Wizards Play Network Promotional Material Policy

Promo Packs

Use Universal Promo Packs to support in-store play at your discretion, with the following caveats:

- Distribute Promo Packs only once the associated set has launched.
- Promo Packs may not be distributed at Prerelease.
- Use Promo Packs to support in-store play only (not sales).

Buy-a-Box

- Provide one (1) Buy-a-Box promo card to each customer who purchases a full display box of Magic: The Gathering trading card game booster packs of the associated set, while supplies last.
- Distribute one (1) Buy-a-Box promo for each full display a customer purchases.
- Buy-a-Box promo cards may not be distributed to consumers prior to set release on-sale date of the associated set, with the exception of Prerelease weekend. This includes the black-out period between Prerelease weekend and the release on-sale date.
- Online purchases and shipping are not eligible for the Buy-a-Box program.
- Buy-a-Box promo cards may be distributed to support in-store play (not sales) at your discretion once the following Standard-legal set has launched.

Prerelease Early Sale Promotion

- WPN members who participate in Prerelease may sell advance booster boxes during Prerelease weekend in quantities equal to the number of Buy-a-Box promos they receive.
- Distribute one (1) Buy-a-Box promo for each full display a customer purchases.
- Limit advance box sales to Prerelease weekend. Sales may resume once the set's on-sale date arrives.