



# IMAP PROMOTION HEADER DEFINITIONS

Last Modified: July 30, 2020

**NOTE: Promotional IMAP Pricing valid ONLY within the dates specified in this document. Upon expiration, our most recent IMAP Price List goes back into effect.**

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.
MSRP (USD)	This is our suggested retail price for this specific product in US Dollars.
IMAP PROMO (USD)	<p>This is the Internet Minimum Advertised Price that we strictly enforce.</p> <ul style="list-style-type: none"><li>• You cannot advertise any Outback Trading Company product for less than this amount.</li><li>• If this amount is “0”, this product can be advertised at any price.</li><li>• This IMAP Pricing is only valid during the promotional period as defined in the <b>IMAP PROMO START (EST)</b> and <b>IMAP PROMO END (EST)</b> columns.</li></ul>
IMAP PROMO START (EST)	This is the date & time that this IMAP Promotion goes into effect. The date and time are listed in Eastern Standard Time (EST).
IMAP PROMO END (EST)	This is the date & time that this IMAP Promotion expires. The date and time are listed in Eastern Standard Time (EST).

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