



Yellowstone.ai LLC

Minimum Advertised Price (MAP) Policy

1. Introduction

Yellowstone.ai LLC actively supports the advertising and promotion of its products by its domestic partners and sales representatives. We recognize that our success is tied to the success of our network of Yellowstone.ai LLC Partners. We want to protect our partners' ability to advertise and sell our products while discouraging price-based advertising that would be detrimental to partner service and support efforts. As a result, Yellowstone.ai LLC has established this Minimum Advertised Price ("MAP") Policy.

2. Policy Statement

Yellowstone.ai LLC reserves the right to discontinue doing business with any Partner that advertises any product covered by this MAP Policy at a price lower than the MAP.

3. General Guidelines

3.1 The Yellowstone.ai LLC products covered by this Policy are listed in Section 5 ("MAP Products"). Yellowstone.ai LLC may modify this list from time to time.

3.2 Partners remain free to set actual selling prices independently. Yellowstone.ai LLC may independently decide Partner Program participation, marketing resources, and other benefits.

3.3 This MAP Policy applies only to advertised prices, not the final sale price offered privately or during direct sales transactions.

3.4 Yellowstone.ai LLC maintains a transparent and fair marketplace for all Partners.

4. Advertising Guidelines

4.1 This MAP Policy applies to all advertisements of MAP products in all media.

4.2 Website features such as “click for price,” automated emails, preformatted email responses, or automatic price displays prior to cart placement constitute “advertising.”

4.3 It is not a violation to advertise short-term store-wide discounts applying to most products sold by a Partner.

4.4 Activities designed to circumvent this MAP Policy are violations.

4.5 Partners may advertise general phrases like “lowest prices,” provided no advertised price falls below MAP.

4.6 Yellowstone.ai LLC may occasionally permit lower-than-MAP promotional advertising with written notice.

4.7 It is not a violation to advertise up to 20% off MSRP during the period from the day before Thanksgiving through Cyber Monday.

4.7.1 Black Friday Cart-Only Discount Option:

During this defined period, Partners may apply additional discounts at checkout only, provided the discounted price is not publicly displayed prior to cart placement.

4.8 “Show specials” at qualifying expos may include up to 20% off MSRP for in-person sales only.

4.9 Checkout-at-Cart Discount Exception:

It shall not be a violation of this MAP Policy for a Partner to apply a discount only after a MAP Product has been placed in the end-customer’s cart, provided that:

1. No publicly advertised price displays below MAP.
2. The discounted price appears only in the cart or at checkout.
3. The Partner does not use language implying a lower price prior to cart placement.
4. Neutral phrasing such as “Discount applied in cart” may be used.
5. The Partner complies with bundling and discount limitations in Section 5.

5. Bundling Guidelines

5.1 Bundling Yellowstone.ai LLC Products with other products violates this Policy if the effective bundle price exceeds a discount of 30% below MAP.

5.3 Gift cards, coupons, or incentives tied to a MAP Product violate this Policy when immediate or future effective discounts exceed 30%.

5.4 Yellowstone.ai LLC rebate programs are exempt.

6. Policy Enforcement

6.1 Yellowstone.ai LLC may cancel pending orders, restrict future orders, or suspend Partner accounts due to violations.

6.3 The MAP Policy Administrator determines violations and sanctions.

6.4 Waivers must be authorized in writing by the Administrator.

6.5 Partners must cooperate with MAP investigations.

6.6 Yellowstone.ai LLC enforces this Policy at its discretion, and violations may lead to termination of partnership.

Acknowledgment & Agreement

By signing below, the Partner acknowledges receipt of the Yellowstone.ai LLC Minimum Advertised Price (MAP) Policy and agrees to comply with all terms outlined within the document.

Partner Business Name: _____

Authorized Representative Name: _____

Title: _____

Signature: _____

Date: _____