



# ACBL Minimum Advertised Price (MAP) Policy

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To preserve the integrity of our pricing, protect the value of ACBL-sanctioned games, and ensure fair competition, The American Contract Bridge League Inc. (ACBL) maintains the following Minimum Advertised Price (MAP) Policy for all ACBL-sanctioned online games:

## 1. Minimum Prices

The following are the minimum advertised prices that may be promoted for ACBL-sanctioned online games:

**(a) Club-level games offered by an e-Platform (unpigmented/online Masterpoints):**

- **\$4.25 USD (\$5.75 CAD)** per player for games with 18 or more boards
- **\$2.25 USD (\$3.00 CAD)** per player for games with 12 - 17 boards

**(b) Club-level games offered by an e-Club (black and better Masterpoints):**

- **\$6.00 USD (\$8.00 CAD)** per player for all games

No platform, club, or partner may advertise ACBL-sanctioned games below these price points.

## 2. Scope

This policy applies to:

- All online platforms, clubs, and partners offering ACBL-sanctioned games
- All public marketing channels, including but not limited to: websites, email campaigns, social media posts, banners, digital ads, and in-app promotions

Private pricing arrangements or bundled offerings not visible to the public are not covered by this policy, but must be approved by ACBL in advance.

## 3. Enforcement

Violations of this MAP Policy may result in:

- Revocation of ACBL sanctioning for specific games
- Temporary or permanent suspension from hosting ACBL-sanctioned events
- Public delisting from ACBL promotional materials

ACBL reserves the right to audit and monitor compliance and to update this policy at any time.

## Questions or Requests for Exceptions

All questions or proposals for special promotions must be submitted in writing to:

[✉ tournaments@acbl.org](mailto:tournaments@acbl.org) or [✉ execdirector@acbl.org](mailto:execdirector@acbl.org)