



IMAP PRICE LIST HEADER DEFINITIONS

Last Updated: January 20, 2021

Header Item	Definition
Item Number	This is the SKU used by Outback Trading Company. The sku is always formatted as follows. [Style]–[Color]–[Size]
UPC	This is the UPC of the specific Outback Trading Company product.
IMAP REQUIRED?	Designates whether or not this product has a required IMAP Price.
MSRP (USD/CAD)	This is our suggested retail price for this specific product in US Dollars (USD) or CA Dollars (CAD).
IMAP (USD/CAD)	<p>This is the Internet Minimum Advertised Price that we strictly enforce.</p> <ul style="list-style-type: none">• You cannot advertise any Outback Trading Company product for less than this amount.• If this amount is “0.00”, this product can be advertised at any price.• We occasionally offer IMAP Promotions. IMAP Pricing from these promotions supersedes this price for the duration of that promotion.
IMAP EFFECTIVE DATE (EST)	This is the date & time that this IMAP Price List goes into effect. The date and time are listed in Eastern Standard Time (EST).

For more information please email policies@outbacktrading.com, call us at 1-800-932-5141, or contact your designated Sales Representative.