

## The SCHIFFER LTD Program, Minimum Advertised Price (MAP) Participation Policy

The SCHIFFER LTD Program Participation Policy (the "Policy") is a unilateral statement of Schiffer Publishing Ltd. (hereafter referred to a "Schiffer") requirements regarding participation by Book Sellers in the SCHIFFER LTD Program. Schiffer has adopted this Policy to protect and strengthen the reputation of Schiffer, its authors, and brand image.

The Policy is not a contract, nor an offer to form a contract. The Policy describes the terms under which Schiffer may, at its sole discretion, choose to include a Book Seller in the SCHIFFER LTD program. Compliance with the Policy will be determined as to MAP (Minimum Advertised Price) for the SCHIFFER LTD books.

**SCHIFFER RESERVES THE RIGHT TO TERMINATE FROM THE SCHIFFER LTD PROGRAM ANY BOOK SELLER WHO CHOOSES NOT TO COMPLY WITH THE POLICY. ALL DECISIONS SHALL BE MADE UNILATERALLY BY SCHIFFER, AT ITS SOLE DISCRETION.**

### **Minimum Advertised Price (MAP)**

Books Sellers may sell Schiffer books at any price they choose. The Policy only applies to the **minimum advertised price** of books with the SCHIFFER LTD imprint for the first two years (24 months) of a book being in print.

The Policy is that any advertisements of SCHIFFER LTD titles must not be below the price listed on the barcode located on the back cover of the book. Advertisement is defined as, but not limited to: television, radio, billboards, newspapers, flyers, print ads, window banners, telemarketing, coupons, broadcast emails, magazines, websites and other electronic media (including eBay or other auction sites), direct mail or posters.

Schiffer believes that there is no further information necessary for compliance with the Policy, should you choose to participate. However, if there is a question, regarding the Policy it must be directed in writing to Schiffer LTD MAP Policy, Schiffer Publishing, 4880 Lower Valley Road, Atglen, PA 19310. Do not advise Schiffer of customers that are violating the Policy. Schiffer will make those determinations on its own. Schiffer reserves the right to amend or discontinue this Policy at any time and no Book Seller has any right to rely on the continued existence of the Policy or any effort by Schiffer to enforce the Policy terms and conditions.

### **Sales:**

- All SCHIFFER LTD titles must be purchased by the Book Seller for resale directly to the final customer. No one with in-the-trade pass-along sales will qualify.

### **Participants**

- Book Sellers must be enrolled in the program by a Schiffer Sales representative.
- Schiffer reserves the right to terminate from the SCHIFFER LTD program any Book Seller who chooses not to comply with the Policy. All decisions shall be made unilaterally by Schiffer, at its sole discretion. Termination will disqualify the Books Seller from handling SCHIFFER LTD titles, but will not affect other Schiffer titles.
- Schiffer has the right to refuse to accept an applicant's participation in the SCHIFFER LTD Program for any reason and at any time.

### **Miscellaneous**

- Schiffer reserves the right to add, modify, or delete any of the rules, conditions, or benefits, pertaining to the SCHIFFER LTD Program and Policy at their sole discretion, without notice.
- Schiffer is not responsible for requests, correspondence relating to the Policy or statements, which are lost or delayed in the mail or otherwise in transit.

I have read and understand the Policy: (Signature) \_\_\_\_\_

Company: \_\_\_\_\_ Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_ Phone: \_\_\_\_\_

Schiffer Publishing Account No: \_\_\_\_\_ Date: \_\_\_\_\_