

Date: [Insert Date]

To: [Insert Retailer Name]

Attn: Compliance/Sales Department

Sent via: [Insert Email or Certified Mail]

RE: NOTICE OF MINIMUM ADVERTISED PRICE (MAP) VIOLATION

Dear [Insert Contact Name or "Store Manager"],

This letter serves as formal notice that [Your Company Name] has identified a violation of our Minimum Advertised Price (MAP) Policy by your company. We value our partnership, but maintaining a fair and consistent marketplace is essential for all authorized resellers.

Violation Details:

- **Product(s):** [Insert Product Name/SKU]
- **Current Advertised Price:** [Insert Price]
- **Required MAP Price:** [Insert MAP Price]
- **Location of Violation:** [Insert Website URL or Store Location]
- **Date Observed:** [Insert Date]

Our MAP policy is designed to protect the brand equity of [Your Company Name] and to ensure that all retailers can compete fairly. By advertising our products below the established MAP, you are in direct breach of our distribution guidelines.

Required Action:

We request that you update your advertised pricing to comply with our MAP Policy within [Insert Number, e.g., 24 or 48] hours of receipt of this notice.

Consequences:

Failure to correct this violation within the specified timeframe may result in further action, including but not limited to:

- Temporary suspension of purchasing privileges.
- Loss of authorization to sell specific product lines.
- Indefinite termination of our business relationship.

If you believe this notice has been sent in error, or if you have corrected the pricing, please contact our Compliance Department immediately at [Insert Phone Number] or [Insert Email Address].

Thank you for your prompt attention to this matter.

Sincerely,

[Your Name/Signature]

[Your Title]

[Your Company Name]