



## **POLICY ON SALE OF AD SPACE TO E-COMMERCE RETAILERS**

December 8, 2009

Effective Date: 2<sup>nd</sup> 2010 issue of Alert Diver Magazine  
January 1, 2010 for AlertDiver.com

Policy: The publisher will reject advertisements which are submitted by certain E-commerce retailers for the direct-to-consumer sale of scuba equipment (including, but not limited to: masks, fins, snorkels, regulators, exposure suits and BCDs).

The publisher will accept advertisements submitted by E-commerce retailers provided the retailer meets all of the following criteria:

- Bricks-and-mortar storefront with public access
- Offers dive instruction
- Offers equipment repair, either in-house or outsourced
- Is an authorized dealer for all merchandise sold (i.e. no gray market or alternate import product offerings)

E-commerce retailers for the direct-to-consumer sale of scuba equipment who meet these criteria may purchase advertising space in Alert Diver and on AlertDiver.com. No pricing references below the manufacturer's Minimum Advertised Price (MAP) are acceptable.

The publisher, in its sole discretion, reserves the right to accept or reject any advertisement for any reason, including but not limited to the determination regarding compliance with the conditions contained herein.