

Emissary Development
Minimum Advertised Price (MAP) Policy
Updated October, 2025

Purpose

Emissary's MAP Policy is designed to protect the integrity, reputation, and financial health of the Emissary brand and its dealer network. Our products are premium firearm accessories known for advanced design, craftsmanship, and performance. Maintaining consistent advertised pricing ensures all dealers can profit fairly and prevents market erosion through undercutting.

1. MAP Policy Overview

- Dealers **may not advertise** Emissary products **below the Minimum Advertised Price (MAP)** set by Emissary.
- **"Advertising"** includes any public presentation, listing, or solicitation for sale of Emissary products visible to consumers outside the dealer's physical location.

2. Online Price Presentation Rules

Dealers may display Emissary products at or above MAP on any public platform.

Prohibited Practices

- Advertising or displaying prices below MAP.
- Using **"Add to Cart for Lower Price"** or similar messages implying a discount.
- Featuring coupon codes, bundles, or promotions that explicitly lower Emissary prices below MAP.
- Mentioning Emissary by name in any "discounted brand" or "excluded brands" messaging that implies MAP violation.

Permitted Practices

- Dealers may **sell** Emissary products at any final checkout price, including below MAP, as long as the discount is **not directly advertised or promoted** for Emissary products specifically.
- Emissary products **may be included** in **broad, non-targeted promotions** such as:

- “10% off site-wide”
- “Holiday sale – 15% off all items”
- “Spend \$500, get \$50 off”

provided that:

- The promotion is clearly **universal** or **category-wide**, not aimed at Emissary specifically, does not apply solely to Emissary products, and
- No advertising or messaging implies that Emissary products are individually discounted below MAP.

3. Enforcement

Emissary actively monitors dealer pricing on a continuous basis across all public platforms.

If a violation is identified, Emissary will contact the dealer to request immediate correction.

- The dealer must bring all pricing and advertising into compliance within three (3) business days of notice.
- Failure to correct a violation within this time frame may result in temporary suspension of shipments and order acceptance.
- Multiple infractions or repeated violations will result in permanent termination of the dealer account and revocation of dealer privileges.

This policy is enforced consistently to protect compliant partners and maintain the integrity of the Emissary brand.

5. Policy Updates

Emissary may update MAP prices periodically, providing dealers notice of any changes. Dealers are responsible for keeping pricing current and compliant.

6. Blackout Dates

From time to time, Emissary may also announce MAP blackout periods – specific calendar dates or promotional events during which all MAP restrictions will be temporarily suspended.

During these blackout periods, dealers are free to advertise and sell Emissary products below MAP.

Once the blackout period ends, dealers are fully responsible for returning all prices and listings to MAP-compliant levels within 24 hours.

Dealers who fail to revert their advertised prices after the blackout period may be considered in violation of this policy.

7. Summary Table

Scenario	Notes
Advertising Emissary products below MAP	✗ Not allowed
Selling below MAP at checkout (no public discount shown)	✓ Allowed
“Add to Cart for Lower Price” messaging	✗ Not allowed
In-store price negotiations	✓ Allowed
Site-wide sale including Emissary products	✓ Allowed if Emissary not specifically advertised as discounted
Coupon code directly lowering Emissary prices	✗ Not allowed

Marketplace Restrictions

Prohibited: Amazon and Walmart (both Seller and Vendor platforms).

Allowed: Other marketplaces such as eBay or GunBroker, provided all MAP and advertising policies are followed.

Contact

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