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Minimum Advertised Price (MAP) Policy

At Regal Art & Gift, we are committed to building lasting partnerships with our retail partners based on trust, integrity, and mutual success. Strong relationships create lasting value for our customers, retailers, and the Regal Art & Gift brand.

To support these goals, Regal Art & Gift has adopted this Minimum Advertised Price (MAP) Policy for all products to promote a healthy marketplace while preserving the value of the Regal Art & Gift brand. This policy is designed to:

- Protect reseller margins and support sustainable profitability.
- Minimize channel conflict resulting from aggressive advertised price competition.
- Preserve the reputation, brand equity, and perceived value of Regal Art & Gift products.

Policy Scope

This MAP Policy applies to all authorized Regal Art & Gift resellers, including online and brick-and-mortar retailers, distributors, and other authorized sales channels in the United States and internationally. This policy applies to all Regal Art & Gift products in the current catalog, or other official product offerings.

Advertising Guidelines

The MAP Policy applies to all forms of advertising, including:

- Printed advertisements, flyers, mailers, inserts, newspapers, and magazines
- Catalogs and mail-order publications
- Websites and e-commerce marketplaces
- Online advertisements and digital marketing
- Email marketing campaigns and newsletters
- Social media advertising
- Any other electronic or promotional media

Any advertised price displayed online must follow this MAP Policy. Pricing methods such as "Click for Price", "Add to Cart to See Price", automated pricing responses, or other seller-initiated mechanisms that reveal pricing before purchase are considered advertising and are subject to MAP compliance.

Exclusions

This MAP Policy does not apply to:

- In-store pricing or point-of-sale signage that is displayed exclusively within a physical retail location and is not distributed outside the store.
- The actual selling price negotiated or charged to an end customer.
- General advertising statements such as "Lowest Prices Guaranteed" or "We Match Competitors' Prices" provided that no advertised price below the established MAP is displayed.

Policy Compliance

Regal Art & Gift expects all authorized resellers to follow this MAP Policy. Compliance helps maintain brand consistency, supports healthy competition, and protects the long-term value of the Regal Art & Gift brand.

Policy Violations

If Regal Art & Gift determines, in its sole discretion, that a reseller has failed to follow this MAP Policy, Regal Art & Gift may take corrective action. Intentional, repeated, or ongoing violations may result in:

- Suspension or refusal of new orders.
- Delay, suspension, or cancellation of shipments.
- Removal of promotional programs, discounts, rebates, cooperative advertising funds, or other preferential terms.
- Revocation of authorized reseller status.
- Termination of the business relationship and closure of the reseller's account.

Policy Modifications

Regal Art & Gift reserves the right, in its sole discretion, to change, suspend, or end this MAP Policy at any time without prior notice. Any modification or suspension of this MAP Policy must be expressly authorized by Regal Art & Gift in writing.

MAP Pricing

Go to www.regalgift.com under 'Resources' to view current MAP pricing.

Please acknowledge your acceptance of this MAP Policy agreement by filling out the requested information below.