



100% CO-OP Credit + FREE CO-OP FILING!

Whirlpool Brands "Mad March Savings!"

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

NOTE: You can reduce ANY model by 10% - Amana PKG could go to \$1,849 - Remain 100% co-op compliant.

You decide prices for your event - we will HUB re-approve changes to assure 100% co-op.

Sale Dates - March 15 -28

Order Deadline - March 1

Choose from Three 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.**
3. **The Jumbo Card 6" x 11"** **Only 35.9 Cents. Postcards from Only \$749 - all Inclusive**

All orders Include art with Edits, Single Family Postage, Printing, Our Mailing List with Home Owner Median Incomes to "Target", Addressing & Shipping to Dealer's Local Post Office for In-Home Delivery.

Option - Use your store customer list – no charge to clean list - ask for details.

We will file your HUB co-op paper work for you if indicated on order form at end of this PDF.

Add the "Scratch Off" Promotion to either mailer/3 Cents extra. – Includes Scratch Off Sticker with Prize Numbers, \$10,000 Group Insurance Policy, (3) Kitchen-Aid Stand Mixers (zero dealer liabilities), and your option to add your own default prizes such as a Free 10-Year Component warranty with purchase - or additional \$10 - \$50 Instant Savings, Mounted Prize Board & extra mailers for walk in traffic.

Contact 800-770-5219

Bill Menkhus bill_menkhus@invigoratemedias.com Cell 636-524-1240
Doug Nelson doug_nelson@invigoratemedias.com Cell 636-578-8130

Proven by Monsterous Results

10.5 INCHES WIDE

**SAVE AN
ADDITIONAL
10%**
ON SELECT CLOSEOUT &
DISCONTINUED MODEL S

SAVE \$658
ON THE PACKAGE

Includes Postage

12 MONTHS SPECIAL FINANCING!*

AMANA®

3 PIECE FRENCH DOOR
STAINLESS STEEL SUITE

MSRP \$3017

\$2359



SAVE \$658
ON THE PACKAGE!

25 cu.ft. French Door
Refrigerator with Fast
Cool Option
AFI2539ERM

4.8 cu.ft. Electric Range with
Extra-Large Oven Window
AER6303MFS

Stainless Steel Dishwasher
with Triple Filter Wash System
ADB1300AFS

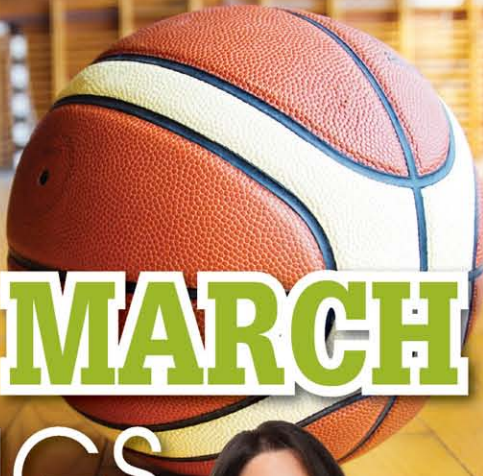
We Sell It &
Service It

BUYING POWER – We are a member of an \$11 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!**

SAVE AN
ADDITIONAL
10%

ON SELECT CLOSEOUT &
DISCONTINUED MODELS

SINCE 1941
HAGEDORN
APPLIANCES



MAD MARCH
SAVINGS

March 15th–28th

Scratch & Win

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



- \$10,000 Shopping Spree
- KitchenAid® Stand Mixer
- \$25 – \$50 Additional Instant Savings on purchases \$499 and up

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

Artwork Version: 03MM3692WP_MadMarch

SAVE BIG ON ALL LAUNDRY PAIRS!

AMANA®

\$365 each

MSRP \$499



SAVE \$268 ON THE PAIR!

3.5 cu.ft. Top Load
Washer with Dual
Action Agitator
NTW4516FW

6.5 cu.ft. Electric
Dryer with Automatic
Dryness Control
NED4655EW

Whirlpool

\$554 each

MSRP \$749



SAVE \$390 ON THE PAIR!

4.3 cu.ft. HE Top
Load Washer with a
Low-Profile Impeller
WTW5000DW

7.0 cu.ft. HE
Electric Dryer with
AccuDry™ Sensor
Drying System
WED5000DW

MAYTAG®

\$666 each

MSRP \$999



SAVE \$666 ON THE PAIR!

Shown on Optional Pedestals

4.3 cu.ft. Front Load
Washer with Best Cleaning
in the Industry Driven by the
PowerWash® System
MHW3505FW

7.4 cu.ft. Large
Capacity Electric
Dryer with Wrinkle
Prevent Option
MED3500FW



KitchenAid

RECEIVE UP TO

\$1600

BY MAIL WITH
PURCHASE OF SELECT
KITCHENAID BRAND
APPLIANCES*

Valid January 1–July 15, 2017

SAVE BIG ON ALL DISHWASHERS & REFRIGERATORS!

Whirlpool



\$443 MSRP \$599

SAVE \$156



**Stainless Steel Dishwasher
with Sensor Cycle**
WDF540PADM

MAYTAG



\$554 MSRP \$699

SAVE \$145



**Stainless Steel Tub Dishwasher
with PowerBlast™ Cycle**
MDB4949SDZ

KitchenAid



\$721 MSRP \$849

SAVE \$128



**Stainless Steel Dishwasher
with ProWash™ Cycle**
KDFE104DSS

Whirlpool



\$1110 MSRP \$1399

SAVE \$289

**25 cu.ft. Side-by-Side Refrigerator
with SpillGuard™ Glass Shelves**
WRS325FDAM

Whirlpool



\$1777 MSRP \$2299

SAVE \$522



**25 cu.ft. French Door Refrigerator
with MicroEdge® Shelves**
WRF736SDAM

MAYTAG



\$1777 MSRP \$2199

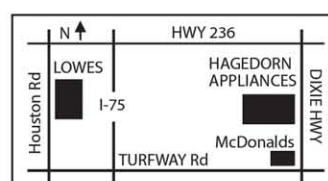
SAVE \$422



**25 cu.ft. French Door Refrigerator
with PowerCold® Feature**
MFI2570FEZ

SINCE 1941
HAGEDORN
APPLIANCES

4432 Dixie Highway • Erlanger, KY 41018 • 859-342-6060



www.hagedornappliance.com

BRAND
SOURCE®

*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; KitchenAid® Stand Mixer 3:XX,XXX; Additional Discounts on minimum purchase of \$499 and above: \$25 XXX,XXX; \$30 XXX,XXX; \$50 XXX,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. ©/™ ©2017. All rights reserved. HUB Pre-Approval XXXXXX. 03MM3692WP_MadMarch chetert ©2017 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

The **LARGEST** piece of mail the US Postal Service will allow!

As low as **39.9¢**
Includes Postage

255% BIGGER Than our Jumbo Postcard!



March 15th–28th

MAD MARCH SAVINGS

12 MONTHS SPECIAL FINANCING!*

AMANA®

3 PIECE FRENCH DOOR STAINLESS STEEL SUITE

MSRP \$3017

\$2359



25 cu.ft. French Door Refrigerator with Fast Cool Option
AF2530ERM



4.8 cu.ft. Electric Range with Extra-Large Oven Window
AER6303MFS



Stainless Steel Dishwasher with Triple Filter Wash System
ADB1300AFS

SAVE \$658 ON THE PACKAGE!



AMANA®

\$365 each MSRP \$499



SAVE \$268 ON THE PAIR!

3.5 cu.ft. Top Load Washer with Dual Action Agitator
NTW4516FW

6.5 cu.ft. Electric Dryer with Automatic Dryness Control
NED4655EW

Whirlpool

\$554 each MSRP \$749



SAVE \$390 ON THE PAIR!

4.3 cu.ft. HE Top Load Washer with a Low-Profile Impeller
WTW5000DW

7.0 cu.ft. HE Electric Dryer with AccuDry™ Sensor Drying System
WED5000DW

MAYTAG®

\$666 each MSRP \$999



SAVE \$666 ON THE PAIR!

4.3 cu.ft. Front Load Washer with Best Cleaning in the Industry Driven by the PowerWash® System
MH43505FW

7.4 cu.ft. Large Capacity Electric Dryer with Wrinkle Prevent Option
MED3500FW

We Sell It & Service It

BUYING POWER – We are a member of an \$11 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!**

SAVE AN ADDITIONAL 10%

ON SELECT CLOSEOUT & DISCONTINUED MODELS

\$443 MSRP \$599

SAVE \$156

Stainless Steel Dishwasher with Sensor Cycle
WDF540PADM

\$554 MSRP \$699

SAVE \$145

Stainless Steel Tub Dishwasher with PowerBlast™ Cycle
MDB4949SDZ

\$721 MSRP \$849

SAVE \$128

Stainless Steel Dishwasher with ProWash™ Cycle
KDFE104DSS

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
Crestat City, MO 63019*

SAVE BIG ON ALL DISHWASHERS & REFRIGERATORS!

Artwork Version: 03LM3691WP_MadMarch

\$1110 MSRP \$1399

SAVE \$289

25 cu.ft. Side-by-Side Refrigerator with SpillGuard™ Glass Shelves
WRS325F0AM

\$1777 MSRP \$2299

SAVE \$522

25 cu.ft. French Door Refrigerator with MicroEdge® Shelves
WRF736SDAM

\$1777 MSRP \$2199

SAVE \$422

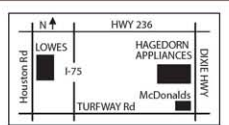
25 cu.ft. French Door Refrigerator with PowerCold® Feature
MFI2570FEZ

MAD MARCH
SAVINGS
March 15th–28th

KitchenAid **RECEIVE UP TO**
\$1600
BY MAIL WITH PURCHASE OF SELECT KITCHENAID BRAND APPLIANCES*
Valid January 1–July 15, 2017

SINCE 1941
HAGEDORN
APPLIANCES

4432 Dixie Highway • Erlanger, KY 41018 • 859-342-6060



www.hagedornappliance.com

BRAND
SOURCE®

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The Jumbo Postcard

SINCE 1941
HAGEDORN
APPLIANCES

MAD MARCH SAVINGS

March 15th–28th

12 MONTHS
SPECIAL FINANCING!*



SAVE BIG ON ALL LAUNDRY PAIRS!



AMANA

\$365 each MSRP \$499

3.5 cu.ft. Top Load
Washer with Dual
Action Agitator
NTW4516FW

6.5 cu.ft. Electric
Dryer with Automatic
Dryness Control
NED4655EW

SAVE \$268 ON THE PAIR!



Whirlpool

\$554 each MSRP \$749

4.3 cu.ft. HE Top
Load Washer with a
Low-Profile Impeller
WTW5000DW

7.0 cu.ft. HE
Electric Dryer with
AccuDry™ Sensor
Drying System
WED5000DW

SAVE \$390 ON THE PAIR!

SAVE AN ADDITIONAL 10%
ON SELECT CLOSEOUT & DISCONTINUED MODELS

Whirlpool



\$1110

MSRP
\$1399

25 cu.ft. Side-by-Side Refrigerator
with SpillGuard™
Glass Shelves

WRS325FDAM

SAVE \$289

MAYTAG



\$1777

MSRP
\$2199

25 cu.ft. French Door Refrigerator
with PowerCold®
Feature

MF2570FEZ

SAVE \$422



KitchenAid

RECEIVE UP TO

\$1600

BY MAIL WITH PURCHASE OF
SELECT KITCHENAID BRAND
APPLIANCES*

Valid January 1–July 15, 2017

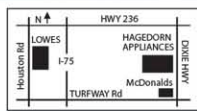
Dealer Name
Street Address
City, State ZIP

PRESORT STANDARD
U.S. POSTAGE
PAID
INVIGORATE
MEDIA

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

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

SINCE 1941
HAGEDORN
APPLIANCES



BRAND
SOURCE

4432 Dixie Highway • Erlanger, KY 41018 • 859-342-6060

www.hagedornappliance.com

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Artwork Version: 03JP3693WP_MadMarch

Alternate Jumbo Card

CHRISTIE'S
Appliance Co.

Whirlpool

MAYTAG®

KitchenAid

A M A N A®

March Mania

March 15th–28th



HUGE SAVINGS
on All Kitchen Packages!



12 MONTHS SPECIAL FINANCING!*

AMANA®

\$365 each

MSRP \$499



SAVE \$268 ON THE PAIR!

3.5 cu.ft. Top Load
Washer with Dual
Action Agitator
NTW4516FW

6.5 cu.ft. Electric
Dryer with Automatic
Dryness Control
NED4655EW

Whirlpool

\$554 each

MSRP \$749



SAVE \$390 ON THE PAIR!

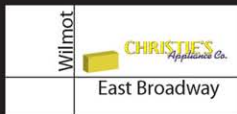
4.3 cu.ft. HE Top
Load Washer with a
Low-Profile Impeller
WTW5000DW

7.0 cu.ft. HE Electric
Dryer with AccuDry™
Sensor Drying System
WED5000DW

Selling & Servicing Major Appliances in Tucson Since 1956

CHRISTIE'S
Appliance Co.

6355 E. Broadway at Wilmot • (520) 296-7218



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KitchenAid

RECEIVE
UP TO **\$1600**

BY MAIL WITH PURCHASE OF SELECT
KITCHENAID BRAND APPLIANCES*

Valid January 1–July 15, 2017



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
Crystat City, MO 63019

Artwork Version: JP3706WP_MarchMania

MODEL LIST : MONSTER MAILER

**Some models may not appear on smaller mailers*

March 15 - 28
Mad March Savings

Brand	Amana Kitchen Package		MSRP	\$3017	SALE PRICE	\$2359
						Can go as low as \$1849
Brand	Amana	Model #	AFI2539ERM	MSRP		SALE PRICE
Brand	Amana	Model #	AER6303MFS	MSRP		SALE PRICE
Brand	Amana	Model #	ADB1300AFS	MSRP		SALE PRICE
Brand	Amana	Model #	NTW4516FW	MSRP	\$499	SALE PRICE \$365
Brand	Amana	Model #	NED4655FW	MSRP	\$499	SALE PRICE \$365
Brand	Whirlpool	Model #	WTW5000DW	MSRP	\$749	SALE PRICE \$554
Brand	Whirlpool	Model #	WED5000DW	MSRP	\$749	SALE PRICE \$554
Brand	Maytag	Model #	MHW3505FW	MSRP	\$999	SALE PRICE \$666
Brand	Maytag	Model #	MED3500FW	MSRP	\$999	SALE PRICE \$666
Brand	Whirlpool	Model #	WDF540PADM	MSRP	\$599	SALE PRICE \$443
Brand	Maytag	Model #	MDB4949SDZ	MSRP	\$699	SALE PRICE \$554
Brand	KitchenAid	Model #	KDFE104DSS	MSRP	\$849	SALE PRICE \$721
Brand	Whirlpool	Model #	WRS325FDAM	MSRP	\$1399	SALE PRICE \$1110
Brand	Whirlpool	Model #	WRF736SDAM	MSRP	\$2299	SALE PRICE \$1777
Brand	Maytag	Model #	MFI2570FEZ	MSRP	\$2199	SALE PRICE \$1777

NOTE: Dealer can advertise at 10% less than sale prices and remain Co-Op Compliant.



Monster Mailer • Legal Limit Max • Jumbo Postcard

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: _____ **Whirlpool Dealers** - Want us to file your HUB co-op paperwork on your behalf?: ☐ YES! List Whirlpool Rep Name: _____ **Hierarchy Customer Number:** _____

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 **(Scratch Off Promo: Add 3 cents per mailer)**

Step 3

Quantity Single Family Homes: **Select One**

Monster Mailer ☐ 1. 5,000 - \$2,343 ☐ 2. 10,000 - \$3,939

Legal Limit MAX! ☐ 1. 5,000 - \$2,443 ☐ 2. 10,000 - \$4,139

Jumbo Postcard Pricing:

☐ 1. 1,000 - \$749 ☐ 2. 2,000 - \$1,349

☐ 3. 3,000 - \$1,749 ☐ 4. 4,000 - \$2,049

☐ 5. 5,000 - \$2,243 ☐ 6. 10,000 - \$3,739

Additional Mailers, ADD: MONSTER - 37.9¢ each

LEGAL LIMIT MAX - 39.9¢ each • JUMBO POSTCARD - 35.9¢ each (on quantities over 5,000)

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" • Jumbo Postcard 6" x 11"

• Single Family Home Postage

Monster Mailer/Jumbo Postcard: 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:** \$ _____