

Date: [Insert Date]

Via: [Insert Method, e.g., Email / Certified Mail]

To:

[Recipient Name/Legal Department]

[Retailer Name]

[Retailer Address]

RE: NOTICE OF MINIMUM ADVERTISED PRICE (MAP) VIOLATION

Dear [Contact Name or Manager],

This letter serves as formal notice that [Your Company Name] has identified a violation of our Minimum Advertised Price (MAP) Policy by [Retailer Name].

As an authorized retailer, you have agreed to adhere to the pricing standards established to maintain the brand integrity and value of our products. Our monitoring team has documented the following violation(s):

- **Product Name:** [Insert Product Name/SKU]
- **Authorized MAP:** \$[Insert Amount]
- **Your Advertised Price:** \$[Insert Amount]
- **Date Observed:** [Insert Date]
- **Platform/URL:** [Insert Link or Store Location]

Required Action:

We require you to bring your advertised pricing into immediate compliance with our MAP Policy. You must update the pricing for the listed product(s) to at least the Minimum Advertised Price within [Insert Timeframe, e.g., 24 hours] of receipt of this notice.

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

- Temporary suspension of supply for the affected products.
- Loss of authorized retailer status.
- Cancellation of pending orders.
- Termination of our business relationship.

If you believe this notice has been sent in error, or if you have corrected the pricing, please notify us immediately at [Insert Contact Email/Phone Number].

We value our partnership and appreciate your prompt cooperation in maintaining a fair marketplace for all our retail partners.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]