

Minimum Advertised Price as of 2/1/17

Product	Manufacturer Numbers	Minimum Advertised Price (MAP)	Suggested Retail Price
Color Printers			
Ricoh SG 3110DNw	405753	\$189	\$225
Ricoh SP C250DN	407519	\$249	\$300
Ricoh SP C252DN	407521	\$449	\$550
Ricoh SP C340DN	407883	\$315	\$395
Ricoh SP C342DN	407887	\$449	\$565
Ricoh SP C435DN	407997	\$849	\$1,069
Ricoh SP C440DN	407773	\$1,199	\$1,499
Ricoh SP C830DN	407802	\$3,349	\$3,884
Ricoh SP C831DN	407803	\$4,295	\$4,934
Black & White Laser Printers			
Ricoh SP 325DNw	407975	\$140	\$169
Ricoh SP 377DNwX	408151	\$195	\$245
Ricoh SP 3600DN	407314	\$249	\$295
Ricoh SP 4510DN	407311	\$599	\$725
Ricoh SP 6430DN	407482	\$1,399	\$1,729
Ricoh SP 5300DN	407815	\$999	\$1,229
Ricoh SP 5310DN	407819	\$1,499	\$1,839
Ricoh SP 8300DN	407836	\$2,399	\$3,060
Ricoh SP 5300DNG	407909	\$999	\$1,229
Ricoh SP 4510DNTE	407924	\$759	\$949
MFPs			
Ricoh SG 3100SNw	405777	\$209	\$249
Ricoh SG 3110SFNw	405780	\$229	\$271
Ricoh SP C250SF	407523	\$399	\$499
Ricoh SP C252SF	407525	\$699	\$899
Ricoh SP 325SFNw	407983	\$250	\$305
Ricoh SP 377SFNwX	408155	\$365	\$455
Ricoh SP 3600SF	407307	\$449	\$540
Ricoh SP 3610SF	407305	\$499	\$605
Ricoh SP 4510SF	407302	\$899	\$1,099
Ricoh MP 501 SPF	407809	\$2,795	\$3,499
Ricoh MP 601 SPF	407812	\$3,599	\$4,499
Ricoh MP 501 SPFG	407907	\$2,795	\$3,499
Ricoh MP 601 SPFG	407908	\$3,599	\$4,499
Ricoh SP 4510SFTE	407920	\$1,159	\$1,449

Minimum Advertised Price (MAP) Guidelines

Ricoh Corporation maintains a Minimum Advertised Price (MAP) policy. As a Ricoh Reseller, you shall uphold Ricoh Corporation's MAP policy in all product advertising whether in print or on the Internet.

- Reseller can sell Ricoh products at any price. Ricoh is not dictating the Reseller's selling price.
- Ricoh will monitor MAP. MAP will be determined with Ricoh Product Marketing and communicated as changes are made. List of MAP pricing will be provided to all partners.
- Advertised Price is defined as all advertising, electronic distribution (including but not limited to banners, Emails and public Web sites). MAP does not include secure/private Web sites where customers are logged into their accounts.
- Please contact your Ricoh Channel Account Manager for approval of "Free", "Bundled", "Rebates", or "Quotes".

MAP guidelines must be strictly followed. Ricoh resellers must adhere to Ricoh Corporation's policy regarding the MAP.

Signature

Contact Name

Title

Company

Date