



Contact Invigorate Media 800-770-5219

ACB Pre-Approved for CO-OP!

GE Brands "January Clearance Event!"

Targeted Direct Mail is the most Effective Method for Driving Immediate Store Traffic & Sales.

Make ANY Changes to Prices/Models - We will re-approve for ACB GE CO-OP!

Run event any days from January 11 - 24

Start January 15 - Order by December 27

Start January 20 - Order by January 4

Choose between two sizes

- 1. The Monster Mailer tri-fold** Arrives in mail 6" x 10.5" and opens to 10.5" x 17" **Only 37.9 Cents.**
- 2. The Legal Limit MAX Postcard** - 11" x 14" The Largest Piece of Mail Allowed by Law! **Only 39.9 Cents.**

All orders Include art with Edits, Single Family Home Postage, Printing, Our Targeted Mailing List with Home Owner Median Incomes to "Target", Addressing & Shipping to Dealer's local post office for In-Home Delivery. All changes will be resubmitted for pre-approval prior to printing to assure reimbursement. Option – use your customer list – call for details.

Add the "Scratch Off" Promotion to any mailer/3 Cents extra – Includes Scratch Off Sticker with Prize Numbers, \$10,000 Group Insurance Policy, (3) \$250 Visa Gift cards (zero dealer liabilities), and your option to add your own default prizes such as a Free \$79 Value 10-Year Component warranty with purchase - or \$25 - \$50 additional savings, Mounted Prize Board & extra mailers for walk in traffic.

Office 800-770-5219

**Bill Menkhus
Doug Nelson**

**bill_menkhus@invigoratemedias.com Cell 636-524-1240
doug_nelson@invigoratemedias.com Cell 636-578-8130**

The Monster Mailer Tri-Fold

Proven by
Monstrous Results

Arrives in the
mailbox as
6" x 10.5"
Opens to
10.5" x 17"

10.5 INCHES WIDE

17 INCHES TALL



295% BIGGER Than our
Jumbo Postcard!

As low as
37.9¢ Includes
Postage



SAVE ON ALL
BUILT-IN APPLIANCES!
EVEN ON SPECIAL ORDERS!

**12 MONTHS
SPECIAL FINANCING!***

N&P Novak & Parker
since 1913 HOME APPLIANCE since 1913
Satisfying Homeowners, Designers and Builders for 100 Years

**WINTER
CLEARANCE**



Limited Time Only!
January 15th – 25th

Scratch & Win**

Match your number in our store to see if you're a winner!



- \$10,000 Shopping Spree
- \$250 Visa® Gift Card
- \$25-\$50 Additional Instant Discounts
on purchases \$499 & up



DEALER NAME
Street Address
City, State ZIP

POSTMASTER: Please Deliver By X/XX, X/XX, X/XX
or Current Resident

PRESORT STANDARD
U.S. POSTAGE
PAID
INVIGORATE
MEDIA

Doug Nelson
115 Mississippi Ave
Crystall City, MO 63019

Artwork Version: 04MM3646GE Winter Clearance

GE PROFILE™ PACKAGE REBATE UP TO \$1200* VALID 1/11 - 1/25

**GE PROFILE™
KITCHEN
SUITE**



**KEURIG® K-CUP BREWING
SYSTEM**

The unexpected convenience of hot
single serve brewing at your fridge



**DEEP CLEAN DISHWASHER
JETS**

Powerful jets blast away stuck-on food
for silverware that's always spotless

**27.8 CU. FT. FRENCH DOOR
REFRIGERATOR**

- TwinChill™ Evaporators
 - Full-width, Electronic
Temperature-Controlled Drawer
with Colored LED Lights
- PFE28PSKSS

**2.1 CU. FT. OVER-
THE-RANGE SENSOR
MICROWAVE OVEN**

- Sensor Cooking Controls
 - Chef Connect
- PVM9005SJSS

**30" FREESTANDING
ELECTRIC CONVECTION
RANGE**

- Edge-To-Edge Cooktop
 - Electronic Touch Controls
- PB911SJSS

**STAINLESS STEEL
INTERIOR DISHWASHER**

- Hidden Controls
 - Reverse Quad Blade
Wash Arm
- PDT845SSJSS



\$449  **\$449**
GE APPLIANCES



**SAVE \$200
ON THE PAIR!**



REG \$549 EACH

GE® 3.8 CU.FT. WASHER

- Stainless Steel Tub
- Heavy Duty Agitator

GTW330ASKWW

GE® 7.2 CU.FT. ELECTRIC DRYER

- Auto Dry
- Aluminized Alloy Drum

GTD33EASKWW

\$599  **\$549**
GE APPLIANCES



**SAVE \$350
ON THE PAIR!**



REG \$749 EACH

GE® 4.6 CU.FT. TOP LOAD WASHER

- Stainless Steel Tub
- Deep Fill

GTW680BSJWS

GE® 7.4 CU.FT. ELECTRIC DRYER

- Aluminized Alloy Drum
- HE Sensor Dry

GTD65EBSJWS

SAVE \$650 on this SLATE package!

\$2476
PACKAGE PRICE

REG \$3126

25.4 CU. FT. SIDE-BY-SIDE REFRIGERATOR

- Advanced Water Filtration
- Adjustable Slide-out Glass Shelves

GSS25GMHES

OVER-THE-RANGE SENSOR MICROWAVE

- Auto and Time Defrost
- Express Cook

JVM6175EFES

30" FREESTANDING ELECTRIC CONVECTION RANGE

- 12"/9" Dual Element
- 9"/6" Power Boil Elements

JB655EKES

DISHWASHER WITH FRONT CONTROLS

- Bottle Jets
- Steam PreWash

GDF610PMJES



GE APPLIANCES

SAVE 10%

ON SELECT CLOSEOUT & DISCONTINUED MODELS

WE SELL IT & SERVICE IT

Buying Power – We are a member of a \$15 Billion buying organization.

The majority of our appliances are priced at or below home improvement store prices. Don't sacrifice quality service before or after the sale. *Buy from a locally owned business!*



GE APPLIANCES

\$539

SAVE \$60!

17.5 CU. FT. TOP FREEZER REFRIGERATOR

- Adjustable Spillproof Glass Shelves
- Upfront Temp. Controls

GTS18GTHWW

REG \$599



GE APPLIANCES

\$1799

SAVE \$600!

23.8 CU. FT. FRENCH DOOR REFRIGERATOR

- Advanced Water Filtration
- Quick Space Shelf

GFE24JMKES

REG \$2399



GE APPLIANCES

\$1999

SAVE \$800!

27.8 CU. FT. FRENCH DOOR REFRIGERATOR

- Turbo Cool and Turbo Freeze Settings
- Twinchill™ Evaporators

GFE28GSKSS

REG \$2799



Novak & Parker
HOME APPLIANCE since 1913

1016 E. Northwest Highway • Mt. Prospect, IL 60056 • 847-256-2550 • novakandparker.com

*See store for complete details on all offers, financing and rebates. **Employees of retailer, mail-house, associate sponsors and ad agency as well as their family members of the same household are not eligible. Restrictions apply. No purchase necessary. Odds of winning \$10,000 Shopping Spree 1:350,000; \$250 Visa® Gift Card 3:XXX,XXX; Additional Discounts on minimum purchase of \$499 and above, Excluding GE Cafe and GE Profile Appliances; \$25 XXXXX,XXX; \$30 XXXXX,XXX; \$50 XXXXX,XXX. Mail piece must be presented to a representative of our store to participate in all offers of this mail piece. Participant must be 18 years of age or older, a legal U.S. Citizen, have a valid U.S. Driver's License and be a recipient of the mail piece via U.S. Mail. Winning numbers are predetermined. Winning numbers will not be disclosed over the telephone. Only valid during event dates and hours. VOID WHERE PROHIBITED BY LAW. ©/™ ©2016. All rights reserved. 04MM3646GE_WinterClearance thelley ©2016 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

The Legal Limit **MAX!** Postcard

Anything bigger would be criminal.

14 INCHES WIDE
HUGE!

11 INCHES TALL

Novak & Parker
HOME APPLIANCE since 1913

WINTER CLEARANCE Limited Time Only!
January 15th - 25th

12 MONTHS SPECIAL FINANCING!

GE PROFILE™ PACKAGE REBATE UP TO \$1200* VALID 1/1/18

GE PROFILE™ KITCHEN SUITE

- 27.5 CU. FT. FRENCH DOOR REFRIGERATOR
- 21 CU. FT. OVER-THE-RANGE SENSOR MICROWAVE OVEN
- 30" FREESTANDING ELECTRIC CONVECTION RANGE
- STAINLESS STEEL INTERIOR DISHWASHER

SAVE \$650 on this SLATE package!

\$2476 PACKAGE PRICE

SAVE 10% ON SELECT CLOSEOUT & DISCONTINUED MODELS

GREAT DEALS ON REFRIGERATORS

GE APPLIANCE **\$539** (SAVE \$600)
15.5 CU. FT. TOP FREEZER REFRIGERATOR

GE APPLIANCE **\$1799** (SAVE \$600)
23.5 CU. FT. FRENCH DOOR REFRIGERATOR

GE APPLIANCE **\$1999** (SAVE \$800)
27.5 CU. FT. FRENCH DOOR REFRIGERATOR

WE SELL IT & SERVICE IT

\$449 (SAVE \$200 ON THE PAIR!)
GE 24 CU. FT. WASH-DRYER

\$449 (SAVE \$200 ON THE PAIR!)
GE 24 CU. FT. ELECTRIC DRYER

\$599 (SAVE \$200 ON THE PAIR!)
GE 24 CU. FT. ELECTRIC DRYER

\$549 (SAVE \$200 ON THE PAIR!)
GE 24 CU. FT. ELECTRIC DRYER

Novak & Parker
HOME APPLIANCE since 1913

1216 E. Northwest Highway - Mt. Prospect, IL 60056 - 847-256-2550 - novakandparker.com

Scratch & Win

Win a \$10,000 Shopping Spree
Win a \$250 Visa® Gift Card
Win \$25-\$50 Additional Instant Discounts

SAVE ON ALL BUILT-IN APPLIANCES! EVEN ON SPECIAL ORDERS!

The

LARGEST

piece of mail the
US Postal Service
will allow!

As low as
39.9¢
Includes Postage

255% BIGGER

Than our
Jumbo Postcard!



Satisfying Homeowners, Designers and Builders for 100 Years

WINTER CLEARANCE

Limited Time Only!
January 15th - 25th

12 MONTHS SPECIAL FINANCING!*

GE PROFILE™ PACKAGE REBATE UP TO \$1200* VALID 1/11 - 1/25



PROFILE™ KITCHEN SUITE



**KEURIG® K-CUP BREWING
SYSTEM**
The unexpected convenience of hot
single serve brewing at your fridge



**DEEP CLEAN DISHWASHER
JETS**
Powerful jets blast away stuck-on food
for silverware that's always spotless

**27.8 CU. FT. FRENCH DOOR
REFRIGERATOR**
• TwinChill™ Evaporators
• Full-width, Electronic
Temperature-Controlled Drawer
with Colored LED Lights
PFE28PSKSS

**30" FREESTANDING
ELECTRIC CONVECTION
RANGE**
• Edge-To-Edge Cooktop
• Electronic Touch Controls
PB911SJSS

**2.1 CU. FT. OVER-
THE-RANGE SENSOR
MICROWAVE OVEN**
• Sensor Cooking Controls
• Chef Connect
PVM9005SJSS

**STAINLESS STEEL
INTERIOR DISHWASHER**
• Hidden Controls
• Reverse Quad Blade
Wash Arm
PDT845SSJSS



SAVE \$650
on this SLATE package!

\$2476 REG *13126
PACKAGE PRICE



**25.4 CU. FT. SIDE-BY-SIDE
REFRIGERATOR**

- Advanced Water Filtration
 - Adjustable Slide-out Glass Shelves
- GSS25GMHES

**1.7 CU. FT. OVER-THE-RANGE
SENSOR MICROWAVE**

- Auto and Time Defrost
 - Express Cook
- JVM617SEFES

**30" FREESTANDING
ELECTRIC CONVECTION
RANGE**

- 12"/9" Dual Element
 - 9"/6" Power Boil Elements
- JB655EKES

**DISHWASHER WITH FRONT
CONTROLS**

- Bottle Jets
 - Steam PreWash
- GDF610PMJES

SAVE 10%
**ON SELECT CLOSEOUT
& DISCONTINUED MODELS**

GREAT DEALS ON REFRIGERATORS



GE APPLIANCES
\$539
SAVE \$60!

17.5 CU. FT. TOP FREEZER REFRIGERATOR
• Adjustable Spillproof Glass Shelves
• Upfront Temp. Controls
REG 1599
GTS18GTHWW



GE APPLIANCES
\$1799
SAVE \$600!

23.8 CU. FT. FRENCH DOOR REFRIGERATOR
• Advanced Water Filtration
• Quick Space Shelf
REG 2399
GFE24JMKES



GE APPLIANCES
\$1999
SAVE \$800!

27.8 CU. FT. FRENCH DOOR REFRIGERATOR
• Turbo Cool and Turbo Freeze Settings
• Twinchill™ Evaporators
REG 2799
GFE28GSKSS

Dealer Name
Street Address
City, State Zip

POSTMASTER: Please Deliver X/XX, X/XX, X/XX
OR CURRENT RESIDENT

PRESORT STANDARD
U.S. POSTAGE
PAID
INVIGORATE
MEDIA

*Doug Nelson
115 Mississippi Ave
Crystal City, MO 63019*

WE SELL IT & SERVICE IT

Buying Power – We are a member of a multi Billion buying organization. The majority of our appliances are priced at or below home improvement store prices. Don't sacrifice quality service before or after the sale. Buy from a locally owned business!

\$449 GE APPLIANCES **\$449**



GE® 3.8 CU.FT. WASHER
• Stainless Steel Tub
• Heavy Duty Agitator
GTWJ30ASKWW

GE® 7.2 CU.FT. ELECTRIC DRYER
• Auto Dry
• Aluminized Alloy Drum
GTD33EASKWW

\$599 GE APPLIANCES **\$549**



GE® 4.6 CU.FT. TOP LOAD WASHER
• Stainless Steel Tub
• Deep Fill
GTW680BSJWS

GE® 7.4 CU.FT. ELECTRIC DRYER
• Aluminized Alloy Drum
• HE Sensor Dry
GTD68EBSJWS

N&P Novak & Parker
since 1913 HOME APPLIANCE since 1913

1016 E. Northwest Highway • Mt. Prospect, IL 60056 • 847-256-2550 • novakandparker.com

Artwork Version: 04LM3647GE_Winter Clearance



SAVE
ON ALL
BUILT-IN APPLIANCES!
EVEN ON
SPECIAL
ORDERS!

*See store for complete details of all offers, financing and rebates. ®/™ © 2016. All rights reserved. 04LM3647GE_WinterClearance (kelley) ©2016 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

MODEL LIST : MONSTER MAILER

**Some models may not appear on smaller mailers*

January 15 - 25
Winter Clearance

Brand	GE Profile	Model #	Kitchen	REG		SALE		SAVE	
Brand		Model #	PFE28PSKSS	REG	\$3199	SALE	\$2499	SAVE	\$700
Brand		Model #	PVM9005SJSS	REG	\$499	SALE	\$399	SAVE	\$100
Brand		Model #	PB911SJSS	REG	\$999	SALE	\$1099	SAVE	\$100
Brand		Model #	PDT845SSJSS	REG	\$1199	SALE	\$1099	SAVE	\$100
Brand	GE	Model #	Kitchen	REG	\$3126	SALE	\$2476	SAVE	\$650
Brand		Model #	GSS25GMHES	REG		SALE		SAVE	
Brand		Model #	JVM6175EFES	REG		SALE		SAVE	
Brand		Model #	JB655EKES	REG		SALE		SAVE	
Brand		Model #	GDF610PMJES	REG		SALE		SAVE	
Brand	GE	Model #	GTW330ASKWW	REG	\$549	SALE	\$449	SAVE	\$100
Brand	GE	Model #	GTD33EASKWW	REG	\$549	SALE	\$449	SAVE	\$100
Brand	GE	Model #	GTW680BSJWS	REG	\$749	SALE	\$599	SAVE	\$150
Brand	GE	Model #	GTD65EBSJWS	REG	\$749	SALE	\$549	SAVE	\$200
Brand	GE	Model #	GTS18GTHWW	REG	\$599	SALE	\$539	SAVE	\$60
Brand	GE	Model #	GFE24JMKES	REG	\$2399	SALE	\$1799	SAVE	\$600
Brand	GE	Model #	GFE28GSKSS	REG	\$2799	SALE	\$1999	SAVE	\$800



Monster Mailer • Legal Limit Max

Order Form

Fax order form to: 636-794-3223

Sales: **1-800-770-5219** Doug Nelson or Bill Menkhous

Business Name: _____ Contact Name: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Phone: _____ Cell: _____ Email: _____
 Buying Group Affiliation: _____

Step 1

Sale Dates

Indicate your sale dates here:

Step 2

Please List Artwork Version Number

Artwork Version in white address panel,
 ie Version: LL2041WP; 01MM954X)

Indicate number here: _____

Do you want "Scratch Off" Promo? ☐ Yes ☐ No

Step 3

Quantity Single Family Homes: **Select One**

Price with Scratch Off Package:

Monster Mailer ☐ 1. 5,000 - \$2,343 ☐ 2. 10,000 - \$3,939 ☐ 1. 5,000 - \$2,493 ☐ 2. 10,000 - \$4,239
 Legal Limit MAX! ☐ 1. 5,000 - \$2,443 ☐ 2. 10,000 - \$4,139 ☐ 1. 5,000 - \$2,593 ☐ 2. 10,000 - \$4,439

Additional Mailers, Add: MONSTER - 37.9¢ each • LEGAL LIMIT MAX - 39.9¢ each

Step 4

Financing & Special Offers: All offers are solely the retailer's responsibility. ie. Financing, Rebates, Free Delivery, etc.

Financing offer terms - # of Months ie. 6, 12, 18 _____; With Payments? YES or NO; Minimum Purchase: \$ _____;

List your special offers here: _____

Step 5

Signature (REQUIRED): _____ (Your order will not be processed without a signature)

Invigorate Media has no responsibility for, nor may payment be contingent upon, availability of featured merchandise. Invigorate Media shall not be responsible for nondelivery or damage to printed materials owing to acts of God, strikes, shipping failures, timeliness of post office or any other causes beyond its control. Direct mail costs are based on US postal rates as of May 2015 and are subject to change without notice.

Step 6

Select ONE: ☐ 1. Zip Codes - Complete Below **OR** ☐ 2. Let us run a radius around your store

Call us for free consultation on selecting your mailing list

1.	2.	3.	4.	5.
6.	7.	8.	9.	10.

Pricing Includes: \$50,000+ Household Median Income

• Single Family Home Mailing List

Monster 10.5" x 17" • Legal Limit Max! 11" x 14"

• Single Family Home Postage

Monster Mailer: Targeted Homeowner Income List OR Dealer's Customer List: Add 5¢
 Legal Limit Max: Targeted Homeowner Income List OR Dealer's Customer List: Add 7¢

Add'l SCFs: Add \$100

Business Name: _____ City: _____ State: _____

Step
8

List your model changes below

Fax 2nd page with your Order Form

List your model changes below. Models NOT DELETED will remain on your proof. The space allowed for models/images is limited to the direct mail piece selected

1. **DELETE:** Brand _____ Model # _____ **REPLACE WITH:** Brand _____ Model # _____
CHANGE PRICE TO: \$ _____ and/or **CHANGE SAVE TO:** \$ _____
2. **DELETE:** Brand _____ Model # _____ **REPLACE WITH:** Brand _____ Model # _____
CHANGE PRICE TO: \$ _____ and/or **CHANGE SAVE TO:** \$ _____
3. **DELETE:** Brand _____ Model # _____ **REPLACE WITH:** Brand _____ Model # _____
CHANGE PRICE TO: \$ _____ and/or **CHANGE SAVE TO:** \$ _____
4. **DELETE:** Brand _____ Model # _____ **REPLACE WITH:** Brand _____ Model # _____
CHANGE PRICE TO: \$ _____ and/or **CHANGE SAVE TO:** \$ _____
5. **DELETE:** Brand _____ Model # _____ **REPLACE WITH:** Brand _____ Model # _____
CHANGE PRICE TO: \$ _____ and/or **CHANGE SAVE TO:** \$ _____
6. **DELETE:** Brand _____ Model # _____ **REPLACE WITH:** Brand _____ Model # _____
CHANGE PRICE TO: \$ _____ and/or **CHANGE SAVE TO:** \$ _____
7. **DELETE:** Brand _____ Model # _____ **REPLACE WITH:** Brand _____ Model # _____
CHANGE PRICE TO: \$ _____ and/or **CHANGE SAVE TO:** \$ _____
8. **DELETE:** Brand _____ Model # _____ **REPLACE WITH:** Brand _____ Model # _____
CHANGE PRICE TO: \$ _____ and/or **CHANGE SAVE TO:** \$ _____
9. **DELETE:** Brand _____ Model # _____ **REPLACE WITH:** Brand _____ Model # _____
CHANGE PRICE TO: \$ _____ and/or **CHANGE SAVE TO:** \$ _____
10. **DELETE:** Brand _____ Model # _____ **REPLACE WITH:** Brand _____ Model # _____
CHANGE PRICE TO: \$ _____ and/or **CHANGE SAVE TO:** \$ _____
11. **DELETE:** Brand _____ Model # _____ **REPLACE WITH:** Brand _____ Model # _____
CHANGE PRICE TO: \$ _____ and/or **CHANGE SAVE TO:** \$ _____
12. **DELETE:** Brand _____ Model # _____ **REPLACE WITH:** Brand _____ Model # _____
CHANGE PRICE TO: \$ _____ and/or **CHANGE SAVE TO:** \$ _____
13. **DELETE:** Brand _____ Model # _____ **REPLACE WITH:** Brand _____ Model # _____
CHANGE PRICE TO: \$ _____ and/or **CHANGE SAVE TO:** \$ _____