

Minimum Advertised Price Policy

In order to maintain the integrity of the Thames & Kosmos brand, Thames & Kosmos has established the following policy for resellers of Thames & Kosmos products.

Resellers of a Thames & Kosmos product may not advertise a price lower than the Minimum Advertised Price (MAP) for that product. The MAP is calculated with the following formula based on MSRP (Manufacturer's Suggested Retail Price):

$$\text{MAP} = 0.9 \times \text{Suggested Retail Price} - \$0.05$$

For example, for a product with a suggested retail price of \$49.95:

$$\text{MAP} = 0.9 \times \$49.95 - \$0.05 = \$44.90$$

When the MAP formula above yields an amount with fractions of a cent, the MAP is rounded down to the nearest whole cent.

Prices below the MAP cannot be advertised in any medium, including print, internet, radio, television, and all others.

This MAP policy has been established to protect and support all resellers as well as consumers of Thames & Kosmos products. The intention is not to interfere with the businesses of our resellers, but rather to enable our customers to have sustainable business practices by allowing for a reasonable profit margin.

Temporary sales, discounts, and promotions that effectively lower the retail price of the product are impossible to enforce, and therefore acceptable. An example of this would be a 10% discount on order totals exceeding \$200. However, these discounts must not be applied directly to the advertised price (the price for which the product is advertised or listed). The advertised price cannot be below the MAP. Permanent discounts and promotions that effectively lower the retail price below the MAP — for example, extraordinary discounts on shipping — are unacceptable. Aggregating the product price and shipping price to satisfy the MAP policy is also unacceptable: The MAP policy applies to the advertised price of a product before shipping, handling, or additional charges are levied.

Lowering the price of an item below MAP for the purpose of a clearance or liquidation is acceptable, but Thames & Kosmos will record this and the reseller will never be supplied with that product again. If a pattern of this behavior is recognized, Thames & Kosmos will be forced to take further action in accordance with our rights as a manufacturer.

Thames & Kosmos reserves the right not to sell to any reseller found to be in violation of this policy or the wholesale terms and conditions. Thames & Kosmos will hold distributors, and resellers who sell to other resellers, responsible for the MAP policy compliance of their customers and any business entities whom they are supplying. Thames & Kosmos will act on this policy when deemed necessary and when legal. Thames & Kosmos, and only Thames & Kosmos, will decide when and what enforcement action is necessary.

Thames & Kosmos may enforce its MAP policy on specific MAP violators by holding shipments, limiting order quantities, requiring prepayment terms, denying discounts, and/or denying sales altogether.

Acceptance & Agreement

Company Name: _____ Contact: _____
 DBA(s): _____ Phone: _____ Fax: _____
 Federal Tax ID: _____ Email: _____
 Year Established: _____ Address: _____

Please list any and all websites on which you plan to list T&K product, and describe the nature of the site by providing a brief description of the other types of product listed:

Website #1: _____ Storefront: _____
 Website #2: _____ Storefront: _____

I do not sell online at this time. I understand that it is my responsibility to apply to become an authorized online retailer before listing Thames & Kosmos products online. The terms and conditions of this policy apply to any and all online listings.

By signing this document, the retailer acknowledges and accepts the MAP Policy stated on this page: _____

SKU	Description	MAP (\$)
553002	3D Sidewalk Chalk	13.40
555001	Air+Water Power	44.90
628413	Air+Water Power PLUS	80.90
553007	Airbrush T-Shirt Makeover	22.40
551005	Amazing Gyroscope	8.90
665001	Archaeology: Pyramid Dig	23.30
551014	Bouncy Ball Planets	8.90
665003	Candy Chemistry	33.20
665107	Catapults & Crossbows	22.40
713164	CHEM C100 Test Lab	13.40
640118	CHEM C1000	58.40
640125	CHEM C2000	143.90
640132	CHEM C3000	251.90
665012	Chemistry C500	31.40
550023	Chewing Gum Lab	17.90
550019	Chocolate Science Lab	17.90
665006	Climate & Weather	31.40
620141	Code Gamer	134.90
659240	Color-Changing Crystals	13.40
551009	Cosmic Colors	8.90
551001	Crystal Animals	8.90
643614	Crystal Creation	26.90
551007	Crystal Geode	8.90
643522	Crystal Growing	35.90
550009	Crystal Nightlight	17.90
642112	Crystals, Rocks & Minerals	49.40
692209	Dimension	44.90
630416	Dinosaur Fossils	13.40
696163	Dohdles	35.90
620615	Eco-Battery Vehicles	62.90
620417	Electricity & Magnetism	53.90
620813	Electricity: Master Lab	179.90
615918	Electronics: Advanced Circuits	179.90
615819	Electronics: Learning Circuits	44.90
631116	Elements of Science	89.90
553012	Felting Bakeshop	22.40
551013	Flight Test Lab	8.90
551006	Fingerprint Detective	8.90
551002	Flower & Leaf Press	8.90
550025	Flying Ornithopters	17.90
658410	Forensics Fingerprint Lab	13.40
620318	Fuel Cell 10	179.90
553001	Garden Pirate	13.40
620365	Geckobot	44.90
550017	Geeker Speaker Lab	17.90
665002	Genetics & DNA	33.20

SKU	Description	MAP (\$)
550004	Giant Mars Volcano	17.90
659288	Global Water Quality	13.40
550002	Glow Stick Lab	17.90
644895	Glowing Chemistry	35.90
550022	Glowing Crystal Geode	17.90
551012	Gold Rush Geology	8.90
656XXX	Grow-A-Crystal	5.30
550024	Gummy Candy Lab	17.90
620301	Gyrobot	44.90
665106	Gyroscope & Flywheels	22.40
585001	Happy Atoms	TBD
550021	Hot Ice Crystals	17.90
624811	Hydropower	44.90
692354	Imhotep	35.90
620363	Jumperbot	35.90
691806	Kahuna	22.40
567007	Kids First Aircraft Engineer	44.90
567008	Kids First Amusement Park	62.90
567006	Kids Automobile Engineer	44.90
635213	Kids First Biology Lab	35.90
567004	Kids First Botany - Greenhouse	35.90
642921	Kids First Chemistry Set	40.40
567002	Kids First Intro to Engineering	35.90
567009	Kids First Robot Engineer	44.90
628318	Kids First Physics	49.40
567005	Kids First Science Laboratory	44.90
567001	Kids First Stepping into Science	35.90
567003	Kids First The Human Body	35.90
551003	Kitchen Chemistry	8.90
691745	Legends of Andor	53.90
692346	Legend of Andor: Journey North	44.90
691936	Legend of Andor: New Heroes	17.90
692261	Legend of Andor: Star Shield	17.90
691820	Lost Cities (Card Game)	17.90
696175	Lost Cities (Board Game)	35.90
698225	Magic: Silver Edition	22.40
698232	Magic: Gold Edition	35.90
698386	Magic: Onyx Edition	53.90
665050	Magnetic Science	29.60
630912	Master Detective Toolkit	44.90
665105	Mineral Discovery	26.90
551004	Mini Volcano	8.90
551010	Molecule Madness	8.90
553008	Monster Sewing Workshop	22.40
665036	Motors & Generators	29.60
631727	Nanotechnology	112.40

SKU	Description	MAP (\$)
550005	Neon Light Writer	17.90
575XXX	Ooze Labs	4.40
665005	Optical Science	31.40
646517	Perfume Science	58.40
665067	Physics Discovery	29.60
625314	Physics Pro 2.0	89.90
700001	Physics Simple Machines	13.40
628918	Physics Solar Workshop 2.0	62.90
625412	Physics Workshop	49.40
659271	Physics: Force & Pressure	13.40
553011	Pixel Stitch Embroidery	13.40
550012	Plasma Reactor	17.90
553005	Plaster Sculptures	13.40
625825	Power House	89.90
555004	Remote-Control Machines	76.40
620373	RCM: Animals	44.90
620376	RCM: Custom Cars	89.90
620370	RCM: DLX	112.40
620374	RCM: Space Explorers	89.90
620375	Robotics: Smart Machines	116.90
620377	Robotics Workshop	179.90
691790	Rose King, The	17.90
550020	Rubber Band Racers	17.90
620714	Science or Magic?	35.90
553013	Sewing Circuits	22.40
550001	Slime Time	17.90
692544	Smugglers	35.90
622411	Solar Boat	22.40
622817	Solar Car	22.40
665068	Solar Mechanics	32.30
555006	Solar Power	44.90
550018	Space Farm	17.90
553010	Spin Art Revolution	22.40
692476	Steam Time	53.90
691837	Tally Ho!	17.90
677015	TK1 Telescope & Astronomy Kit	152.90
636815	TK2 Scope	121.40
692483	Tumult Royale	35.90
696184	Ubongo	35.90
550014	Ultralight Airplanes	17.90
665081	Volcanoes & Earthquakes	33.20
555002	Wind Power 2.0	44.91
627928	Wind Power 3.0	49.40
553006	Yarn-Storming Machine	22.40