



MINIMUM ADVERTISED PRICE (MAP) POLICY

Effective January 1, 2022, a Minimum Advertised Price policy on all Cal Test Electronics, Inc. products will be in effect (herein referred to as “MAP policy”).

Introduction

Cal Test Electronics is committed to maintaining the integrity of its brand and the value of its products. To achieve this, we enforce a Minimum Advertised Price (MAP) Policy applicable to all authorized Cal Test Electronics distributors in the United States. This policy protects our distribution partners, fosters fair competition, and ensures advertising emphasizes product features, specifications, warranty, and quality.

Covered Products

All Cal Test Electronics products, including those from Global Specialties, that have an MSRP are subject to this MAP policy. Excluded from this policy are used, discontinued, open box, and demo equipment. The MSRP is the minimum allowable advertised price. Distributors retain the right to determine the final resale price to their customers independently.

Advertising Policy

This policy encompasses advertising media, including but not limited to:

- Internet and electronic media
- Catalogs
- Print publications
- Direct mailers in print and electronic formats
- Preprinted materials

Any price reductions due to promotional codes, e-coupons, etc., that effectively reduce the product price below the MSRP are considered MAP violations. Password protection, user login, or recognized cookies are required to visualize prices other than the MSRP.

Note: Distributors are not in violation if advertised prices in catalogs are MAP compliant at the time of publication but become non-compliant due to subsequent changes in Cal Test Electronics' list prices.

Violations

Distributors must comply with this policy. If a distributor violates this MAP policy, Cal Test Electronics will document and notify the distributor in writing.

Violations are considered over a rolling 12-month period.



First Violation: Written warning, with 5 business days to correct the violation.

Second Violation: Discount reduced for 60 days from notification.

Third Violation: Discount suspended for 60 days from notification.

Standard terms will be reinstated after 60 days of non-violation, provided there are no further breaches.

Enforcement and Revisions

Cal Test Electronics alone is responsible for enforcing this MAP policy and may modify, revise, or terminate it at any time. We do not solicit or seek compliance information from other distributors. Cal Test Electronics is the sole interpreter of this policy.

Contact Information

For any questions, clarifications, or information related to this MAP Policy please contact us on our website using our [General Requests Form](#).