to remain aware of any changes to RM's MAP policy.

Resellers may obtain the latest RM MAP policy guidelines and MAP Price List from an authorized RMC distributor or request them from their RM contact or [mappolicy@randmcnally.com](mailto:mappolicy@randmcnally.com).

RM does not entertain complaints from its resellers regarding any other reseller's pricing practices. Only RM is responsible for enforcing this policy.

Questions regarding this MAP policy should be addressed in writing with an email to their RM contact or [mappolicy@randmcnally.com](mailto:mappolicy@randmcnally.com).

No other RM representative or employee has authority to modify or alter this MAP policy.

### **Advertising COVERED by RM's MAP Policy**

Advertising which is covered by the RM MAP policy includes print, television, radio, direct mail, email, catalogs and the internet and all other forms of advertising media. Examples of advertising are:

- 1) Broadcast advertising – licensed TV and radio stations including public and cable television sponsorships.
- 2) Direct mail advertising – magazines, catalogs, flyers, broadcast fax, newsletters, etc.
- 3) Print advertising – newspapers, inserts, magazines, etc.
- 4) On-line advertising –
  - Internet advertising is all parts of a website above the “shopping cart” level and other pages that follow upon “click-through”.
  - Web sites of retailers, distributors, and mail-order businesses, including membership clubs.
  - Manufacturer direct sites that offer covered products (such as Dell.com, Gateway.com, Apple.com).
  - On-line services and portal sites that advertise covered products (such as aol.com, yahoo.com).
  - Internet-only “e-tailers” that offer covered products.
  - Auction sites with a minimum or starting bid (such as ubid.com, ebay.com).
  - Shopping sites and pricing search engines that advertise prices offered on covered products (such as mysimon.com, dealtime.com, bottomdollar.com, pricegrabber.com, froogle.com, bizrate.com).
  - “Banner ads” for a covered product placed on any web site (including the store’s own web site) and pages that follow banner ads upon “click-through.”
- 5) E-mail blasts. Any promotional e-mail originating from the reseller. Any web pages that link from an e-mail are considered part of the same advertisement.
- 6) Promotional product bundles – allowed so long as bundled price abides by MAP.
- 7) Instant Rebates – are allowed so long as the advertised price abides to MAP net of the instant rebate.
- 8) All such offers need to reflect the MAP price for the product.

### **Advertising NOT COVERED by the RM MAP Policy**

- 1) Web site shopping cart, where the product is placed into the cart by the consumer (by click).
- 2) Language like “prices too low to publish”, “click for lower price” or “click for best/our price”, may be used to entice the customer to the shopping cart. However informational pages describing the product must indicate MAP pricing.
- 3) Requested E-mail directed to customer.
- 4) In-store merchandising.
- 5) Open Box or factory refurbished product.
- 6) Password-protected web site and direct mail pieces, not accessible by general public, that are for:
  - a. Employee Purchase Program(s).
  - b. Academic Purchase Program participants.
  - c. Membership sites that require a membership number and password to enter and view pricing.
  - d. A specific customer that has negotiated special pricing with the reseller.

### **MAP Advertising Guidelines**

Except as specifically stated elsewhere in the RM MAP policy, advertisements featuring RM product(s) may not be offered at a price less than MAP or imply or infer that the RM product is being sold below the MAP.

Advertising with or without a price listed is acceptable.

The RM MAP policy allows the advertised price to deviate within ten dollars (\$10.00 USD).

### **Rebates and Other Discount Offers**

Retailers MAY OFFER special financing terms and/or free service(s) such as shipping, technical support, maintenance, training, installation and similar for RM branded products.

A rebate or other discount offer MAY NOT be advertised on a RM MAP product WITH THE FOLLOWING EXCEPTIONS:

1. For a category, multi-vendor offer or promotion. The discount values may vary by product; however, RM branded products may not be advertised at a deeper discount or rebate than competitive products.

A category, multi-vendor offer or promotion is where the advertised offer is for like products in a category that includes a RM branded product and at least one other product from a major vendor. The advertisement must clearly and conspicuously state that the offer applies to any and all products in the relevant category sold by the retailer. Example of a compliant advertisement: All GPS portable navigation devices/products. Non-compliant advertisements are offers for a select or limited range of products within a category. This includes a specific price range or brands.

2. When the rebate/discount is sponsored and sanctioned by RM. In this case the amount of the rebate/discount and the MAP price must be shown.

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## **Rand McNally Authorized Reseller Policy**

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### **Authorized Reseller Status**

RM reserves the right to terminate the authorized reseller status of any reseller who does not meet the requirements of this Authorized Reseller Policy.

### **RM Authorized Reseller Criteria**

A RM Authorized Reseller must adequately represent and sell RM's products. RM uses the following list of criteria to determine if a reseller can be considered a RM Authorized Reseller. RM reserves the right to change this list from time to time without notice.

A RM Authorized Reseller:

1. Is dedicated to offering quality customer service and satisfaction.
2. Has one or more storefronts, catalog, web site or other means to display, advertise, promote and merchandise RM products.
3. When applicable has a web site with ample security to assure the customer has friendly and safe transaction.
4. Has the ability to stock products for prompt delivery/availability.
5. Offers a range of similar products and orders and maintains stock of such products.
6. Adheres to marketing and advertising principles of RM including but not limited to RM's MAP policy.

All products referred to are RM branded products unless otherwise stated.