



**Ink America International Group, LLC (IAIG, LLC) Minimum Advertised Price (MAP) Policy FAQ's**

**Q: What are examples of communications to which our MAP Policy applies?**

A: Our MAP Policy applies to all catalogs, coupons, coupon or promo codes, flyers, inserts, magazines, mail order catalogs, mailers, newsletters, newspapers, posters, television and radio advertising, internet-based advertising including without limitation, newsletters, e-mail solicitations, "call for" newsgroups, internet "lists," website advertising, internet auctions, and electronic billboards.

**Q: Do dealers need to sign the MAP Policy indicating that they are in agreement with its provisions?**

A: No. Our MAP Policy is not an agreement between IAIG, LLC and the dealer. It is a policy that IAIG, LLC is unilaterally implementing for all members of the IAIG, LLC distribution network to maintain the integrity of IAIG, LLC products. The purpose of this document is to inform all members of the IAIG, LLC distribution network that there are consequences for deviating from the published MAPs of Covered Products.

**Q: Does the MAP Policy affect selling prices?**

A: No. Dealers are free to resell Covered Products at any price of their choosing. Our MAP Policy only provides requirements relating to advertised prices for Covered Products.

**Q: Where can I obtain information on suspensions or modifications to the MAPs, or for updates to this MAP Policy?**

A: Any temporary suspensions or modifications of the MAPs, as well as any modifications to the MAP Policy, will be posted on the designated IAIG, LLC website:

Any member of the IAIG, LLC distribution network may also contact their IAIG, LLC sales representative. No individual notices will be sent regarding MAP suspensions or modifications, or changes to the MAP Policy.

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### **Q: What are examples of advertising that does not violate the MAP Policy:**

A: Examples include:

- Advertising discounts where the resulting price is at least as high as the MAP for the Covered Product.
- Advertising that does not state a price directly or by reasonable calculation.
- Advertising that promises to “meet or beat” a competitor’s price.
- Advertising that offers free or low interest financing, deferred payments, free shipping or some other free service for a Covered Product, provided that the advertisement does not subtract the value of the offer or free service from the advertised price of the Covered Product.
- Advertising for Covered Products that are clearly designated as “refurbished,” “demo” or “used.”
- Advertising that includes an offer of a gift card or gift when a Covered Product is purchased and that provides for a future discount on subsequent purchases from the dealer.
- Advertising of a blanket price reduction, applicable storewide, as long as no Covered Product is shown in the advertisement with a discounted price below our MAP price.
- Advertising Bundles- However, the bundle MAP price must not be less than the highest MAP priced product being bundled.

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Ink America International Group, LLC manufactures and distributes, guitars, drums, bass guitars, ukuleles, amplifiers, keyboards, digital pianos, pro audio, percussion, music instrument accessories and essential supplies for three retail brands headquartered in Newbury Park, CA.

### **Ink America International Group, LLC**

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