



Contact Invigorate Media 800-770-5219

Pre-Approved for CO-OP + FREE ACB CO-OP Filing!

GE Brands "March Mania!"

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

**Prices are LOWEST Allowed & Remain CO-OP Compliant - Current MAP Less 10%.
The Profile package is "Package MAP" - Less 10% - Less \$400 Rebate.**

Change any price/any model - we will ACB reapprove for you!

FREE ACB CO-OP FILING if Checked on Order form!

Run any days in March

Start date:	March 8	Order by:	February 21
Start date:	March 15	Order by:	February 28
Start date:	March 22	Order by:	March 7

Choose from 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. **FREE ACB CO-OP FILING if check on order form!**

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.

Bill Menkhous bill_menkhous@invigorate-media.com Cell 636-524-1240

Doug Nelson doug_nelson@invigorate-media.com Cell 636-578-8130.

The Legal Limit **MAX!** Postcard

Anything bigger would be criminal.

14 INCHES **WIDE**
HUGE!

Gerrit's APPLIANCE

March Mania!
March 1 - March 31

12 MONTHS SPECIAL FINANCING!

PROFILE™ PACKAGE REBATE UP TO \$1200* VALID NOW - 3/31

PROFILE™ KITCHEN SUITE

- 27 1/8 CU. FT. FRENCH DOOR REFRIGERATOR
- Dual-Temp. Drawers
- Full Width, Electronic Temperature Controlled Doors with Colored LED Light Indicators

30" FREESTANDING ELECTRIC CONVECTION RANGE

- 5-qt. To-Go Cup Coating
- Electronic Touch Controls

21 CU. FT. OVER-THE-RANGE SENSING MICROWAVE OVEN

- Sensor Cooking Controls
- 6.0 Cu. Feet. Convection

STAINLESS STEEL INTERIOR DRYWASHER

- Hidden Controls
- Electronic Speed Booster
- Wash Dry

SAVE \$427 on this SLATE package!

State: **AN EFFORTLESS FINISH**
Gerrit's matte finish hides fingerprints, holds magnets and gives with just about anything. It's an easy way to make your kitchen stand out for all the right reasons.

\$2699 PACKAGE PRICE

SAVE \$4819 FINAL PRICE

SAVE 10% ON SELECT CLOSURE & DISCONTINUED MODELS

HUGE LAUNDRY DEALS!!

GE APPLIANCES

\$699 EACH

SAVE \$400 ON THE PAIR!

GE 4.5 CU. FT. STEAM FRONT LOAD WASHER

- Steam Water Release
- Steam Refresh
- All-in-One Cycle

GE 7.5 CU. FT. STEAM ELECTRIC DRYER

- Steam Release
- Steam Refresh
- All-in-One Cycle

GE APPLIANCES

\$499 EACH

SAVE \$200 ON THE PAIR!

GE 4.5 CU. FT. TOP LOAD WASHER

- Steam Refresh
- Steam Refresh
- All-in-One Cycle

GE 7.5 CU. FT. ELECTRIC DRYER

- Steam Refresh
- Steam Refresh
- All-in-One Cycle

WE SELL IT & SERVICE IT

Gerrit's APPLIANCE

Now 2 Great Locations!

WYOMING STORE

2400 W. 10th Street, Cheyenne, WY 82001 • 307-632-1400

KENTWOOD STORE

1500 20th Street, Kentwood, MI 49521 • 248-924-4111

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

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!

11 INCHES TALL



March 1 - March 31

12 MONTHS SPECIAL FINANCING!

GE PROFILE™ PACKAGE REBATE UP TO \$1200* VALID NOW - 7/31

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
PB911S.JSS

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
PDT845SS.JSS



Sale Price Plus save 10% - Plus Mail-In Rebate - \$5,799 \$579 \$400

\$4819
FINAL PRICE

SAVE \$1177 on this Profile package!

SAVE \$427
on this SLATE package!

Slate. **AN EFFORTLESS FINISH**

Slate's matte finish hides fingerprints, holds magnets and goes with just about anything. It's an easy way to make your kitchen stand out for all the right reasons.

\$2699
PACKAGE PRICE

REG *3126



GE APPLIANCES

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

- Weight and Time Defrost
- Sensor Controls

JVM617SEKES

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

HUGE LAUNDRY DEALS!!

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



\$699 EACH

GE® 4.5 CU.FT. STEAM FRONT LOAD WASHER
• Internal Water Heater
• Steam Option
GFW450SSKWW

GE® 7.5 CU.FT. STEAM ELECTRIC DRYER
• Stainless Steel Drum
• HE Sensor Dry
GFD45E5SKWW

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

Artwork Version: 01LM3700GE March Mania



\$499 EACH

GE® 4.2 CU.FT. TOP LOAD WASHER
• Deep Fill
• Auto Soak
GTW460ASJWW

GE® 7.2 CU.FT. ELECTRIC DRYER
• Auto Dry
• Wrinkle Care Tumble
GTD42EASJWW



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!



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



SAVE

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

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!***



March 1 - March 31

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: 01MM3701GE March Mania



PROFILE™ PACKAGE REBATE UP TO \$1200*

VALID NOW - 7/31



PROFILE™ KITCHEN SUITE

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
- PB91ISJSS

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



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



Sale Price **\$5,799**
Plus save 10% - **\$579**
Plus Mail-In Rebate - **\$400**

\$4819
FINAL PRICE

SAVE \$1177 on this Profile package!

SAVE \$427 on this SLATE package!

Slate. AN EFFORTLESS FINISH

Slate's matte finish hides fingerprints, holds magnets and goes with just about anything. It's an easy way to make your kitchen stand out for all the right reasons.

\$2699

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

- Weight and Time Defrost
 - Sensor Controls
- JVM6175EKES

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!*

HUGE LAUNDRY DEALS!!



GE APPLIANCES

\$699 EACH

GE® 4.5 CU.FT. STEAM FRONT LOAD WASHER

- Internal Water Heater
- Steam Option

GFW450SSKWW

GE® 7.5 CU.FT. STEAM ELECTRIC DRYER

- Stainless Steel Drum
- HE Sensor Dry

GFD45ESSKWW



GE APPLIANCES

\$499 EACH

GE® 4.2 CU.FT. TOP LOAD WASHER

- Deep Fill
 - Auto Soak
- GTW460ASJWW

GE® 7.2 CU.FT. ELECTRIC DRYER

- Auto Dry
 - Wrinkle Care Tumble
- GTD42EASJWW



Now 2 Great Locations!

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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,XXX,XXX; \$30 XX,XXX,XXX; \$50 XX,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. 01MM3701GE March Mania tkelley ©2017 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.



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: _____ GE Rep Name: _____

GE Dealers - Want us to file your ACB co-op paperwork on your behalf?: ☐ YES! **GE 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

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:** \$ _____

MODEL LIST : MONSTER MAILER

**Some models may not appear on smaller mailers*

March 1 - March 31
March Mania

Brand GE Profile Model # Kitchen REG \$5996 SALE \$4819 SAVE \$1177

Brand _____ Model # PFE28PSKSS REG _____ SALE _____ SAVE _____

Brand _____ Model # PVM9005SJSS REG _____ SALE _____ SAVE _____

Brand _____ Model # PB911SJSS REG _____ SALE _____ SAVE _____

Brand _____ Model # PDT845SSJSS REG _____ SALE _____ SAVE _____

Brand GE Model # Kitchen REG \$3126 SALE \$2699 SAVE \$427

Brand _____ Model # GSS25GMHES REG _____ SALE _____ SAVE _____

Brand _____ Model # JB655EKES REG _____ SALE _____ SAVE _____

Brand _____ Model # JVM6175EKES REG _____ SALE _____ SAVE _____

Brand _____ Model # GDF610PMJES REG _____ SALE _____ SAVE _____

Brand GE Model # GFW450SSKWW REG \$899 SALE \$699 SAVE \$200

Brand GE Model # GFD45ESSKWW REG \$899 SALE \$699 SAVE \$200

Brand GE Model # GTW460ASJWW REG \$599 SALE \$499 SAVE \$100

Brand GE Model # GTD42EASJWW REG \$599 SALE \$499 SAVE \$100

From: geappliances@acbcoop.com [mailto:geappliances@acbcoop.com]
Sent: Friday, February 10, 2017 8:17 AM
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 #: 3MT76-00017947
Customer: GERRIT'S APPLIANCE, INC. (3MT76)
Media: Tabloids, Direct Mail and Other Printed Material
Status: Approved*
Approved Date: 02/10/2017
Start Date: 03/01/2017
End Date: 03/31/2017
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.