

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

Contact Invigorate Media 800-770-5219

# **GE Brands - Memorial Day Sales Event!**

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

**NOTE:** Prices are MAP OR available PROMO MAP - You could have us reduce prices by up to up to 10% if desired and remain in co-op compliance. We will re-submit any price changes for ACB approval.

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

# Sale Dates May 17 - June 7

Start date: May 17 Order by May 3 Start date: May 25 Order by May 12

### 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. <u>The Legal Limit MAX Postcard</u> 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 Menkhus bill\_menkhus@invigoratemedia.com Cell 636-524-1240
Doug Nelson doug nelson@invigoratemedia.com Cell 636-578-8130

Proven by Monsterous Results Arrives in the mailbox as 6" X 10.5"
Opens to 10.5" X 17"





295% BIGGER Than our Jumbo Postcard!







# 549 each

# GE® 4.6 CU.FT. STAINLESS STEEL CAPACITY WASHER

- Sanitize with Oxi
- Deep Fill GTW680BSJWS

## **GE® 7.4 CU.FT. ELECTRIC DRYER**

- Aluminized Alloy Drum
- HE Sensor Dry GTD65EBSJWS

# WE SELL IT ಲೆ SERVICE IT





GE APPLIANCES



Sales Event

May 17 - June 7

SAVE INSTANTLY
on select INDIVIDUAL and **APPLIANCES** \*See store for details.

APPLIANCE **PACKAGES** \*Via mail-in and/or online rebate.

See rebate forms for details.

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!

# Scratc

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

DEALER NAME Street Address City, State ZIP

930-

PRESORT STANDARD U.S.POSTAGI PAID INVIGORATE MEDIA POSTMASTER: Please Deliver By X/XX, X/XX, X/XX or Current Resident

115 Mississippi Qu≤ Crystat City, MO 63019

Artwork Version: 03MM3757GE Memorial Day

# E \$620 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.

\$2326 PACKAGE PRICE

REG \$2946

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

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

## **30" FREESTANDING ELECTRIC RANGE**

- Dual Element Bake
- 9"/6" Power Boil Elements JB645EKES

### 1.6 CU. FT. OVER-THE-RANGE MICROWAVE

- Auto and Time Defrost
- Convenience Cooking Controls JVM3160EFES

### DISHWASHER WITH FRONT CONTROLS

- Bottle Jets
- Steam PreWash GDF610PMJES











### 3.8 CU.FT. STAINLESS STEEL BASKET WASHER ELECTRIC DRYER

- Heavy Duty Agitator
- Deep Rinse HTW240ASKWS

# 6.2 CU.FT.

- Aluminized Alloy Drum
- Auto Dry HTX24EASKWS



## 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

# SAVE 10%

# ON SELECT CLOSEOUT & DISCONTINUED MODELS

# PROFILE" PACKAGE REBATE UP TO \$1200\* **VALID NOW - 7/31**





### **KEURIG® K-CUP BREWING** SYSTEM

The unexpected convenience of hot single serve brewing at your fridge



# DEEP CLEAN DISHWASHER

Reg Price

Sale Price

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

\$5,996

\$4.996

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

• TwinChill™ Evaporators

**30" FREESTANDING** 

• Edge-To-Edge Cooktop

• Electronic Touch Controls

RANGE

• Full-width, Electronic Temperature-Controlled Drawer with Colored LED Lights PFE28PSKSS

**ELECTRIC CONVECTION** 

## STAINLESS STEEL INTERIOR DISHWASHER

2.1 CU. FT. OVER-

THE-RANGE SENSOR

Sensor Cooking Controls

**MICROWAVE OVEN** 

• Hidden Controls

• Chef Connect

PVM9005SJSS

 Reverse Quad Blade Wash Arm

PDT845SSJSS





# \$1400 on this Profile package!







### 24.8 CU. FT. **FRENCH DOOR** REFRIGERATOR

- Quick Space Shelf
- Two Humidity-Controlled Drawers

GNE25JMKES

RFG \$1599





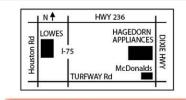
### 25.4 CU. FT. SIDE BY SIDE REFRIGERATOR

- Adjustable Slide-Out, Spillproof Glass Shelves
- Fresh Food Mulit-leveL Drawers GSE25HMHES

RFG \$1599



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



www.hagedornappliance.com



XXXXXXX; \$50 XXXXXXXX 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. Citron, have a valid U.S. Priver's License and be a recipient of the mail piece via U.S. Mail. Winning numbers are prefetermined. Winning numbers will not be disclosure over the telephone. Only valid during event dates and hours. VOID WHERE PROHIBITED BY LAW. 697\* ©2017. All rights reserved. 800M375/GE Memorial Day ktelley ©2017 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

# The Legal Limit MAX! Postcard

Anything bigger would be criminal.





14 INCHES WIDE

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

As low as Includes Postage

255% BIGGER Than our Jumbo Postcard!





May 17 - June 7

SAVE # INSTANTLY on select INDIVIDUAL APPLIANCES

\*See store for details.

Sales Event

SAVE # and

APPLIANCE PACKAGES

\*\*Via mail-in and/or online rebate. See rebate forms for details.

# 12 MONTHS SPECIAL FINANCING!

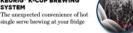
B PROFILE™ PACKAGE REBATE UP TO \$1200°

VALID NOW - 7/31





KEURIG\* K-CUP BREWING



DEEP CLEAN DISHWASHER

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

### 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 \$1400** on this Profile package!

# **SAVE \$620** on this SLATE package!

### Slate. AN EFFORTLESS FINISH

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REG \$2946 PACKAGE PRICE





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

### **30" FREESTANDING ELECTRIC RANGE**

- Dual Element Bake
- 9"/6" Power Boil Elements JB645FKFS

### 1.6 CU. FT. OVER-THE-RANGE **MICROWAVE**

· Auto and Time Defrost • Convenience Cooking Controls JVM3160FFFS

#### DISHWASHER WITH FRONT CONTROLS

- Bottle Jets
- Steam PreWash GDF610PMJES

# **SAVE 10%**

ON SELECT CLOSEOUT & **DISCONTINUED MODELS** 

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



\$549 each

#### GE® 4.6 CU.FT. STAINLESS STEEL CAPACITY WASHER

- Sanitize with Oxi
- Deep Fill GTW680BSJWS

#### GE\* 7.4 CU.FT. **ELECTRIC DRYER**

· Aluminized Alloy Drum • HE Sensor Dry GTD65EBSJWS

# WE SELL IT ಲೆ 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!

\$399 Hotpoint \$399



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GE APPLIANCES



#### 3.8 CU.FT. STAINLESS STEEL BASKET WASHER

- · Heavy Duty Agitator
- Deep Rinse HTW240ASKWS
- 6.2 CU.FT. **ELECTRIC DRYER**
- · Aluminized Alloy Drum · Auto Dry
- HTX24EASKWS

#### 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





HWY 236



### Artwork Version: 03LM3756GE Memorial Day





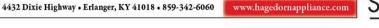


#### 24.8 CU. FT. FRENCH DOOR REFRIGERATOR

- · Quick Space Shelf
- Two Humidity-Controlled Drawers GNE25JMKES

### 25.4 CU. FT. SIDE BY SIDE REFRIGERATOR

- · Adjustable Slide-Out.
- Spillproof Glass Shelves
- Fresh Food Mulit-level Drawers GSE25HMHES



# **MODEL LIST: MONSTER MAILER**

May 17 - June 7 Memorial Day

\*Some models may not appear on smaller mailers

Prices are set at MAP or Current Promo MAP. If you would like to advertise at 10% less than MAP (the lowest Co-Opable price), please check the box next to the model.

lf you	would like a	II prices re	duced to the lowe	st co-o <sub>l</sub>	pable pric	e, please che	ck HERE	<u>10% 0ff</u> □
Brand _	GE	Model # _	GSS25GMHES	MSRP_	\$1399	SALE PRICE _	\$1099	
Brand _		Model # _	JB645EKES	MSRP_	\$699	SALE PRICE _	\$499	
Brand _		Model # _	JVM3160EFES	MSRP_	\$249	SALE PRICE _	\$229	
Brand _		Model # _	GDF610PMJES	MSRP_	\$699	SALE PRICE _	\$499	
Brand _	GE	Model # _	GTW680BSJWS	MSRP_	\$699	SALE PRICE _	\$549	
Brand _	GE	Model # _	GTD65EBSJWS	MSRP_	\$699	SALE PRICE _	\$549	
Brand _	Hotpoint	Model # _	HTW240ASKWS	MSRP_	\$499	SALE PRICE _	\$399	
Brand _	Hotpoint	Model # _	HTX24EASKWS	MSRP_	\$499	SALE PRICE _	\$399	
Brand _	GE	Model # _	GTW460ASJWW	MSRP_	\$599	SALE PRICE _	\$499	
Brand _	GE	Model # _	GTD42EASJWW	MSRP_	\$599	SALE PRICE _	\$499	
Brand _	GE Profile	Model # _	PFE28PSKSS	MSRP_	\$3199	SALE PRICE _	\$2499	
Brand _		Model # _	PVM9005SJSS	MSRP_	\$499	SALE PRICE _	\$399	
Brand _		Model # _	PB911SJSS	MSRP_	\$1099	SALE PRICE _	\$999	
Brand _		Model # _	PDT845SSJSS	MSRP_	\$1199	SALE PRICE _	\$1099	
Brand _	GE	Model # _	GNE25JMKES	MSRP_	\$1599	SALE PRICE _	\$1299	
Brand	GE	Model #	GSE25HMHES	MSRP	\$1599	SALE PRICE	\$1299	



# Monster Mailer • Legal Limit Max

# **Order Form**

Fax order form to: 636-794-3223

Sales: 1-800-770-5219 Doug Nelson or Bill Menkhus

Busin	ess Name:		Cor	ntact Name:				
Addre	ess:		City:		_ State: Zip:			
Phone: Cell:			Email:					
Buyin	ng Group Affiliation:		GE Rep N	lame:				
					Number:			
GLD	cuicis want as to in	e your neb to op paperwe	on your benan	TES. GE CUSTOMET	Humber.			
Step 1	Sale Dates	a dataa bara	Artwo	ork Version in white add				
	Indicate your sale			ie Version: LL2041WP; 01MM954X)  Indicate number here:				
			indica	te number nere				
	Do you want "	Scratch Off" Promo	? • Yes • No					
Step	Quantity Single F	Family Homes: <b>Select</b>	One	Price with Scratch Off Package:				
3	Monster Mailer	<b>□</b> 1. 5,000 - \$2,343 <b>□</b>	<b>2.</b> 10,000 - \$3,939	<b>□</b> 1. 5,000 - \$2,493 <b>□</b> 2. 10,000 - \$4,239				
	Legal Limit MAX!	! <b>□ 1</b> . 5,000 - \$2,443 <b>□</b>	<b>1</b> . 5,000 - \$2,	<b>1</b> 1. 5,000 - \$2,593 <b>2</b> 2. 10,000 - \$4,439				
	<b>Additional Mailers</b>	, Add: MONSTER - 37.9¢ e	each • LEGAL LIMIT M	AX - 39.9¢ each				
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 (REQUI				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 Select ONE:   1. Zip Codes - Complete Below OR   2. Let us run a radius around your store								
-	Call us f	for free consulta						
1.		2.	3.	4.	5.			
6. 7. 8. 9. 10.								
Pricing Includes: \$50,000° Household Median Income								
Single Family Home Mailing List								
	Legal Limit Max: Targeted Homeowner Income List OR Dealer's Customer List: Add 7¢  Add'I SCFs: Add \$100							

Business Name:	Citv:	State:
DUSITIESS INATTIE.	City.	Siale.



# 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: \$\_\_\_\_\_ Model # REPLACE WITH: Brand Model # 2. **DELETE:** Brand CHANGE PRICE TO: \$ and/or CHANGE SAVE TO: \$ \_\_\_\_\_ 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: \$ \_\_\_\_\_ Model # REPLACE WITH: Brand Model # 7. **DELETE:** Brand CHANGE PRICE TO: \$ and/or CHANGE SAVE TO: \$ 8. **DELETE:** Brand Model # **REPLACE WITH:** Brand Model # CHANGE PRICE TO: \$ \_\_\_\_\_ and/or CHANGE SAVE TO: \$ \_\_\_\_\_ Model # REPLACE WITH: Brand Model # 9. **DELETE:** Brand CHANGE PRICE TO: \$\_\_\_\_\_ and/or CHANGE SAVE TO: \$\_\_\_\_ \_\_\_\_\_\_ Model #\_\_\_\_\_\_ **REPLACE WITH:** Brand \_\_\_\_\_\_ Model #\_\_\_\_\_ 10. **DELETE:** Brand 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: \$ \_\_\_\_\_ Model # REPLACE WITH: Brand Model # 13. **DELETE:** Brand CHANGE PRICE TO: \$ and/or CHANGE SAVE TO: \$