



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 **bill_menkhus@invigoratemedias.com** **Cell 636-524-1240**
Doug Nelson **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!***



January
CLEARANCE EVENT



**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
Crystal City, MO 63019

Artwork Version: 01MM3642GE January Clearance



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



REG \$3199
\$2499
SAVE \$700!



REG \$1099
\$999
SAVE \$100!



REG \$1199
\$1099
SAVE \$100!



REG \$499
\$399
SAVE \$100!

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



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  **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
- 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

1.7 CU. FT. 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



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



 **GE APPLIANCES**
\$1799

SAVE \$600!

23.8 CU. FT. FRENCH DOOR REFRIGERATOR

- Advanced Water Filtration
 - Quick Space Shelf
- GFE24JMKES



 **GE APPLIANCES**
\$1999

SAVE \$800!

27.8 CU. FT. FRENCH DOOR REFRIGERATOR

- Turbo Cool and Turbo Freeze Settings
 - Twinchill™ Evaporators
- GFE28GSKSS

Now 2 Great Locations!

WYOMING STORE

2410 28th Street Southwest • Wyoming, MI 49519 • **(616) 532-3626**
HOURS: M, W, F 9am-8pm • TU & TH 9am-5:30pm • SAT 9am-3pm

KENTWOOD STORE

3850 29th Street Southeast • Kentwood, MI 49508 • **(616) 532-4131**
HOURS: M, TU, W, F 9am-5pm • TH 9am-8pm • SAT 9am-3pm



*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:XX,XXX; Additional Discounts on minimum purchase of \$499 and above. Excluding GE Cafe and GE Profile Appliances: \$25 XX-XX,XXX; \$30 XX-XX,XXX; \$50 XX-XX,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. 01MM3623GE_YearEnd Kelley ©2016 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

**14 INCHES WIDE
HUGE!**

11 INCHES TALL

GREAT DEALS ON REFRIGERATORS



GE APPLIANCES
\$539
SAVE \$100!
10.0 CU. FT. TOP FREEZER REFRIGERATOR
 • Adjustable Shelves
 • Glass-Tough Controls



GE APPLIANCES
\$1799
SAVE \$600!
25.8 CU. FT. FRENCH DOOR REFRIGERATOR
 • Advanced Third-Party Filtration
 • Glass-Tough Controls



GE APPLIANCES
\$1999
SAVE \$600!
27.8 CU. FT. FRENCH DOOR REFRIGERATOR
 • Softest Cool and Taste
 • Power Settings
 • Stainless Steel Appearance

Order Name
 Street Address
 City, State Zip

**POSTMASTER: Please Deliver EXL, EXL, EXL
 OR CURRENT RESIDENT**

PRE-PAID CASHIER
 IN PERSON
 NO CASH
 NO MEDIA

Don Nelson
 155 Mainville Ave
 Capital City 770 0009

**WE SELL IT
 SERVICE IT**

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



GE APPLIANCES
\$449
SAVE \$100 ON THE PAIR!



GE APPLIANCES
\$449



GE APPLIANCES
\$599
SAVE \$150 ON THE PAIR!



GE APPLIANCES
\$549

GE® 6.8 CU. FT. WASHER

- Steam Cycle Option
- Heavy Duty Suspend
- 10 Wash Cycles

GE® 7.2 CU. FT. ELECTRIC DRYER

- Steam Dry
- 10 Wash Cycles
- 10 Wash Cycles

GE® 6.8 CU. FT. TOP LOAD WASHER

- Steam Wash Tubs
- Deep Fill
- 10 Wash Cycles

GE® 7.4 CU. FT. ELECTRIC DRYER

- Steam Wash Tubs
- 10 Wash Cycles
- 10 Wash Cycles

Network Version: 01L30435GE January Clearance

Scratch & Win™

Match your number on our store to win if you're a winner!

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

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



Now 2 Great Locations!

WYOMING STORE
 2945 South Lincoln Highway • Wyoming, WY 82001 • (307) 332-0026
 MONDAY - SATURDAY 10:00 AM - 6:00 PM • SUNDAY 10:00 AM - 5:00 PM

KENTWOOD STORE
 1555 Kentwood Drive • Kentwood, MI 49521 • (248) 952-4121
 MONDAY - SATURDAY 10:00 AM - 6:00 PM • SUNDAY 10:00 AM - 5:00 PM

Whitehorse
\$15
OFF
BUYING
POWER

As low as
39.9¢
Includes Postage

255% BIGGER Than our
Jumbo Postcard!

FAMILY OWNED & OPERATED SINCE 1948

Gerri's
APPLIANCE & TV's

Limited Time Only!

January

CLEARANCE EVENT

January 15th – 25th

12 MONTHS SPECIAL FINANCING!*

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

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
PDT8455SJSS

\$2499
SAVE \$700!

REG \$1199

\$399
SAVE \$100!

REG \$499

\$999
SAVE \$100!

REG \$1099

\$1099
SAVE \$100!

REG \$1199

SAVE \$650
on this SLATE package!

\$2476 REG \$3126
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**



SAVE \$200 ON THE PAIR!

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 GE APPLIANCES **\$549**



SAVE \$350 ON THE PAIR!

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

Artwork Version: 01L36435GE_January Clearance



SAVE

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



Now 2 Great Locations!

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3850 29th Street Southeast • Kentwood, MI 49508 • (616) 532-4131
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nationwide
marketing group

\$15 BILLION BUYING POWER

We're proud of our association with the largest buying organization in the country which brings you the combined purchasing power of thousands of retail stores nationwide. This huge buying power is passed along to our customers by means of lower prices every day on the finest name brand products in the world.

MODEL LIST : MONSTER MAILER

**Some models may not appear on smaller mailers*

January 15 - 25
January Clearance Event

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:** \$ _____

From: geappliances@acbcoop.com [mailto:geappliances@acbcoop.com]
Sent: Monday, December 12, 2016 3:07 PM
To: steven_menkhus@invigoratemedias.com
Subject: Prior Approval Notification

This letter is to notify you that your prior approval has been approved.

The details and status of the prior approval are below.

Prior Approval #: 3MT76-00017337
Customer: GERRIT'S APPLIANCE, INC. (3MT76)
Media: Tabloids, Direct Mail and Other Printed Material
Status: Approved*
Approved Date: 12/12/2016
Start Date: 01/11/2017
End Date: 01/25/2017
Audit Description(s): Approved for content only.;

ACB Comment:

Prior approvals only validate that the ad content meets co-op requirements.
Prior approval does not guarantee claim payment if claim submission procedures and documentation do not meet coop requirements.

If you have any questions concerning this prior approval, please contact us at [866-569-0209](tel:866-569-0209).

Thank you.