

# Walmart Ad Match Policy

## **1. What is Ad Match?**

Ad Match is Walmart's commitment to our customers that we will match the advertised price of any local competitor for any identical product.

- Ad Match is only available with proof of the current published in-store retail price for the identical product in an advertisement by a retailer in the local area.
- It's not applicable to clearance sales, combination promotions (i.e gift with purchase), double or triple coupons, after-sale rebate offers, preferred customer discounts or \*\*random discounts (i.e. scratch and save events) offered by other retailers or to competitor misprints or withdrawn or corrected advertisements.
- It's applicable only to produce currently in-stock at the store.
- We reserve the right to limit quantities.
- We do not issue rain-checks for Ad Matched Items.
- We only Ad match from local Canadian competitors no U.S

## **2. Who should know and understand Ad Match?**

All associates need to know and understand ad matching.

## **3. Do we Ad match timed events like door crashers and midnight madness events?**

Yes we do. On customer request, we will Ad Match items we have in-stock, following the same time frames,

## **4. Do we Ad Match for internet advertising?**

Yes, provided that the item is identical, in stock, and we can validate that the advertising is current (the printed copy must show a current date) This applies to Canadian online flyers, and Canadian retailers that offer on-line purchases. We do no Ad Match US Advertising.

## **5. Do we Ad Match competitors that advertise coupons that are redeemable only in their stores?**

Yes, Ad Match identical items we have in-stock any outlined criteria on the coupon.

## **6. Do we Ad Match Produce?**

Yes we do.

For Items being sold in eaches (i.e 454g bagged salad) ensure package size is identical. Brands do not need to be identical for produce.

For items sold by weight. There is no way to truly understand what sizing or quality of the competition is offering in relation to their normal offering or versus our normal offering. therefore we side on the customer.

Exception for Melons (cantaloupes, honeydew melons) our assortments exceeds what most discounters carry. Cashier can call produce to ask if the ad match can take place.

## **7. Do we Ad Match Meat?**

Yes we do.