



Eastern Region

PRICING POLICY

EFFECTIVE JUNE 1973

	Quantity	*Dealer Single Unit Price	Discount off D.S.U.P.*	NOTE
COLOR	1 - 2 3 - 5 6 & over	✓	1% 2%	Discounts do not apply to a Dealer Single Unit Price that is marked <u>"NET"</u>
B/W - STEREO	1 - 2 3 & over	✓	2%	

RCA



Eastern Region

PRICING POLICY (Cont'd)

SMALL AUDIO PRODUCTS PRICING

Check the current Price Lists for:

- a) Dealer Single Unit Price
- b) Dealer Carton Price
- c) Jobber Price



PRICING POLICY (Cont'd)

APPLIANCES

Always consult your monthly Sales Plans for Appliance pricing for that month.

TYPE OF APPLIANCE PRICING

- A) Dealer Single Unit Price (DSUP) - When market "Net" no additional discounts apply other than Car Load discount.

- B) Month's Promo. Single Unit Price (P.SUP) - (1) When shown - replaces DSUP for that month
 (2) When market "Net" - no additional discounts apply other than Car Load discount.

- C) Quantity Discounts - (1) When shown as a "%" off - the % discount is off the Dealer Single Unit Price
 (2) The monthly Sales Plans normally show the \$ price per unit for quantities of
 3 - 6 - 12 - etc.

- D) Car Load Discount - (1) A Car Load is taken to be a quantity of 96 pieces
 (2) A "Car Load Discount" replaces all other discounts (C above)
 (3) A "Car Load Discount" is always granted off the "Dealer Single Unit Price" - (A above)
 (4) The Car Load Discount is:
 Dealer Single Unit Price less
 3% - less 2%.

Cont'd.

RCA



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PRICING POLICY (Cont'd)

APPLIANCES

D) Car Load Discount (Cont'd)

Example:

DSUP	\$ 300.00
Less 3%	9.00
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	\$ 291.00
Less 2%	5.82
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	<u><u>\$ 285.18</u></u>