



IMAP PROMOTION HEADER DEFINITIONS

Last Modified: November 5, 2018

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">• You cannot advertise any Outback Trading Company product for less than this amount.• If this amount is “0”, this product can be advertised at any price.• This IMAP Pricing is only valid during the promotional period as defined in the IMAP PROMO START (EST) and IMAP PROMO END (EST) columns.
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, call us at 1-800-932-5141, or contact your designated Sales Representative.