

Date: [Insert Date]

VIA EMAIL / REGISTERED MAIL

To: [Insert Contact Name or Department]

Company: [Insert Reseller Name]

Storefront URL/ID: [Insert URL or Seller ID]

RE: NOTICE OF MINIMUM ADVERTISED PRICE (MAP) VIOLATION

Dear [Insert Name or Manager],

This letter serves as formal notice that [Your Company Name] has identified one or more violations of our Minimum Advertised Price (MAP) Policy on your retail platform(s).

As an authorized reseller, you are required to adhere to the pricing standards established to maintain the brand integrity and value of our products. Our records indicate the following violation(s):

- **Product Name:** [Insert Product Name]
- **SKU:** [Insert SKU Number]
- **Your Advertised Price:** \$[Insert Current Price]
- **Mandatory MAP Price:** \$[Insert MAP Price]
- **Date Observed:** [Insert Date]

Specifically, your current advertised price is below the approved MAP of \$[Insert MAP Price]. This action constitutes a direct breach of the [Your Company Name] Reseller Agreement/MAP Policy.

Required Action:

You are hereby requested to update your advertised pricing to a level that meets or exceeds the MAP immediately, but no later than [Insert Number, e.g., 24] hours from the receipt of this notice.

Failure to comply with this request may result in the following actions as outlined in our policy:

1. Temporary suspension of your purchasing privileges.
2. Loss of authorization to use brand trademark assets and imagery.
3. Permanent termination of your reseller account.

Please confirm via email to [Insert Email Address] once the pricing has been corrected. If you believe this notice has been sent in error, please provide supporting documentation immediately.

We value our partnership and look forward to your prompt cooperation in this matter.

Sincerely,

[Your Name/Signature]

[Your Title]

[Your Company Name]

[Your Phone Number]

[Your Email]