

MAP Price

In its simplest form, Minimum Advertised Pricing (or MAP, as it's often called) is the lowest price a retailer can *advertise* the product for sale - not the lowest price they can *sell* it for in their store, but the lowest they can *show it online* or in an *advertisement*.

- Channels have different rules using MAP Price:

- Amazon - Does not allow MAP price to be higher than the Site Price

- eBay - When **EnforceMAPPrice** is enabled, the MAP Price will be set as the default **Buy It Now Price**. If disabled, the default **Buy It Now Price** will be set to the **Site Price**.

- MAP price is product-specific and can be set on the Product Summary. The check box **EnforceMAPPrice** will set this as the default MAP price to all channels that use it. You will not be allowed to have a sell price lower than the MAP Price.

- **Exception:** For JET, you can sell under the MAP Price if **Allow JET Price below MAP Price** is enabled in Client Settings.

- To **bulk-update** the MAP Price, use the following columns:

- **MAP Price** - Updates the MAP Price value

- **Enforce MAP Price** - Sets this as the default MAP Price for all channels (accepts values of *true* or *false*)

- **Use Map Price For Website** - Sends the MAP price to website integrated channels, if they have that option