

Appendix C Product and Pricing

Category	DIR Discount % off MSRP
Desktops	4% - 7%
iMac Mac Mini Mac Pro	
Laptops	8% - 10%
MacBook MacBook Pro MacBook Air	
Servers	10%
Xserve Promise RAID	
Printers	8%
Accessories and Supplies	8% - 15%
Related Services	5%
APS 1 day Project Management Deployment APS 1 Day Architecture and Integration Services APS 1 Day Technical Assistance	
iPods	3%
Shuffle Nano Classic Touch	
iPads	EDU PRICE
iPad WiFi 16GB	\$484.00
iPad WiFi 16GB 10Pack	\$4,790
iPad WiFi 16GB 10 Pack - w/AppleCare Protection Plan iPad - Auto Enrolled Included	\$5,580.00
iPad WiFi 32GB	\$580.00
iPad WiFi 32GB 10 Pack	\$5,790.00
iPad WiFi 32GB 10 Pack - w/AppleCare Protection Plan - Auto Enrolled Included	\$6,580.00
iPad WiFi 64GB	\$678.00
iPad WiFi 64GB 10 Pack	\$6,790.00
iPad WiFi 64GB 10 Pack - w/AppleCare Protection Plan - Auto Enrolled Included	\$7,580.00
iPad WiFi + 3G 64GB	\$804.00
iPad WiFi + 3G 32GB	\$707.00
iPad WiFi + 3G 16GB	\$610.00
iPad 10W USB Power Adaptor	\$29.00
iPad Dock	\$29.00
iPad Case	\$39.00
iPad Camera Connection Kit	\$29.00
iPad Keyboard Dock	\$69.00
iPad Dock connector to VGA adapter	\$29.00
AppleCare Protection Plan for iPad	\$99.00

Additional Pricing Information

1. Apple-branded iPad Products

Apple-branded iPad products are available at the EDU Price and are not discounted. Changes to Apple-branded iPad prices will be based on market conditions.

2. Special Quarterly Offers for DIR

On a quarterly basis, Apple will provide special offers for DIR. These offers would be appropriate for distribution to the school districts that purchase using DIR via the buyer alert emails. Some of these offers will be exclusive for DIR for quantities of one or more units. Apple will offer end of life (EOL) products as they become available as well as attractive offers on current line of desktops and laptops.

3. Minimum Additional Discounts For Volume Purchases

Apple will provide the following additional minimum discounts for DIR based on the overall dollar amount of the order:

Order Size	Proposed Minimum Discount
\$0 - \$25K	special quarterly offers

\$25K - \$250K

additional 3% discount from list price

\$250K - \$500K

additional 5% discount from list price

over \$500K

additional 6% discount from list price

Please note that these discounts are applicable to desktops, laptops, servers, printers, accessories and supplies, and related services. They **exclude orders for Apple-branded iPad products, Apple branded software and Apple Maintenance on software**. The minimum discounts are not stackable with other offers
