



## **Didax MAP Policy**

As a leading provider of educational materials, Didax is focused on maintaining high margins for our reselling partners. Didax has established a Minimum Advertised Price (MAP) Policy that an Authorized Reseller must follow for the advertising and marketing of Didax products. All Didax Resellers must agree to the terms and conditions of the following MAP Policy.

Items that have MAP pricing can be found on our current price list. If a MAP price has been established for an item, all advertised prices must be at or above MAP. Resellers are not required to list prices in advertising but if a price is listed in an advertisement it must be at or above MAP. Other statements such as "call for price" or "call for quote" are acceptable and permitted.

Resellers are responsible for ensuring that pricing for Didax items with MAP pricing are at or above MAP. The Didax MAP policy applies to advertising placements, including but not limited to: print ads (inserts, magazines, newspapers, catalogs, mail order catalogs, etc.), broadcast (radio and TV), direct mail, faxes, internet search engines, internet placement with third parties (banner ads, broadcast emails, landing pages, third-party sites), social media sites, internet placements on resellers own website, and any flyers, posters or coupons.

Didax will hold distributors, and resellers who sell to other resellers, responsible for the MAP policy compliance of their customers and any business entities whom they are supplying.

## **Failure to Comply with the MAP Policy**

Didax will act on this policy when deemed necessary and when legal. Only Didax will decide when and what enforcement action is necessary. Didax may enforce its MAP policy on specific MAP violators by holding shipments, limiting order quantities, requiring prepayment terms, denying discounts, and/or denying sales altogether either direct or through distribution.



## MAP Policy Confirmation Agreement

This Didax MAP Policy and Confirmation Agreement is made on this date of \_\_\_\_\_, by and between, Didax and \_\_\_\_\_.

Didax places great value on the efforts of all resellers to represent our products and support their customers. Our MAP policy is intended to encourage competition for the sale of our products in a manner that is consistent with the long-term interests of our customers. We are sure that you share our commitment to customer satisfaction and as such, we ask that you acknowledge by signing this MAP confirmation agreement.

Thank you for your prompt attention to this matter, and your continued support.

### *Read and Understood:*

#### Authorized Reseller (Company Name)

Name \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Web URL \_\_\_\_\_

#### Authorized Reseller Representative

\_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_