- Professional instruments at great prices

- Designed by PRS in Maryland and built to exacting PRS specifications and quality standards

- Final inspection and setup at PRS prior to shipping

- High-quality guitars that are easy to play, and they won’t fight you!

- Solid instruments – you won’t need to trade up as you progress

Prices & specifications subject to change without prior notification
SE product categories may be combined to achieve most favorable pricing
### SE 30TH ANNIVERSARY CUSTOM 24

**MAP - $759**

- **NEW MODEL FOR 2015**
- Beveled maple top & quilt maple veneer, mahogany back, 25” scale length, 24 fret maple neck, rosewood fretboard, 30th Anniversary bird inlays, PRS designed tremolo, PRS designed HFS treble & Vintage bass pickups, volume & push/pull tone controls, 3-way blade pickup switch, gig bag
  - Neck profile - wide thin

**FINISHES:**
- Amethyst, Chestnut, Vintage Sunburst

### SE "FLOYD" CUSTOM 24

**MAP - $879**

- Beveled maple top & flame maple veneer, mahogany back, 25” scale length, 24 fret maple neck, rosewood fretboard, bird inlays, Floyd Rose tremolo, PRS designed HFS treble & Vintage bass pickups, volume & push/pull tone controls, 3-way blade pickup switch, gig bag
  - Neck profile - wide thin

**FINISHES:**
- Scarlet Red, Tobacco Sunburst

### SE CUSTOM 24 - 7 STRING

**MAP - $719**

- Beveled maple top & flame maple veneer, mahogany back, 25” scale length, 24 fret maple neck, rosewood fretboard, bird inlays, string through 7 string bridge, PRS designed HFS treble & Vintage bass pickups, volume & push/pull tone controls, 3-way blade pickup switch, gig bag
  - Neck profile - 7 string wide thin

**FINISHES:**
- Black

### SE CUSTOM 24 - 7 STRING (MAPLE VENEER)

**MAP - $749**

- Beveled maple top & flame maple veneer, mahogany back, 25” scale length, 24 fret maple neck, rosewood fretboard, bird inlays, string through 7 string bridge, PRS designed HFS treble & Vintage bass pickups, volume & push/pull tone controls, 3-way blade pickup switch, gig bag
  - Neck profile - 7 string wide thin

**FINISHES:**
- Sapphire
**SE TORERO**

- **MAP - $1,069**

Mahogany body w/flame maple veneer, bound body, neck & headstock, 25 ½” scale length, 24 fret maple neck through body, ebony fretboard, Floyd Rose tremolo, EMG 81 & 85 pickups, volume & tone controls, 3-way toggle pickup switch, gig bag

- **Neck profile** - wide thin

Shown in Silver Burst

**FINISHES:**
- Silver Burst

**SE TORERO (MAPLE VENEER)**

- **MAP - $1,089**

Mahogany body w/flame maple veneer, bound body, neck & headstock, 25 ½” scale length, 24 fret maple neck through body, ebony fretboard, Floyd Rose tremolo, EMG 81 & 85 pickups, volume & tone controls, 3-way toggle pickup switch, gig bag

- **Neck profile** - wide thin

Shown in Amethyst

**FINISHES:**
- Amethyst

**SE 245**

- **MAP - $629**

Beveled maple top & flame maple veneer, mahogany back, 24 ½” scale length, 22 fret mahogany neck, rosewood fretboard, bird inlays, PRS designed stoptail, PRS designed 245 humbucking pickups, volume & tone control for each pickup, 3-way toggle pickup switch on upper bout, gig bag

- **Neck profile** - wide fat

Shown in Red Metallic

**FINISHES:**
- Red Metallic

**SE 245 (MAPLE VENEER)**

- **MAP - $659**

Beveled maple top & flame maple veneer, mahogany back, 24 ½” scale length, 22 fret mahogany neck, rosewood fretboard, bird inlays, PRS designed stoptail, PRS designed 245 humbucking pickups, volume & tone control for each pickup, 3-way toggle pickup switch on upper bout, gig bag

- **Neck profile** - wide fat

Shown in Tobacco Sunburst

**FINISHES:**
- Tobacco Sunburst

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**Effective November 11, 2014 - All pricing in USD**

**PAUL REED SMITH GUITARS**

**2015 SE MODELS**

**Finish Specifications**

- **FINISHES:**
  - Silver Burst
  - Amethyst
  - Red Metallic
  - Tobacco Sunburst
**SE 245 SOAPBAR**

- **MAP - $629**
- Beveled maple top & flame maple veneer, mahogany back, 24 ½” scale length, 22 fret mahogany neck, rosewood fretboard, bird inlays, PRS designed stoptail, soapbar pickups, volume & tone control for each pickup, 3-way toggle on pickup switch upper bout, gig bag
  - **Neck profile** - wide fat

**FINISHES:**
- Black

**SE 245 SOAPBAR (MAPLE VENEER)**

- **MAP - $659**
- Beveled maple top & flame maple veneer, mahogany back, 24 ½” scale length, 22 fret mahogany neck, rosewood fretboard, bird inlays, PRS designed stoptail, soapbar pickups, volume & tone control for each pickup, 3-way toggle on pickup switch upper bout, gig bag
  - **Neck profile** - wide fat

**FINISHES:**
- Vintage Sunburst

**SE LINE - SIGNATURE MODELS**

**SE MARK TREMONTI**

- **MAP - $559**
- Beveled mahogany body, 25” scale length, 22 fret mahogany neck, rosewood fretboard, bound body & neck, bird inlays, PRS stoptail, Original SE pickups, 2 volume & 2 tone controls, 3-way toggle pickup switch on upper bout, gig bag
  - **Neck profile** - wide fat

**FINISHES:**
- Black, Vintage Cherry

**SE MARK TREMONTI CUSTOM**

- **MAP - $709**
- Beveled maple top & flame maple veneer, thick mahogany back, 25” scale length, 22 fret maple neck, rosewood fretboard, bird inlays, PRS tremolo, PRS designed 245 humbucking pickups, 2 volume & 2 tone controls, 3-way toggle pickup switch on upperbout, gig bag
  - **Neck profile** - wide thin

**FINISHES:**
- Gray Black, Sapphire, Vintage Sunburst
PAUL REED SMITH GUITARS
2015 SE MODELS

SE DAVE NAVARRO

MAP - $679

Beveled maple top, mahogany back, 25” scale length, 24 fret maple neck, rosewood fretboard, PRS designed HFS treble & Vintage bass pickups, volume & push/pull tone control, 3-way toggle pickup switch, gold hardware, gig bag
• Neck profile - wide thin

FINISHES:
Jet White

Shown in Jet White

SE ZACH MYERS

MAP - $679

Beveled maple top & flame maple veneer with single ‘F’ hole, mahogany back, 24 ⅞” scale length, 22 fret mahogany neck, rosewood fretboard, bird inlays, PRS adjustable stoptail, PRS designed 245 pickups, 2 volume and 2 tone controls, 3-way toggle pickup switch on upper bout, vintage style tuners, gig bag
• Neck profile - wide fat

FINISHES:
Trampas Green, Vintage Sunburst

Shown in Trampas Green

SE SANTANA

MAP - $729

Maple top with flame maple veneer, mahogany back, 24 ⅞” scale length, 22 fret mahogany neck, rosewood fretboard, bird inlays, PRS designed tremolo, PRS designed Santana pickups, volume and tone control, 3-way toggle pickup switch, gig bag
• Neck profile - wide fat

FINISHES:
Amethyst, Sapphire, Santana Yellow

Shown in Santana Yellow

SE BERNIE MARSDEL

MAP - $629

Beveled maple top & flame maple veneer with binding, mahogany back, 24 ⅞” scale length, 22 fret mahogany neck, bound rosewood fretboard, bird inlays, PRS designed stoptail, PRS designed 245 pickups, 2 volume controls, master tone control, 3-way toggle pickup switch on upper bout, vintage style tuners, gig bag
• Neck profile - wide fat

FINISHES:
Black

Shown in Black

FINISHES:
Jet White

FINISHES:
Trampas Green, Vintage Sunburst

FINISHES:
Amethyst, Sapphire, Santana Yellow

FINISHES:
Black

OPAQUE FINISHES:
Black

Effective November 11, 2014 - All pricing in USD

PAUL REED SMITH GUITARS • 380 LOG CANOE CIRCLE • STEVENSVILLE, MD 21666 • 410.643.9970 • WWW.PRSGUITS.COM
PAUL REED SMITH GUITARS
2015 SE MODELS

Prices & specifications subject to change without prior notification

Effective November 11, 2014 - All pricing in USD

SE BERNIE MARSDEN (MAPLE VENEER)

Beveled maple top & flame maple veneer with binding, mahogany back, 24 ½” scale length, 22 fret mahogany neck, bound rosewood fretboard, bird inlays, PRS designed stoptail, PRS designed 245 pickups, 2 volume controls, master tone control, 3-way toggle pickup switch on upper bout, vintage style tuners, gig bag
- Neck profile - wide fat

FINISHES:
Vintage Sunburst

MAP - $659

SE CLINT LOWERY

Custom ‘CL’ solid mahogany body with 3-ply binding, 25 ½” scale length, 24 fret mahogany neck, bound rosewood fretboard, ‘CL’ inlays, PRS designed adjustable stoptail, PRS designed HFS treble & Vintage bass pickups, volume & tone control, 3-way toggle pickup switch, gig bag
- tuned to Drop B
- Neck profile - wide fat

FINISHES:
Black

MAP - $669

SE MARTY FRIEDMAN

Beveled maple top, mahogany back, 25” scale length, 22 fret mahogany neck, 3-ply binding on body & neck, rosewood fretboard, star inlays, PRS adjustable stoptail, PRS designed “TF” pickups, 2 volume & 2 tone controls, 3-way toggle pickup switch on upper bout, gig bag
- Neck profile - wide fat

FINISHES:
Black

MAP - $649
# SE LINE - BASS MODELS

## SE KESTREL BASS
![SE Kestrel Bass](image1)

**MAP - $749**

5 ply maple/walnut neck through body, alder body wings, 34" scale length, 22 frets, rosewood fretboard, bird inlays, Hipshot bridge & tuners, PRS designed 4B 'S' vintage style pickups, 2 volume & 1 tone control, back routed, gig bag

- **Neck profile** - SE bass 4

**FINISHES:**
Black, Red Metallic, Tri-Color Sunburst

## SE KINGFISHER BASS
![SE Kingfisher Bass](image2)

**MAP - $799**

5 ply maple/walnut neck through body, swamp ash body wings, 34" scale length, 24 frets, rosewood fretboard, bird inlays, Hipshot bridge & tuners, PRS designed 4B 'H' proprietary pickups, 2 volume & 1 tone control, back routed, gig bag

- **Neck profile** - SE bass 4

**FINISHES:**
Natural, Scarlet Red, Tortoise Shell

# SE LINE - ACOUSTIC MODELS

## SE ANGELUS - A10E
![SE Angelus A10E](image3)

**MAP - $599**

15 ½" cutaway body, proprietary hybrid X bracing, solid mahogany top, mahogany back and sides, rosewood fretboard & bridge, mahogany neck, PRS adjustable truss rod, bird inlays, bone nut & saddle, hardshell case

- **Electronics** - sound hole mounted volume & tone controls with under-saddle pickup

**FINISHES:**
Black (white bound fretboard, headstock & body), Tortoise Shell (black bound body)

## SE ANGELUS STANDARD
![SE Angelus Standard](image4)

**MAP - $689**

15 ½" cutaway body, proprietary hybrid X bracing, solid sitka spruce top, mahogany sides, solid mahogany back, rosewood fretboard & bridge, mahogany neck, PRS adjustable truss rod, bird inlays, bone nut & saddle, hardshell case

- **Electronics** - side mounted, PRS pre-amp with EQ and tuner
- Exceptional value. Extraordinary construction and integrity.

- Workhorse reliability

- Take it from the box to the gig

- Diverse line up of guitars for every type of player

- Perfect for the new PRS customer

- Affordable American. Made in Maryland, USA
S2 PAUL REED SMITH GUITARS
2015 S2 SERIES MODELS

S2 MIRA

MAP - $1,179

Asymmetric bevel cut mahogany body, 25” scale length, 22 fret mahogany neck, rosewood fretboard, dot inlays, S2 locking tuners, PRS stop tail, nickel hardware, pickguard, gig bag

- Neck profile - Pattern Regular
- Electronics - PRS designed Mira treble & bass pickups, volume, push/pull tone controls, 3-way blade switch

OPTIONS:
- Bird inlays $120

FINISHES:
Antique White, McCarty Tobacco Sunburst, Seafoam Green, Sienna, Vintage Cherry, Vintage Mahogany

S2 MIRA SEMI-HOLLOW

MAP - $1,269

Asymmetric bevel cut mahogany semi-hollow body with single “F” hole, 25” scale length, 22 fret mahogany neck, rosewood fretboard, dot inlays, S2 locking tuners, PRS stop tail, nickel hardware, pickguard, gig bag

- Neck profile - Pattern Regular
- Electronics - PRS designed Mira treble & bass pickups, volume, push/pull tone controls, 3-way blade switch

OPTIONS:
- Bird inlays $120

FINISHES:
Antique White, McCarty Tobacco Sunburst, Seafoam Green, Sienna, Vintage Cherry, Vintage Mahogany

S2 STARLA

MAP - $1,249

Asymmetric bevel cut mahogany body, 25” scale length, 22 fret mahogany neck, rosewood fretboard, dot inlays, S2 locking tuners, Bigsby tailpiece with Tune-O-Matic bridge, nickel hardware, pickguard, gig bag

- Neck profile - Pattern Regular
- Electronics - PRS designed Starla treble & bass pickups, volume, push/pull tone controls, 3-way blade switch

OPTIONS:
- Bird inlays $120

FINISHES:
Antique White, McCarty Tobacco Sunburst, Seafoam Green, Sienna, Vintage Cherry, Vintage Mahogany

S2 STANDARD 22

MAP - $1,199

Asymmetric bevel cut mahogany body, 25” scale length, 22 fret mahogany neck, rosewood fretboard, dot inlays, S2 locking tuners, PRS designed tremolo, nickel hardware, pickguard, gig bag

- Neck profile - Pattern Regular
- Electronics - PRS designed #7 treble & bass pickups, volume, push/pull tone controls, 3-way blade switch

OPTIONS:
- Bird inlays $120

FINISHES:
Antique White, McCarty Tobacco Sunburst, Seafoam Green, Sienna, Vintage Cherry, Vintage Mahogany

FINISHES:
Antique White, Black, McCarty Tobacco Sunburst, Seafoam Green, Sienna, Vintage Cherry, Vintage Mahogany
S2 CUSTOM 22

Asymmetric bevel cut maple top, mahogany back, 25” scale length, 22 fret mahogany neck, rosewood fretboard, bird inlays, S2 locking tuners, PRS tremolo, nickel hardware, gig bag
- Neck profile - Pattern Regular
- Electronics - PRS designed #7 treble & bass pickups, volume, push/pull tone controls, 3-way blade switch

FINISHES:
Antique White, Black, Dark Cherry Sunburst, Elephant Gray, Scarlet Red, Tri-Color Sunburst, Violin Amber Sunburst, Whale Blue

MAP - $1,399

S2 CUSTOM 22 SEMI-HOLLOW

Asymmetric bevel cut maple top semi-hollow body with single ‘F’ hole, mahogany back, 25” scale length, 22 fret mahogany neck, rosewood fretboard, bird inlays, S2 locking tuners, PRS tremolo, nickel hardware, gig bag
- Neck profile - Pattern Regular
- Electronics - PRS designed #7 treble & bass pickups, volume, push/pull tone controls, 3-way blade switch

FINISHES:
Antique White, Black, Dark Cherry Sunburst, Elephant Gray, Scarlet Red, Tri-Color Sunburst, Violin Amber Sunburst, Whale Blue

MAP - $1,579

S2 STANDARD 24

Asymmetric bevel cut mahogany body, 25” scale length, 24 fret mahogany neck, rosewood fretboard, dot inlays, S2 locking tuners, PRS tremolo, nickel hardware, pickguard, gig bag
- Neck profile - Pattern Regular
- Electronics - PRS designed HFS treble & Vintage bass pickups, volume, push/pull tone controls, 3-way blade switch

FINISHES:
Antique White, Black, McCarty Tobacco Sunburst, Seafoam Green, Sienna, Vintage Cherry, Vintage Mahogany

OPTIONS: Bird inlays
- $120

MAP - $1,199

S2 CUSTOM 24

Asymmetric bevel cut maple top, mahogany back, 25” scale length, 24 fret mahogany neck, rosewood fretboard, bird inlays, S2 locking tuners, PRS tremolo, nickel hardware, gig bag
- Neck profile - Pattern Regular
- Electronics - PRS designed HFS treble & Vintage bass pickups, volume, push/pull tone controls, 3-way blade switch

FINISHES:
Antique White, Black, Dark Cherry Sunburst, Elephant Gray, Scarlet Red, Tri-Color Sunburst, Violin Amber Sunburst, Whale Blue

MAP - $1,399
S2 30TH ANNIVERSARY CUSTOM 24  
**NEW MODEL FOR 2015**

- Asymmetric bevel cut maple top, mahogany back, 25” scale length, 24 fret mahogany neck, rosewood fretboard, 30th anniversary bird inlays, S2 locking tuners, PRS tremolo, nickel hardware, gig bag
- **Neck profile** - Pattern Regular
- **Electronics** - PRS designed HFS treble & Vintage bass pickups, volume, push/pull tone controls, 3-way blade switch

*Shown in Elephant Gray*

**FINISHES:**
Antique White, Black, Dark Cherry Sunburst, Elephant Gray, Scarlet Red, Tri-Color Sunburst, Violin Amber Sunburst, Whale Blue

**MAP - $1,399**

S2 SINGLECUT STANDARD

- Asymmetric bevel cut mahogany body, 25” scale length, 22 fret mahogany neck, rosewood fretboard, dot inlays, S2 locking tuners, PRS stoptail, nickel hardware, pickguard, gig bag
- **Neck profile** - Pattern Regular
- **Electronics** - PRS designed S2 #7 treble & bass pickups, 2 volume & 2 push/pull tone controls, 3-way toggle switch on upper bout

*Shown in Black*

**FINISHES:**
Antique White, Black, McCarty Tobacco Sunburst, Seafoam Green, Sienna, Vintage Cherry, Vintage Mahogany

**MAP - $1,199**

S2 SINGLECUT

- Asymmetric bevel cut mahogany body, 25” scale length, 22 fret mahogany neck, rosewood fretboard, bird inlays, S2 locking tuners, PRS stoptail, nickel hardware, gig bag
- **Neck profile** - Pattern Regular
- **Electronics** - PRS designed #7 treble & bass pickups, 2 volume & 2 push/pull tone controls, 3-way toggle switch on upper bout

*Shown in Scarlet Red*

**FINISHES:**
Antique White, Black, Dark Cherry Sunburst, Elephant Gray, Scarlet Red, Tri-Color Sunburst, Violin Amber Sunburst, Whale Blue

**MAP - $1,399**

S2 SINGLECUT SEMI-HOLLOW

- Asymmetric bevel cut maple top semi-hollow body with single ‘F’ hole, mahogany back, 25” scale length, 22 fret mahogany neck, rosewood fretboard, bird inlays, S2 locking tuners, PRS stoptail, nickel hardware, gig bag
- **Neck profile** - Pattern Regular
- **Electronics** - PRS designed #7 treble & bass pickups, 2 volume & 2 push/pull tone controls, 3-way toggle switch on upper bout

*Shown in Antique White*

**FINISHES:**
Antique White, Black, Dark Cherry Sunburst, Elephant Gray, Scarlet Red, Tri-Color Sunburst, Violin Amber Sunburst, Whale Blue

**MAP - $1,579**
- Quality and innovation driven manufacturing

- Every part, down to the last screw, has been thoroughly engineered

- Heirloom quality instruments – built to last (more than) a lifetime

- Made in Maryland, USA Since 1985

- Artist Package expanded options available for more personalized, unique guitars
Paul Reed Smith Guitars

2015 Core Models

Effective November 11, 2014 - All pricing in USD

2015 Core Maple Top Finishes, *indicates opaque color

Antique White, Azul, Black, Black Cherry, Black Gold Burst, Blood Orange, Charcoal Burst, Faded Vintage Yellow, Faded Whale Blue, Gold Top*, Gray Black, Honey, Jade, Royal Blue, Scarlet Red, Tortoise Shell, Vintage Sunburst, Violet

PAUL REED SMITH GUITARS

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Prices & specifications subject to change without prior notification

PAUL REED SMITH GUITARS

2015 Core Models

408

Shown in Gray Black

- Carved figured maple [flame or quilt] top, mahogany back, 25” scale length, 22 fret mahogany neck, rosewood fretboard, bird inlays, rosewood headstock veneer with inlaid signature, PRS machined tremolo, Phase III locking tuners, nickel hardware, hardshell case

- Neck profile - Pattern or Pattern Thin

- Electronics - 408 treble & bass pickups, volume & tone controls, 3-way blade pickup switch, two mini toggle coil tap switches

OPTIONS:  
- Top flame or quilt $600
- Artist Package See AP option list

CUSTOM 22

Shown in Jade

- Carved figured maple [flame or quilt] top with mahogany back, 25” scale length, 22 fret mahogany neck, rosewood fretboard, bird inlays, rosewood headstock veneer with inlaid signature, PRS machined tremolo, Phase III locking tuners, nickel hardware, hardshell case

- Neck profile - Pattern or Pattern Thin

- Electronics - 57/08 treble & bass pickups, volume & tone controls, 5-way blade pickup switch

OPTIONS:  
- Top flame or quilt $600
- Artist Package See AP option list
- Stoptail Bridge n/c

CUSTOM 24

Shown in Blood Orange

- Carved figured maple [flame or quilt] top with mahogany back, 25” scale length, 24 fret mahogany neck, rosewood fretboard, bird inlays, rosewood headstock veneer with inlaid signature, PRS machined tremolo, Phase III locking tuners, nickel hardware, hardshell case

- Neck profile - Pattern or Pattern Thin

- Electronics - 57/08 treble & bass pickups, volume & tone controls, 5-way blade pickup switch

OPTIONS:  
- Top flame or quilt $600
- Artist Package See AP option list

30th Anniversary Custom 24

Shown in Scarlet Red

- Carved figured maple [flame or quilt] top with mahogany back, 25” scale length, 24 fret mahogany neck, rosewood fretboard, 30th anniversary bird inlays w/ ivroid purfling, rosewood headstock veneer with inlaid signature & ivroid purfling, PRS machined tremolo, Phase III locking tuners, nickel hardware, hybrid hardware, hardshell case

- Neck profile - Pattern Thin or Pattern Regular

- Electronics - 85/15 treble & bass pickups, volume & tone controls, 5-way blade pickup switch

OPTIONS:  
- Top flame or quilt $600
- Artist Package See AP option list

2015 Core Maple Top Finishes, *indicates opaque color

Antique White, Azul, Black, Black Cherry, Black Gold Burst, Blood Orange, Charcoal Burst, Faded Vintage Yellow, Faded Whale Blue, Gold Top*, Gray Black, Honey, Jade, Royal Blue, Scarlet Red, Tortoise Shell, Vintage Sunburst, Violet
2015 CORE MAPLE TOP FINISHES, *indicates opaque color
Antique White, Azul, Black, Black Cherry, Black Gold Burst, Blood Orange, Charcoal Burst, Faded Vintage Yellow, Faded Whale Blue, Gold Top*, Gray Black, Honey, Jade, Royal Blue, Scarlet Red, Tortoise Shell, Vintage Sunburst, Violet

MAP - $3,299
Carved figured maple [flame or quilt] top with mahogany back, 25" scale length, 24 fret maple neck, ebony fretboard, bird inlays, ebony headstock veneer with inlaid signature, Floyd Rose “original” tremolo & locking nut, Phase III locking tuners, nickel hardware, hardshell case
• Neck profile - Pattern Thin
• Electronics - 1 m / treble & bass pickups, volume & tone controls, 5-way blade pickup switch

OPTIONS:  
10 top flame or quilt $600
Artist Package See AP option list

MAP - $3,129
Carved figured maple [flame] top with mahogany back, 24 ¼” scale length, 22 fret mahogany neck, bound rosewood fretboard, bird inlays, rosewood headstock veneer with inlaid signature, PRS two-piece bridge, Phase III locking tuners, nickel hardware, hardshell case
• Neck profile - Pattern
• Electronics - 58/15 treble & bass pickups, 2 volume & 2 push/pull tone controls, 3-way toggle pickup switch on upper bout

OPTIONS:  
10 top flame $600
Artist Package See AP option list

MAP - $3,399
Carved figured maple [flame or quilt] top with mahogany back, 25 ¼” scale length, 22 fret mahogany neck, rosewood fretboard, bird inlays, rosewood headstock veneer with inlaid signature, PRS machined tremolo, Phase III locking tuners, nickel hardware, hardshell case
• Neck profile - Pattern Regular
• Electronics - 513 patented pickup system, volume & tone controls, 5-way blade pickup switch, 3-way blade mode switch

OPTIONS:  
10 top flame or quilt $600
Artist Package See AP option list

MAP - $3,599
Carved figured maple [flame or quilt] top with mahogany back, 25” scale length, 22 fret mahogany neck, rosewood fretboard, bird inlays, rosewood headstock veneer with inlaid signature, PRS ‘piezo’ adjustable stoptail bridge, Phase III locking tuners, nickel hardware, hardshell case
• Neck profile - Pattern Regular
• Electronics - 57/08 treble & bass pickups, volume, tone & blend controls, 5-way blade pickup switch, LR Baggs/PRS piezo pickup system

OPTIONS:  
PRS ‘piezo’ tremolo bridge n/c
10 top flame or quilt $600
Artist Package See AP option list

Shown in Violet

Shown in Charcoal Burst

Shown in Honey

Shown in Violet

Effective November 11, 2014 - All pricing in USD
2015 CORE MAPLE TOP FINISHES, *indicates opaque color
Antique White, Azul, Black, Black Cherry, Black Gold Burst, Blood Orange, Charcoal Burst, Faded Vintage Yellow, Faded Whale Blue, Gold Top*, Gray Black, Honey, Jade, Royal Blue, Scarlet Red, Tortoise Shell, Vintage Sunburst, Violet

**PAUL REED SMITH GUITARS**

2015 CORE MODELS

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**P24**

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Shown in Blood Orange
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Carved figured maple [flame or quilt] top with mahogany back, 25” scale length, 24 fret mahogany neck, rosewood fretboard, bird inlays, rosewood headstock veneer with inlaid signature, PRS ‘piezo’ machined tremolo bridge, Phase III locking tuners, nickel hardware, hardshell case

- **Neck profile** - Pattern Thin or Pattern Regular
- **Electronics** - 57/08 treble & bass pickups, volume, tone & blend controls, 5-way blade pickup switch, LR Baggs/PRS piezo pickup system

**OPTIONS:**

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<tr>
<td>10 top flame or quilt</td>
<td>$600</td>
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<tr>
<td>Artist Package</td>
<td>See AP option list</td>
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**P245**

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Shown in Charcoal Burst
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NEW MODEL FOR 2015

Singlecut, carved figured maple [flame] top with mahogany back, 24 ½” scale length, 22 fret mahogany neck, bound rosewood fretboard, bird inlays, rosewood headstock veneer with inlaid signature, PRS ‘piezo’ adjustable stoptail bridge, Phase III locking tuners, nickel hardware, hardshell case

- **Neck profile** - Pattern
- **Electronics** - 58/15 treble & bass pickups, volume, push/pull tone & blend controls, 3-way toggle pickup switch on upper bout, LR Baggs/PRS piezo pickup system

**OPTIONS:**

<table>
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<tr>
<th>MAP</th>
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<tbody>
<tr>
<td>10 top flame</td>
<td>$600</td>
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<tr>
<td>Artist Package</td>
<td>See AP option list</td>
</tr>
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**PAUL'S GUITAR**

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Shown in Jade
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Carved figured maple [flame or quilt] top with mahogany back, 25” scale length, 22 fret select mahogany neck, Hondouran rosewood fretboard & headstock veneer, “brushstroke” bird inlays & signature, PRS stoptail w/ brass inserts, Phase III mass locking tuners, nickel hardware, paisley hardshell case

- **Neck profile** - Pattern
- **Electronics** - 408N treble & bass pickups, volume & tone controls, 3-way toggle pickup switch, two mini-toggle coil tap switches

**OPTIONS:**

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<td>10 top flame or quilt</td>
<td>$600</td>
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<tr>
<td>Artist Package</td>
<td>See AP option list</td>
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2015 Core Maple Top Finishes, *indicates opaque color
Antique White, Azul, Black, Black Cherry, Black Gold Burst, Blood Orange, Charcoal Burst, Faded Vintage Yellow, Faded Whale Blue, Gold Top*, Gray Black, Honey, Jade, Royal Blue, Scarlet Red, Tortoise Shell, Vintage Sunburst, Violet

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**PAUL REED SMITH GUITARS** • **380 LOG CANOE CIRCLE** • **STEVENSVILLE, MD 21666** • **410.643.9970** • **WWW.PRSGUITARS.COM**
Effective November 11, 2014 - All pricing in USD

**2015 CORE MODELS**

**HOLLOWBODY II**
- Carved figured maple top & back with mahogany sides, 25” scale length,
- 22 fret mahogany neck, rosewood fretboard, bird inlays, rosewood headstock veneer with inlaid signature, PRS adjustable ‘piezo’ stoptail bridge, Phase III locking tuners, nickel hardware, hardshell case
- **Neck profile** - Pattern
- **Electronics** - 57/08 treble & bass pickups, volume & tone controls, 3-way toggle pickup switch, LR Baggs/PRS piezo pickup system

**OPTIONS:**
- 10 top/back flame: $1200
- Artist Package: See AP option list

**SINGLECUT HOLLOWBODY II**
- Carved figured maple top & back with mahogany sides, 25” scale length,
- 22 fret mahogany neck, rosewood fretboard, rosewood headstock veneer with inlaid signature, bird inlays, PRS adjustable ‘piezo’ stoptail bridge, Phase III locking tuners, nickel hardware, hardshell case
- **Neck profile** - Pattern
- **Electronics** - 57/08 treble & bass pickups, volume & tone controls, 3-way toggle pickup switch, LR Baggs/PRS piezo pickup system

**OPTIONS:**
- 10 top/back flame: $1200
- Artist Package: See AP option list

**HOLLOWBODY I - I2 STRING**
- Carved figured maple top with mahogany back & sides, 25” scale length,
- 22 fret mahogany neck, rosewood fretboard, “old-school” bird inlays, PRS adjustable I2-string stoptail, Phase III locking tuners, gold hardware, hardshell case
- **Neck profile** - I2 string
- **Electronics** - 57/08 treble & bass pickups, volume & tone controls, 3-way toggle pickup switch

**OPTIONS:**
- 10 top flame: $600

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**2015 CORE MAPLE TOP FINISHES, *indicates opaque color**
- Antique White, Azul, Black, Black Cherry, Black Gold Burst, Blood Orange, Charcoal Burst, Faded Vintage Yellow, Faded Whale Blue, Gold Top*, Gray Black, Honey, Jade, Royal Blue, Scarlet Red, Tortoise Shell, Vintage Sunburst, Violet
PAUL REED SMITH GUITARS
2015 SIGNATURE MODELS

BRENT MASON

Korina body, 25 ¼" scale length, 22 fret bolt-on rock maple neck, rosewood fretboard, bird inlays, Phase III locking tuners, PRS machined tremolo, nickel hardware, hardshell case

- Neck profile - Pattern
- Electronics - 408N treble & bass pickups, 305 middle pickup, volume & push/pull tone controls, 5-way blade pickup switch, two mini-toggle coil tap switches

OPTIONS:    MAP
Maple fretboard  n/c

FINISHES, *indicates opaque color

DGT (DAVID GRISOM)

Carved figured maple [flame] top with mahogany back, 25” scale length, 22 fret mahogany neck, rosewood fretboard, jumbo frets, moon inlays, rosewood headstock veneer with inlaid signature, PRS machined tremolo, Phase III locking tuners w/ faux bone buttons, nickel hardware, hardshell case

- Neck profile - DGT
- Electronics - DGT treble & bass pickups, 2 volume controls & push/pull tone control, 3-way toggle pickup switch

OPTIONS:    MAP
Bird inlays  $270
10 top flame  $600
Artist Package  See AP option list

FINISHES, *indicates opaque color
Antique White, Azul, Black, Black Cherry, Black Gold Burst, Blood Orange, Charcoal Burst, Faded Vintage Yellow, Faded Whale Blue, Gold Top*, Gray Black, Honey, Jade, Royal Blue, Scarlet Red, Tortoise Shell, Vintage Sunburst, Violet

MARK TREMONTI

Carved figured maple [flame or quilt] top, mahogany back, trem-up route, 25” scale length, 22 fret mahogany neck, rosewood fretboard, bird inlays, rosewood headstock veneer with inlaid signature, PRS machined tremolo, Phase III locking tuners, nickel hardware, hardshell case

- Neck profile - Pattern Thin
- Electronics - Tremonti treble & bass pickups, 2 volume & 2 tone controls, 3-way toggle pickup switch on upper bout

OPTIONS:    MAP
PRS adjustable stoptail  n/c
10 top flame or quilt  $600
Artist Package  See AP option list

FINISHES, *indicates opaque color
Antique White, Azul, Black, Black Cherry, Black Gold Burst, Blood Orange, Charcoal Countour Burst, Faded Vintage Yellow, Faded Whale Blue, Gold Top*, Gray Black, Honey, Jade, Royal Blue, Scarlet Red, Tortoise Shell, Vintage Sunburst, Violet

2015 SIGNATURE MODEL FINISHES VARY BY MODEL
PAUL REED SMITH GUITARS
2015 SIGNATURE MODELS

SANTANA

Carved figured maple [flame] top with mahogany back, 24 ½” scale length, 24 fret mahogany neck, rosewood fretboard & headstock veneer, bird inlays and headstock eagle, PRS machined tremolo, Phase III locking tuners, nickel hardware, hardshell case

- Neck profile - Santana
- Electronics - Santana treble & bass pickups, volume & tone controls, 3-way toggle pickup switch

OPTIONS:
- 10 top flame $600
- Artist Package See AP option list

MAP - $3,399

FINISHES, *indicates opaque color
Antique White, Azul, Black, Black Cherry, Black Gold Burst, Blood Orange, Charcoal Burst, Faded Vintage Yellow, Faded Whale Blue, Gold Top*, Gray Black, Honey, Jade, Royal Blue, Santana Yellow, Scarlet Red, Tortoise Shell, Vintage Sunburst, Violet

NS-14 (NEAL SCHON)

14” singlecut semi-hollow w/ single f-hole, carved maple [flame or quilt] top with mahogany back, 24 ½” scale length, 22 fret mahogany neck, rosewood fretboard, bird inlays, headstock veneer with inlaid signature, Floyd Rose “original” tremolo & locking nut, Phase III locking tuners, nickel hardware, hardshell case

- Neck profile - Neal Schon neck & heel carve
- Electronics - 57/08 treble & covered 57/08 bass pickups, volume & push/pull tone controls, 3-way toggle pickup switch on upper bout

OPTIONS:
- 10 top flame or quilt $600

MAP - $4,099

FINISHES, *indicates opaque color
Antique White, Azul, Black, Black Cherry, Black Gold Burst, Blood Orange, Charcoal Burst, Faded Vintage Yellow, Faded Whale Blue, Gold Top*, Gray Black, Honey, Jade, Royal Blue, Scarlet Red, Tortoise Shell, Vintage Sunburst, Violet

GRAINGER 4 STRING BASS

Carved maple top with mahogany back, 34” scale length, 24 fret maple neck, rosewood fretboard, bird inlays, PRS 4 string bass bridge, nickel hardware, hardshell case

- Neck profile - GG 4
- Electronics - GG4 treble & bass pickups, PRS/Grainger active electronics

OPTIONS:
- Maple fretboard n/c
- Pickguard $60
- Ramp $120
- 10 top flame or quilt $600

MAP - $3,249

FINISHES, *indicates opaque color
Antique White, Azul, Black, Black Cherry, Black Gold Burst, Blood Orange, Charcoal Burst, Faded Vintage Yellow, Faded Whale Blue, Gold Top*, Gray Black, Honey, Jade, Royal Blue, Scarlet Red, Tortoise Shell, Vintage Sunburst, Violet

2015 SIGNATURE MODEL FINISHES VARY BY MODEL
2015 SIGNATURE MODELS

GRAINGER 5 STRING BASS

MAP - $3,299

Carved maple top with mahogany back, 34” scale length, 24 fret maple neck, rosewood fretboard, bird inlays, PRS 5 string bass bridge, hardshell case
- Neck profile - GG 5
- Electronics - GG5 treble & bass pickups, PRS/Grainger active electronics

OPTIONS:   MAP
Maple fretboard n/c
Pickguard $60
Ramp $120
10 top flame or quilt $600

FINISHES, *indicates opaque color
Antique White, Azul, Black, Black Cherry, Black Gold Burst, Blood Orange, Charcoal Burst, Faded Vintage Yellow, Faded Whale Blue, Gold Top*, Gray Black, Honey, Jade, Royal Blue, Scarlet Red, Tortoise Shell, Vintage Sunburst, Violet
## ARTIST PACKAGE OPTIONS - OVERALL

Artist grade flame maple top, select mahogany back, Artist grade Gaboon ebony fretboard & headstock veneer with inlaid green abalone signature, green ripple outline / green abalone center Artist bird inlays, gold hardware, Artist case. All other specifications are predetermined by the model.

<table>
<thead>
<tr>
<th>ARTIST GRADE NECK WOOD:</th>
<th>MAP</th>
<th>ARTIST GRADE FRETBOARD &amp; VENEER:</th>
<th>MAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Artist grade figured maple</td>
<td>$240</td>
<td>• Figured maple (maple neck only)</td>
<td>n/c</td>
</tr>
<tr>
<td>• East Indian rosewood</td>
<td>$470</td>
<td>• Brazilian rosewood (USA only)</td>
<td>n/c</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HARDWARE:</th>
<th>MAP</th>
<th>PICKUP SET (except on noted models):</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Hybrid, Nickel</td>
<td>n/c</td>
<td>• 57/08 covered or uncovered</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 59/09 uncovered</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• \m / uncovered</td>
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<tr>
<td></td>
<td></td>
<td>• HFS &amp; Vintage Bass</td>
</tr>
</tbody>
</table>


## ARTIST PACKAGE OPTIONS - PER MODEL

### 408 (No pickup substitutions)
- Neck profile: Pattern or Pattern Thin
- Bridge option: PRS machined tremolo
  - $4,699

### CUSTOM 22
- Neck profile: Pattern or Pattern Thin
- Bridge option: PRS machined tremolo, PRS stoptail, PRS adjustable stoptail.
  - $4,529

### CUSTOM 24
- Neck profile: Pattern Regular or Pattern Thin
- Bridge option: PRS machined tremolo
  - $4,529

### 30TH ANNIVERSARY CUSTOM 24
- Neck profile: Pattern Regular or Pattern Thin
- Bridge option: PRS machined tremolo
  - $4,699
- Inlay: Mother of pearl 30th Anniversary bird inlays, purfling, and signature (ebony and rosewood); Paua 30th Anniversary bird inlays, purfling, and signature (maple)

### “FLOYD” CUSTOM 24
- Neck profile: Pattern Thin
  - $4,699

### SC 245
- Neck profile: Pattern
- Bridge option: PRS two-piece bridge
  - $4,599

### 513 MAPLE TOP (No pickup substitutions)
- Neck profile: Pattern Regular
- Bridge option: PRS machined tremolo
  - $4,849

### TREMONTI (No pickup substitutions)
- Neck profile: Pattern Thin
- Bridge option: PRS machined tremolo, PRS stoptail, PRS adjustable stoptail.
  - $4,599

### DGT (No pickup substitutions)
- Neck profile: DGT
- Bridge option: PRS machined tremolo
  - $4,599

### SANTANA (No pickup substitutions)
- Neck profile: Santana
- Bridge option: PRS machined tremolo
  - $4,849

### P22 & P22 TREM (No pickup substitutions)
- Neck profile: Pattern Regular
- Bridge option: PRS ‘piezo’ adjustable stoptail bridge, PRS ‘piezo’ machined tremolo bridge
  - $4,999

### P24 TREM (No pickup substitutions)
- Neck profile: Pattern Thin or Pattern Regular
- Bridge option: PRS ‘piezo’ machined tremolo bridge
  - $4,999

### P245 (No pickup substitutions)
- Neck profile: Pattern
- Bridge option: PRS ‘piezo’ adjustable stoptail bridge
  - $4,999

### PAUL’S GUITAR (No pickup or inlay substitutions)
- Neck profile: Pattern
- Bridge option: PRS machined tremolo, PRS stoptail w/ brass inserts
  - $4,699

### HOLLOWBODY I (Flame maple top only / No pickup substitutions)
- Neck profile: Pattern
- Bridge option: PRS ‘piezo’ adjustable stoptail bridge
  - $5,199

### HOLLOWBODY II (Flame maple top/back only / No pickup substitutions)
- Neck profile: Pattern
- Bridge option: PRS ‘piezo’ adjustable stoptail bridge
  - $5,599

### SINGLECUT HOLLOWBODY II (Flame maple top/back only / No pickup substitutions)
- Neck profile: Pattern
- Bridge option: PRS ‘piezo’ adjustable stoptail bridge
  - $5,599
- Pinnacle of PRS design and execution

- Heirloom quality instruments – built to last (more than) a lifetime

- Individually crafted to the customer’s exacting specifications

- Model list available to kick start the imagination and streamline the ordering process

- Built to Order instruments that offer the greatest level of customization at PRS
PAUL REED SMITH GUITARS
2015 PRIVATE STOCK MODELS

MCCARTY SINGLECUT

CARVED FIGURED MAPLE TOP, THICK MAHOGANY BACK, 24 ⅝” SCALE LENGTH, 22 FRET MAHOGANY NECK, FIGURED MAPLE BOUND MADAGASCAR ROSEWOOD FRETBOARD, MADAGASCAR ROSEWOOD HEADSTOCK VENEER, MAMMOTH IVORY BIRD INLAYS & HEADSTOCK EAGLE, SANTANA HEADSTOCK SHAPE, BONE NUT, PHASE III LOCKING TUNERS, FLAT JUMBO FRET WIRE, PRS TWO PIECE BRIDGE, NICKEL HARDWARE, PAILSYE HARD SHELL CASE

- Neck profile - Pattern
- Electronics - Plated nickel silver 58/15 pickups, 2 volume & 2 tone controls w/ 3-way toggle switch on upper bout

OPTIONS:
- MAP
- PRS tremolo
- n/c

MCCARTY MODEL

CARVED FIGURED MAPLE TOP, MAHOGANY BACK, 25” SCALE LENGTH, 22 FRET MAHOGANY NECK, FIGURED MAPLE BOUND MADAGASCAR ROSEWOOD FRETBOARD, MADAGASCAR ROSEWOOD HEADSTOCK VENEER, MAMMOTH IVORY BIRD INLAYS & HEADSTOCK EAGLE, BONE NUT, PHASE III LOCKING TUNERS, FLAT JUMBO FRET WIRE, PRS STOPTAIL W/ BRASS INSERTS, NICKEL HARDWARE, PAILSYE HARD SHELL CASE

- Neck profile - Pattern
- Electronics - Plated nickel silver 58/15 pickups, volume & push/pull tone controls, 3-way toggle pickup switch

OPTIONS:
- MAP
- PRS tremolo
- n/c

CUSTOM 24 “RETRO”

“PRE-FACTORY” STYLE CARVED FIGURED MAPLE TOP, MCCARTY THICKNESS MAHOGANY BACK, 25” SCALE LENGTH, 24 FRET MAHOGANY NECK WITH “ORIGINAL” HEEL & HEADSTOCK, FIGURED MAPLE BOUND MADAGASCAR ROSEWOOD FRETBOARD, MAHOGANY HEADSTOCK VENEER, GREEN RIPPLE ‘OLD-SCHOOL’ BIRD INLAYS & “PRE-FACTORY” HEADSTOCK EAGLE, PRS MACHINED TREMOL, PHASE III LOCKING TUNERS, NICKEL HARDWARE, PAILSYE HARD SHELL CASE

- Neck profile - “Pre-Factory” Pattern Regular
- Electronics - 85/15 pickups, volume & push/pull tone control [push/pull activates sweet switch], 3-way toggle pickup switch

OPTIONS:
- MAP
- Brazilian rosewood fretboard
- n/c

SANTANA “RETRO”

“PRE-FACTORY” STYLE CARVED FIGURED MAPLE TOP WITH MAHOGANY BACK, 24 ⅝” SCALE LENGTH, 24 FRET MAHOGANY NECK WITH “ORIGINAL” HEEL & HEADSTOCK, MADAGASCAR ROSEWOOD FRETBOARD, MAHOGANY HEADSTOCK VENEER, GREEN RIPPLE ABALONE PURFLING STRIPS ON BODY, GREEN RIPPLE ‘OLD-SCHOOL’ BIRD INLAYS AND “PRE-FACTORY” HEADSTOCK EAGLE, SANTANA FRET WIRE, UNPLATED PRS MACHINED TREMOL, PHASE III LOCKING TUNERS, NICKEL HARDWARE, PAILSYE HARD SHELL CASE

- Neck profile - “Pre-Factor” Santana
- Electronics - Original Santana treble & 57/08 bass pickups with zebra bobbins, volume & tone controls, 3-way toggle pickup switch

OPTIONS:
- MAP
- Brazilian rosewood fretboard
- n/c

Default high-gloss nitro finishes:
Aqua Violet, Aquamarine, Black Gold, Blue Nightshade, Blue Tourmaline, Burnt Orange, Cabernet, Charcoal, Dirty Natural, Faded Denim, Faded McCarty, Faded Purple Mist, Faded Vintage Yellow, Glacier Blue, Goldstorm, Graphite, Green Nightshade, Lavender, McCarty Yellow, Merlot, Natural, Orange Nightshade, Purple Nightshade, Raspberry, Red Tiger, Santana Yellow, Shamrock, Smokey Blonde, Tiger Eye, Turquoise, Violin
2015 PRIVATE STOCK MODELS

VIOLIN II

Carved figured maple top, mahogany back, 25” scale length, 22 fret curly maple neck, ebony fretboard & headstock veneer, gold mother of pearl “Violin” birds & headstock Eagle inlay, “Strad” fretboard & headstock purfling, Phase III locking tuners, PRS stop tail w/ brass inserts, hybrid hardware, paisley hardshell case

- **Neck profile** - Pattern
- **Electronics** - plated nickel silver 57/08 pickups, volume & push/pull tone controls, 3-way toggle pickup switch

**OPTIONS:**
- MAP

**PRS tremolo**

n/c

PRIVATE STOCK SIGNATURE MODELS

BRENT MASON

Figured maple top, Swamp Ash back, 25 ¼” scale length, 22 fret bolt-on curly maple neck, fretboard & headstock veneer, mother of pearl bird inlays & headstock Eagle with black tip mother of pearl outlines, Phase III locking tuners, PRS machined tremolo, hybrid hardware, Brent Mason signed electronics backplate, paisley hardshell case

- **Neck profile** - Pattern
- **Electronics** - 408N treble & bass pickups w/ 305 middle pickup, volume & tone controls, 5-way blade pickup switch, two mini toggle coil tap switches

**OPTIONS:**
- MAP

**GARY GRAINGER 4 STRING BASS**

Carved figured curly/flamed maple top, swamp ash back, 24 frets, 34” scale length curly maple neck, Ebony fretboard, headstock veneer & truss rod cover, Paua “old-school” bird inlays & headstock Eagle with MOP outlines, PRS machined bass bridge, hybrid hardware, brown leather hardshell case

- **Neck profile** - GG 4 string bass
- **Electronics** - GG4 Bass pickups, PRS/GG Active Electronics

**OPTIONS:**
- Wood Pickguard
- Wood Ramp

**GARY GRAINGER 5 STRING BASS**

Carved figured curly/flamed maple top, swamp ash back, 24 frets, 34” scale length curly maple neck, Ebony fretboard, headstock veneer & truss rod cover, Paua “old-school” bird inlays & headstock Eagle with MOP outlines, PRS machined bass bridge, hybrid hardware, brown leather hardshell case

- **Neck profile** - GG 5 string bass
- **Electronics** - GG5 Bass pickups, PRS/GG Active Electronics

**OPTIONS:**
- Wood Pickguard
- Wood Ramp

**Default high-gloss nitro finishes:**
- Aqua Violet, Aquamarine, Black Gold, Blue Nightshade, Blue Tourmaline, Burnt Orange, Cabernet, Charcoal, Dirty Natural, Faded Denim, Faded McCarty, Faded Purple Mist, Faded Vintage Yellow, Glacier Blue, Goldstorm, Graphite, Green Nightshade, Lavender, McCarty Yellow, Merlot, Natural, Orange Nightshade, Purple Nightshade, Raspberry, Red Tiger, Santana Yellow, Shamrock, Smokey Blonde, Tiger Eye, Turquoise, Violin
# Private Stock Options

## Private Stock or Signature Model Options

<table>
<thead>
<tr>
<th>TOP WOOD</th>
<th>MAP</th>
<th>TOP WOOD OPTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>• Quilt $400</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• One piece Top $400</td>
</tr>
</tbody>
</table>

## Neck Wood (Excludes Gary Grainger Bass Models)

<table>
<thead>
<tr>
<th>NECK WOOD</th>
<th>MAP</th>
<th>NECK WOOD OPTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>• East Indian Rosewood, Flame Maple, Honduran Rosewood $480</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Brazilian Rosewood [subject to availability] $1,590</td>
</tr>
</tbody>
</table>

## Fretboard Wood (Excludes Gary Grainger Bass Models)

<table>
<thead>
<tr>
<th>FRETBOARD WOOD</th>
<th>MAP</th>
<th>FRETBOARD WOOD OPTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>• African Blackwood, Brazilian Rosewood [subject to availability], Cocobolo, East Indian Rosewood, Ebony, Figured Maple n/c</td>
</tr>
</tbody>
</table>

## Fretboard Wood: Gary Grainger Bass Models (Includes Veneer if Applicable)

<table>
<thead>
<tr>
<th>FRETBOARD WOOD</th>
<th>MAP</th>
<th>FRETBOARD WOOD OPTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>• East Indian Rosewood, Flame Maple, Ebony, Macassar Ebony n/c</td>
</tr>
</tbody>
</table>

## Inlay: (Excludes Violin II)

<table>
<thead>
<tr>
<th>INLAY</th>
<th>MAP</th>
<th>INLAY OPTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>• Black Lip mother of pearl, Gold mother of pearl, Paua Heart $160</td>
</tr>
</tbody>
</table>

## Hardware

<table>
<thead>
<tr>
<th>HARDWARE</th>
<th>MAP</th>
<th>HARDWARE OPTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>• Gold, Hybrid, Nickel, Black n/c</td>
</tr>
</tbody>
</table>

## Pickup Set: (Excludes Brent Mason & GG Bass Models)

<table>
<thead>
<tr>
<th>PICKUP SET</th>
<th>MAP</th>
<th>PICKUP SET OPTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>• 57/08 covered, 57/08 uncovered, 59/09 covered, 59/09 uncovered, 53/10 covered, 53/10 uncovered, HFS, Vintage Bass, `m` uncovered, 85/15 and 58/15 n/c</td>
</tr>
</tbody>
</table>

## Optional High-Gloss Nitro Finishes

<table>
<thead>
<tr>
<th>FINISHES</th>
<th>MAP</th>
<th>FINISHES OPTIONS</th>
</tr>
</thead>
</table>

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**Private Stock – Build to Order**

Private Stock’s Built to Order program is your opportunity to create the guitar of your dreams. Whether it’s a one-of-a-kind instrument of your own specification, a reproduction PRS instrument from a bygone era, or a personalized version of a model already offered, your Built to Order Private Stock will represent the personally crafted, customized piece of work available from PRS.
- Bold, expressive tone

- Remarkable playability

- Intimate luthier-based, small shop approach to creating highly personalized acoustics

- Built with the same attention to detail and quality standards as all PRS instruments

- Heirloom quality

Prices & specifications subject to change without prior notification
PAUL REED SMITH GUITARS
2015 PRIVATE STOCK ACOUSTICS

PRIVATE STOCK ACOUSTIC SIGNATURE MODELS

TONY MCMANUS SIGNATURE MODEL

MAP - $8,899

Select European spruce top, Cocobolo back & sides, paua heart top purfling, curly maple binding on top & back, 25 ¼” scale length, Peruvian mahogany ‘wide’ neck, ebony fretboard and headstock veneer w/ paua heart purfling, ebony bridge, Paua heart “J” bird inlays, headstock Eagle inlay on veneer, curly maple/Paua heart rosette, PRS tuning pegs, PRS pickup system, Ameritage hardshell case

• Nut Width - 1 3/4”
• String Spacing - 2 3/16”

OPTIONS:

Brazilian Rosewood back & sides* $1,750

MARTIN SIMPSON SIGNATURE MODEL

MAP - $8,899

Select Adirondack spruce top, Cocobolo back & sides, green select abalone top purfling, curly maple binding on top & back, 25 ¼” scale length, Peruvian mahogany ‘Martin Simpson’ neck, ebony fretboard and headstock veneer w/ green select abalone purfling, ebony bridge, Green select abalone “J” bird inlays, headstock Eagle inlay on veneer, curly maple/green select abalone rosette, PRS tuning pegs, PRS pickup system, Ameritage hardshell case

• Nut Width - 1.83”
• String Spacing - 2.36”

OPTIONS:

Brazilian Rosewood back & sides* $1,750

CODY KILBY SIGNATURE MODEL

MAP - $8,899

Select Adirondack spruce top, Cocobolo back & sides, green select abalone purfling, curly maple binding on top & back, 25 ¼” scale length, Peruvian mahogany ‘wide’ neck, ebony fretboard and headstock veneer w/ green select abalone purfling, ebony bridge, green select abalone/ mother of pearl Cody Kilby “traditional” inlays, headstock Eagle inlay on veneer, curly maple/green select abalone rosette, PRS tuning pegs, PRS pickup system, Ameritage hardshell case

• Nut Width - 1 3/4”
• String Spacing - 2 3/16”

OPTIONS:

Brazilian Rosewood back & sides* $1,750

ALEX LIFESON THINLINE SIGNATURE MODEL

MAP - $8,999

Select European bearclaw spruce top, Koa back & sides, paua top purfling, curly maple binding on top & back, 25 ¼” scale length, Peruvian mahogany ‘wide’ neck, ebony fretboard and headstock veneer w/ paua purfling, ebony bridge, mother of pearl/Paua “birds in flight” inlay & headstock Eagle, spalted maple/paua rosette, PRS tuning pegs, PRS double action truss rod, Fishman Matrix Infinity pickup and preamp, Ameritage hardshell case

• Nut Width - 1 3/4”
• String Spacing - 2 3/16”

OPTIONS:

Brazilian Rosewood back & sides* $1,750

LR Baggs Lyric pickup system n/c

*PRS Private Stock Artist Models are not open to further customization. All Specs for Signature models are at the artists request and therefore not open to change.
### PRIVATE STOCK ACOUSTIC MODELS

#### ANGELUS CUTAWAY - BRAZILLIAN ROSEWOOD

![Angelus Cutaway - Brazilian Rosewood](image)

Select Adirondack spruce top, Brazilian Rosewood back & sides, paua top purfling, curly maple binding on top & back, 25 ¼" scale length, Peruvian mahogany ‘wide’ neck, ebony fretboard and headstock veneer w/ paua purfling, ebony bridge, mother of pearl/Paua “old-school” bird inlays & headstock Eagle, curly maple/paua rosette, PRS tuning pegs, PRS double action truss rod, Ameritage hardshell case

- **Nut Width**: 1 3/4"
- **String Spacing**: 2 3/16"

**OPTIONS:**
- **MAP**
  - PRS Pickup System: $199
  - Fishman Matrix Infinity: $225

**MAP** - $10,749

#### TONARE GRAND - BRAZILLIAN ROSEWOOD

![Tonare Grand - Brazilian Rosewood](image)

Select Adirondack spruce top, Brazilian Rosewood back & sides, paua top purfling, curly maple binding on top & back, 25 ¼" scale length, Peruvian mahogany ‘wide’ neck, ebony fretboard and headstock veneer w/ paua purfling, ebony bridge, mother of pearl/Paua “old-school” bird inlays & headstock Eagle, curly maple/paua rosette, PRS tuning pegs, PRS double action truss rod, Ameritage hardshell case

- **Nut Width**: 1 3/4"
- **String Spacing**: 2 3/16"

**OPTIONS:**
- **MAP**
  - PRS Pickup System: $199
  - Fishman Matrix Infinity: $225

**MAP** - $10,749

#### KOA ANGELUS CUTAWAY

![Koa Angelus Cutaway](image)

Select European spruce top, Koa back & sides, paua top purfling, curly maple binding on top & back, 25 ¼" scale length, Peruvian mahogany ‘wide’ neck, ebony fretboard and headstock veneer w/ paua purfling, ebony bridge, mother of pearl/Paua “old-school” bird inlays & headstock Eagle, curly maple/paua rosette, PRS tuning pegs, PRS double action truss rod, Ameritage hardshell case

- **Nut Width**: 1 3/4"
- **String Spacing**: 2 3/16"

**OPTIONS:**
- **MAP**
  - PRS Pickup System: $199
  - Fishman Matrix Infinity: $225
  - Koa Top: $950

**MAP** - $8,799

#### KOA TONARE GRANDE

![Koa Tonare Grande](image)

Select European spruce top, Koa back & sides, paua top purfling, curly maple binding on top & back, 25 ¼" scale length, Peruvian mahogany ‘wide’ neck, ebony fretboard and headstock veneer w/ paua purfling, ebony bridge, mother of pearl/Paua “old-school” bird inlays & headstock Eagle, curly maple/paua rosette, PRS tuning pegs, PRS double action truss rod, Ameritage hardshell case

- **Nut Width**: 1 3/4"
- **String Spacing**: 2 3/16"

**OPTIONS:**
- **MAP**
  - PRS Pickup System: $199
  - Fishman Matrix Infinity: $225
  - Koa Top: $950

**MAP** - $8,799
2015 PRIVATE STOCK ACOUSTICS

PAUL REED SMITH GUITARS

MADAGASCAR ROSEWOOD ANGELUS CUTAWAY

Select European spruce top, Madagascar Rosewood back & sides, paua top purfling, curly maple binding on top & back, 25 ¼” scale length, Peruvian mahogany ‘wide’ neck, ebony fretboard and headstock veneer w/ paua purfling, ebony bridge, mother of pearl/Paua “old-school” bird inlays & headstock Eagle, curly maple/paua rosette, PRS tuning pegs, PRS double action truss rod, Ameritage hardshell case

• Nut Width - 1 3/4”
• String Spacing - 2 5/16”

OPTIONS: MAP

PRS Pickup System $199
Fishman Matrix Infinity $225

MAP - $8,899

MADAGASCAR ROSEWOOD TONARE GRAND

Select European spruce top, Madagascar Rosewood back & sides, paua top purfling, curly maple binding on top & back, 25 ¼” scale length, Peruvian mahogany ‘wide’ neck, ebony fretboard and headstock veneer w/ paua purfling, ebony bridge, mother of pearl/Paua “old-school” bird inlays & headstock Eagle, curly maple/paua rosette, PRS tuning pegs, PRS double action truss rod, Ameritage hardshell case

• Nut Width - 1 3/4”
• String Spacing - 2 5/16”

OPTIONS: MAP

PRS Pickup System $199
Fishman Matrix Infinity $225

MAP - $8,899

COCOBOLO ANGELUS CUTAWAY

Select European spruce top, Cocobolo back & sides, paua top purfling, curly maple binding on top & back, 25 ¼” scale length, Peruvian mahogany ‘wide’ neck, ebony fretboard and headstock veneer w/ paua purfling, ebony bridge, mother of pearl/Paua “old-school” bird inlays & headstock Eagle, curly maple/paua rosette, PRS tuning pegs, PRS double action truss rod, Ameritage hardshell case

• Nut Width - 1 3/4”
• String Spacing - 2 5/16”

OPTIONS: MAP

PRS Pickup System $199
Fishman Matrix Infinity $225

MAP - $8,229

COCOBOLO TONARE GRANDE

Select European spruce top, Cocobolo back & sides, paua top purfling, curly maple binding on top & back, 25 ¼” scale length, Peruvian mahogany ‘wide’ neck, ebony fretboard and headstock veneer w/ paua purfling, ebony bridge, mother of pearl/Paua “old-school” bird inlays & headstock Eagle, curly maple/paua rosette, PRS tuning pegs, PRS double action truss rod, Ameritage hardshell case

• Nut Width - 1 3/4”
• String Spacing - 2 5/16”

OPTIONS: MAP

PRS Pickup System $199
Fishman Matrix Infinity $225

MAP - $8,229

PRIVATE STOCK – BUILD TO ORDER

Private Stock’s Built to Order program is your opportunity to create the guitar of your dreams. Whether it’s a one-of-a-kind instrument of your own specification, a reproduction PRS instrument from a bygone era, or a personalized version of a model already offered, your Built to Order Private Stock will represent the personally crafted, customized piece of work available from PRS.
2015 AMPLIFIERS

- Boutique-style amplifiers in a range of styles and prices
- Professional/Artist level quality for recording, gigging, and stadium level performances
- Single and Multi-channel platforms
- Vintage and modern tones

Effective November 11, 2014 - All pricing in USD
ARCHON

ARCHON 100 - HEAD

MAP - $1,899

100/50 watts [1/2 power switch], 6L6 power tubes, fixed bias, bypassable effects loop, volume, bass, mid, treble, bright switch & master volume for each channel, global presence & depth controls, 2 button LED foot switch, chassis mounted pots, jacks, power tube sockets & switches, covering - stealth/charcoal burst

OPTIONS:    MAP
Change to EL34 Power Tubes $75
Paisley covering $150
Maple fascia color $150

ARCHON 50 - HEAD

MAP - $1,599

50/25 watts [1/2 power switch], 6L6 power tubes, fixed bias, bypassable effects loop, volume, bass, mid, treble, bright switch & master volume for each channel, global presence & depth controls, 2 button LED foot switch, chassis mounted pots, jacks, power tube sockets & switches, covering - stealth/Anodized Aluminum

OPTIONS:    MAP
Change to EL34 Power Tubes $45
Paisley covering $150
Maple fascia color $150

ARCHON 50 - 1X12 COMBO

MAP - $1,649

50/25 watts [1/2 power switch], 6L6 power tubes, fixed bias, bypassable effects loop, volume, bass, mid, treble, bright switch & master volume for each channel, global presence & depth controls, Celestion G12-75T Speaker, 2 button LED foot switch, chassis mounted pots, jacks, power tube sockets & switches, covering - stealth

OPTIONS:    MAP
Change to EL34 Power Tubes $45

ARCHON 25 - 1X12 COMBO

MAP - $1,299

25 watts [1/2 power switch], 5881 power tubes, fixed bias, bypassable effects loop, volume, bass, mid, treble, bright switch & master volume for each channel, global presence & depth controls, Celestion G12-75T Speaker, 2 button LED foot switch, chassis mounted pots, jacks, power tube sockets & switches, covering - stealth

OPTIONS:    MAP
Change to EL34 Power Tubes $45
TWO CHANNEL

TWO CHANNEL “CUSTOM 20” - 1X12 COMBO

MAP - $1,549

20 watts, 5881 power tubes, fixed bias, effects loop, volume [pre/post], bass, mid, treble, reverb controls, bright switch & master volume for each channel, solo boost, Celestion G12H-30 Speaker, 3 button LED footswitch, mid shift, depth switch, chassis mounted pots, jacks, power tube sockets & switches, covering - stealth

OPTIONS:

<table>
<thead>
<tr>
<th>Option</th>
<th>MAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paisley covering</td>
<td>$150</td>
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<tr>
<td>Maple fascia color</td>
<td>$150</td>
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</table>

TWO CHANNEL “CUSTOM 50” - 1X12 COMBO

MAP - $1,749

50 watts, 6L6 power tubes, fixed bias, effects loop, volume [pre/post], bass, mid, treble, reverb controls, bright switch & master volume for each channel, solo boost, Celestion Classic Lead 80, 3 button LED footswitch, mid shift, depth switch, chassis mounted pots, jacks, power tube sockets & switches, covering - stealth

OPTIONS:

<table>
<thead>
<tr>
<th>Option</th>
<th>MAP</th>
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</thead>
<tbody>
<tr>
<td>Paisley</td>
<td>$150</td>
</tr>
<tr>
<td>Maple fascia color</td>
<td>$150</td>
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</table>

TWO CHANNEL “CUSTOM 50” - HEAD

MAP - $1,699

50 watts, 6L6 power tubes, fixed bias, effects loop, volume [pre/post], bass, mid, treble, reverb controls, bright switch & master volume for each channel, solo boost, 3 button LED footswitch, mid shift, depth switch, chassis mounted pots, jacks, power tube sockets & switches, covering - stealth

OPTIONS:

<table>
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<tr>
<th>Option</th>
<th>MAP</th>
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</thead>
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<tr>
<td>100 watts w/ Half Power Switch</td>
<td>$300</td>
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<tr>
<td>Paisley</td>
<td>$150</td>
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<tr>
<td>Maple fascia color</td>
<td>$150</td>
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</table>
**HXDA**

**HXDA 30 - HEAD**

MAP - $2,899

30 watts, EL34 power tubes, vintage style 2 channel internally bridged single input with bass and treble gain, treble, mid, bass & presence controls, master volume, 3 HX/DA switches, fixed bias, chassis mounted pots, jacks, power tube sockets & switches, covering - stealth/charcoal or paisley/black gold

**HXDA 30 - 1X12 COMBO**

MAP - $3,299

30 watts, EL34 power tubes, vintage style 2 channel internally bridged single input with bass and treble gain, treble, mid, bass & presence controls, master volume, 3 HX/DA switches, fixed bias, chassis mounted pots, jacks, power tube sockets & switches, covering - stealth/charcoal or paisley/black gold - open back - Celestion Modified Vintage 30 Speaker

**HXDA 50 - HEAD**

MAP - $2,999

50 watts, EL34 power tubes, vintage style 2 channel internally bridged single input with bass and treble gain, treble, mid, bass & presence controls, master volume, 3 HX/DA switches, fixed bias, chassis mounted pots, jacks, power tube sockets & switches, covering - stealth/charcoal or paisley/black gold

**HXDA OPTIONS**

<table>
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<tr>
<th>OPTIONS</th>
<th>MAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Fat boost switch</td>
<td>$55</td>
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<tr>
<td>• Gain switch</td>
<td>$100</td>
</tr>
<tr>
<td>• 100 watts with 1/2 power switch</td>
<td>$250</td>
</tr>
<tr>
<td>• Effects Loop</td>
<td>$250</td>
</tr>
<tr>
<td>• Reverb</td>
<td>$250</td>
</tr>
<tr>
<td>• Maple fascia color</td>
<td>$150</td>
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</tbody>
</table>

Effective November 11, 2014 - All pricing in USD

Prices & specifications subject to change without prior notification
Paul Reed Smith Guitars

2015 Amplifiers

Prices & specifications subject to change without prior notification

Effective November 11, 2014 - All pricing in USD

DAVID GRISOM

DG CUSTOM 30

MAP - $2,899

30 watts - EL84/7189/6P14P-EV power tubes, vintage style single channel amplifier using cathode bias, volume, treble, middle, bass, reverb, presence, top cut & master volume controls, bright switch, gain boost switch, chassis mounted pots, jacks, power tube sockets & switches, Heyboer transformers, covering - blonde tolex with vintage cherry mahogany fascia

DG CUSTOM 50

MAP - $2,999

50 watts - EL34 power tubes, vintage style single channel amplifier, cathode bias, volume, treble, middle, bass, reverb & master volume controls, bright switch, chassis mounted pots, jacks, power tube sockets & switches, Heyboer transformers, covering - blonde tolex with vintage cherry mahogany fascia
## SPEAKER CABINETS

### 2X12 CLOSED BACK

**Wood(s):** pine, fingerjoint cabinet, maple fascia  
**Speaker(s):** Celestion  
**Modified Vintage 30**

**COLORS:**  
- Stealth (no maple)  
- Stealth/Charcoal  
- Paisley/Black Gold

**MAP**
- $799
- $949
- $949

*Shown in Paisley/Black Gold

### 1X12 CLOSED BACK

**Wood(s):** pine, fingerjoint cabinet, maple fascia  
**Colors:** Stealth/Charcoal or Paisley/Black Gold  
**Speaker(s):** Celestion  
**Modified Vintage 30**

**MAP - $629**

### DG 2X12 CLOSED BACK

**Wood(s):** dual ported pine, fingerjoint cabinet, mahogany fascia  
**Colors:** Stealth/Charcoal or Paisley/Black Gold  
**Speaker(s):** Celestion  
**Vintage 30**

**MAP - $949**

### 4X10 OPEN BACK

**Wood(s):** pine, fingerjoint cabinet  
**Colors:** Stealth/Charcoal or Paisley/Black Gold  
**Speaker(s):** Celestion ‘Greenbacks’

**MAP - $1,099**

### 4X12 CLOSED BACK

**Wood(s):** birch, fingerjoint cabinet  
**Colors:** Stealth or Paisley  
**Speaker(s):** Celestion  
**Modified Vintage 30**

**MAP - $1,099**

### OPTIONS:
- Maple fascia color

**MAP**  
$150

### FINISHES:
Paul Reed Smith Guitars
2015 Minimum Advertised Price (“MAP”) Policy

Paul Reed Smith (“PRS”) guitars are known internationally for their quality of craftsmanship and performance. PRS believes that its position in the marketplace is dependent upon a distribution network that properly promotes, explains, and services PRS products. Our distribution network must earn a sufficient return on the sale to continue to provide to consumers adequate pre-sale, point-of-sale, and post-sale services. Because of our interest in protecting our consumers and our distributors, PRS has adopted a Minimum Advertised Price ("MAP") program which prohibits the advertising of deep discounts as a promotional tool to secure business, which would lead to an erosion of necessary services.

Right to terminate for discounting

PRS Guitar expects its dealers and distributors to provide the highest quality point of sale information, to promote the guitars in-store with suitable displays, to hire trained and experienced staff, to handle warranty and return claims with skill, and to assist us in developing the very finest guitars and musical products for our customers. We understand that these valuable services come with a cost, and in order to do them well, our resellers need to earn a profit margin sufficient to cover those costs. While “free-riders” who offer few or none of these services can afford to offer cheaper prices, we do not believe that they ultimately help the consumer, and only those resellers who meet our product service and support expectations will remain in our reseller network in the long term.

PRS reserves the unilateral right to terminate resellers that do not support our goals in enabling those resellers that do support those goals to provide quality sales and service to our customers. We will not accept complaints from one reseller about another’s prices—it is our job to determine who is and who is not supportive of our goals. The decision to terminate is our and ours alone. But we will not hesitate to stop selling to outlets that don’t support our overall distribution goals.

Please note that each reseller is free to set its actual sales price for any product. The MAP Policy does not prohibit sales below MSRP or below MAP. It only prohibits advertising below MAP.

PRS ADVERTISING AND INTERNET POLICY

PRINTED PRESS ADVERTISING

• Authorized PRS Dealers may advertise at Retail and/or current MAP (Minimum Advertised Price) on all USA PRS product, the SE line and PRS accessories
• Authorized PRS Dealers can only use photographic and logo images supplied by PRS unless otherwise approved. (All of the logos and images on the PRS website are available to you.)
• PRS products listed in mail order catalogues must be approved by PRS Guitars. Dealers are only allowed to advertise USA PRS product, the SE line and PRS accessories at Retail and/or current MAP.

INTERNET/WEBSITE ADVERTISING

• Authorized PRS dealers are only allowed to advertise at Retail and/or current MAP on PRS USA product, the SE line and PRS accessories
• No Automated Negotiations
• New PRS instruments cannot be listed or advertised on any auction type website

Definitions

• Covered Advertising is any activity that pictures or otherwise describes a Covered Product.
• Covered Product means any product on the PRS MAP Product Price List.
• MAP means the Minimum Advertised Price as shown on the PRS MAP Product Price List.

Authority

PRS alone is responsible for enforcing this policy and we will do so unilaterally. PRS will not communicate with any reseller regarding another reseller’s advertising practices. PRS does not entertain complaints from its resellers regarding another reseller’s pricing practices.

PRS has the right to change prices, change policy, and add or delete Covered Products at any time.
Covered Advertising
The types of advertising covered by this policy are:

- Print advertising.
- Broadcast advertising.
- Direct advertising such as catalogs, flyers, newsletters, direct mail pieces, and broadcast faxes.
- Electronic mail (e-mail) advertising. Any web pages that link from the e-mail are considered part of the email advertisement.
- Internet advertising such as banner, pop-up, and pop-under ads.
- Any web site accessible to the public, including web sites run by traditional retailers, club membership sites, e-tailers, vendors, portals, shopping sites, auction sites, advertising and promotion on social media sites (e.g., Facebook pages, Twitter feeds, etc.) etc. Any “level” of a web site above the “shopping cart” is considered an advertisement.

The types of advertising not covered by this Policy are:

- In-store merchandising.
- Direct mail, e-mail, or web sites that support employee or academic purchase programs – or other limited access programs such as “Friends & Family” or “Customer Loyalty” – are not covered by this Policy, provided that access to the promotions and pricing is restricted by a customer–unique identification such as a username/password and is not accessible to the general public.
- Prices negotiated between the reseller and a unique customer.

Advertising Requirements
PRS has unilaterally determined that it will be a violation of this Program for resellers to:

- Advertise any MAP Product at a net price that is less than the established MAP price (the "MAP Price");
- Advertise any MAP Product as a part of a bundle of products collectively offered for sale, unless the bundle is advertised pursuant to a PRS advertised promotion or unless the bundle is consistent with the "Bundling and Value-Added Offers" Convention set out below.
- Advertise "tax rebates," “tax rebate sales” or other similar wording which, when subtracting the rebate amount would bring the advertised price below the established MAP Price.
- Promoting ‘in cart’ savings that result in a price less than MAP

It will not be a violation of this Program for resellers to:

- Advertise free shipping/installation/training/services of MAP Products, unless the advertisement specifies a monetary value for the activity which nets the MAP Product price below MAP;
- Advertise financing terms available with the sale of MAP Products, unless the advertisement specifies a monetary value for the financing which nets the MAP Product price below MAP;
- Participate in any PRS-authorized promotion (advertising below MAP), including but not limited to product bundles and consumer rebates;
- Advertise “global offer(s),” i.e., store-wide/department-wide sales or discounts (a dollar amount off or a percentage off) for ALL brands of a product type similar to the MAP Products even where the offer, when applied to the MAP Product, would result in a net price in the advertisement that is less than the MAP Price.

Conventions
General Pricing Convention: To conform to a reseller’s pricing convention, the advertised price of a Covered Product may be up to US $1.00 below MAP for the product or bundle without violating this policy. This deviation is not cumulative “per product” on offers of two or more Covered Products.

Bundling and Value-Added Offers: All bundles must be advertised at or above the cumulative MAP Policy price of the Covered Products unless the bundled item has a value of $25 or less. If a Covered Product is bundled with a non-PRS product, the advertised bundle price must be at or above the MAP Policy price of the Covered Product plus the price of the non-PRS product, if sold separately. If a Covered Product is bundled with a gift card or similar item with a specific dollar value, the advertised bundle price must be at or above the MAP Price of the Covered Product plus the value of the other item. The advertisement cannot state or imply that the Covered Product is free or discounted in any way. Bundling should not be used to “camouflage” discount advertising of Covered Products.
Program Violations
PRS reserves the right to make a unilateral decision to suspend a reseller, to terminate a reseller, and/or to withhold marketing support of a reseller for violations of this MAP Policy.

Frequently Asked Questions

Can I advertise or list the actual sales price online in the shopping cart?
• Yes, you can advertise or list the actual selling price at the time the customer goes to check out by showing it in the shopping cart after the category-wide discount is applied. You CANNOT advertise or list an actual sales price below MAP anywhere on the site other than the shopping cart.

How does PRS's MAP Policy affect my actual price to consumers?
• This Policy does not affect your actual retail price. You are free to charge whatever retail price you and the customer negotiate.

Can I list new PRS product on eBay
• Yes, as long as the product is listed at current MAP. Auction type listings, “make offer” and/or “best offer (OBO)” are not acceptable. All other negotiations within the eBay framework are acceptable.

What if an employee or media supplier makes a mistake that results in a violation?
• It is the reseller’s responsibility to monitor its own advertising. PRS will not differentiate between intentional and accidental violations when enforcing the Policy.

Does the MAP Policy apply to “shop worn” products?
• Yes, if the product is unsold, it is considered new and must be advertised at MAP

Does the MAP Policy apply to advertisements for closeouts, used or refurbished products?
• No, as long as the product is clearly identified in the advertisement as a closeout, used or refurbished.

Should models from the previous year qualify for current MAP pricing?
• No, it is qualified under the previous year’s MAP pricing

Should models from two years prior or discontinued models qualify for current MAP pricing?
• No, MAP does not apply

Do Canadian dealers have to conform to the PRS MAP policy?
• Yes