



## Minimum Advertised Pricing (MAP)

To assure integrity of its product line, fair pricing and an orderly marketplace, Dealer agrees not to advertise any Compel Office products at a price lower than Compel Office's minimum advertised price, hereinafter called MAP (40% off of list prices)

MAP refers to and is applicable to all published, advertised or publicly posted prices, regardless of the manner communicated and irrespective of the format or medium of communication, whether it be by electronic mail, postcard, flyer, radio or television, billboard, magazine, trade journal, airplane banners, newspaper insert, website banner or similar ad, webpage, facsimile, mailings, pre-recorded telemarketing messages, or any other form of advertising. MAP does not apply to non-advertised prices. Dealer is free to set its own prices and may sell products at any price at its sole discretion. The restriction contained herein is with respect to advertising, marketing, publishing or broadcasting prices for public dissemination.

Compel Office shall determine MAP for all Compel Office products, in its sole and absolute discretion. Compel Office reserves the right to set, change, modify or discontinue any product, or MAP at any time, without notice and without liability.

Dealer:

Date:

Name (Print):

Signature: