

100% CO-OP Pre-Approved & FREE CO-OP Filing!

MEMORIAL DAY SAVINGS EVENT!

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

Make <u>any</u> changes to models/prices - You could reduce prices by up to 10% and remain in co-op compliance- we will re-certify for co-op.

Sale Dates: Any days between May 17th through May 31

Sale Start Date May 17 -- Order by May 3

Sale Start Date May 25 -- Order by May 12

Ads are pre-approved for 100% co-op reimbursement. PROMOTIONAL MAPs/Savings from MSRP & rebates included. We will HUB re-approve any changes before printing to assure you receive 100% co-op credit.

Choose from 3 Sizes & Prices

- The Monster Mailer tri-fold Arrives in mail 6" x 10 1/2" and opens to 10 1/2" x 17"" Only 37.9 cents.
- The Legal Limit MAX Postcard 11"x 14" The Largest Piece of Mail Allowed by Law! Only 39.9 cents.
- The Jumbo Card 6" x 11" Only 35.9 cents

<u>All orders Include</u> 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 Customer List - Ask for details. **We will file your HUB co-op paper work for you if indicated on attached order form.**

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 \$25 - \$50 dollar savings, Mounted Prize Board & extra mailers for walk in traffic.

Bill Menkhus bill_menkhus@invigoratemedia.com cell 636-524-1240 doug_nelson@invigoratemedia.com Cell 636-578-8130

Proven by

Monsterous Results

Arrives in the mailbox as 6"x10.5" **Opens to**



10.5 INCHES WIDE



295% BIGGER Than our **Jumbo Postcard!** As low as Includes 17 INCHES **TALI**

12 MONTHS SPECIAL FINANCING!*



\$469

each



4.3 cu.ft. HE Top Load Washer with Low-Profile Impeller wtw5000DW

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



\$777 each



4.5 cu.ft. Front Load Washer with PowerWash® System

7.4 cu.ft. Electric Dryer with Refresh Cycle with Steam MED5500FW



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

2004

PRESORT STANDARD
U.S.POSTAGE
PAID
INVIGORATE
MEDIA

Dealer Name Street Address City, State ZIP

POSTMASTER: Please Deliver X/XX, X/XX, X/XX

OR CURRENT RESIDENT

Doug Nelson 115 Mississippi Que Crystat City, MO 63019

Artwork Version: 03MM3746WP_MemorialDay

BRAND SOURCE® EXCLUSIVE!

Receive Up To

\$100 Brandsource Visa® Prepaid Card

by mail-in or online rebate when you use your Maytag® BrandSource Credit Card on a qualifying purchase of \$2499 or more. Valid May 6 – June 5, 2017.

Rebate Savings

RECEIVE UP TO

Whirlpool

\$600

BY MAIL WITH PURCHASE OF SELECT WHIRLPOOL® APPLIANCES

Valid May 17-June 6, 2017

RECEIVE UP TO

MAYTAG°

\$700

BY MAIL WITH PURCHASE OF SELECT MAYTAG® APPLIANCES

Valid May 3-31, 2017

RECEIVE UP TO

KitchenAid

\$1600

BY MAIL WITH PURCHASE OF SELECT KITCHENAID® BRAND APPLIANCES

APPLIANCES Valid January 1–July 15, 2017



AMERICA'S LARGEST CAPACITY
AGITATOR WASHER

\$643

MSRP \$899 washer MSRP \$849 dryer

each







MSRP

Whirlpool



MAYTAG[®]



SAVE AN ADDITIONAL 10% ON SELECT CLOSEOUT MODELS













We Sell It Service It

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!

Whirlpool



1.7 cu.ft. Microwave Hood Combination with **Electronics Controls** WMH31017FS

MAYTAG[®]

1.7 cu.ft. Compact Over-the-Range Microwave with Hidden Vent MMV1174FZ



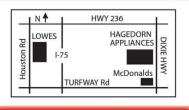
5.3 cu.ft. Electric Range with Easy Wipe Ceramic Glass Cooktop WFE515S0ES



5.3 cu.ft. Electric Range with Precision Cooking MER6600FZ



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



www.hagedornappliance.com



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!

INCHES







SAVE AN ADDITIONAL 10% ON SELECT CLOSEOUT MODELS



BY MAIL WITH PURCHASE OF SELECT WHIRLPOOL®

RECEIVE UP TO

MAYTAG[®] BY MAIL WITH PURCHASE OF SELECT MAYTAG®

APPLIANCES'

RECEIVE UP TO

KitchenAid

BY MAIL WITH PURCHASE OF SELECT KITCHENAID® **BRAND APPLIANCES**

MAYTAG[®]

AMERICA'S LARGEST CAPACITY

MSRP \$849 dryer



4.7 cu.ft. Top Load Washer with the Deep Fill Option and PowerWash® Cycle MWR765FW

7.0 cu.ft. Electric **Dryer** with Wrinkle Prevent Option with Steam MEDB755DW



AGITATOR WASHER



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 Que Crystat City, MO 63019

Artwork Version: 03LM3745WP MemorialDay







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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!







Memorial Day

Savings Event

MAY 17 - MAY 31



Receive Up To

Brandsource Visa® Prepaid

by mail-in or online rebate when you use your Maytag® BrandSource Credit Card on a qualifying purchase of \$2499 or more, valid May 6 - June 5, 2017.

Save BIG on ALL Kitchen & Laundry models!



BY MAIL WITH PURCHASE OF SELECT WHIRLPOOL® BRAND APPLIANCES' Valid May 17-June 6, 2017

RECEIVE UP TO

BY MAIL WITH PURCHASE OF SELECT MAYTAG® BRAND APPLIANCES* Valid May 3-31, 2017

KitchenAid \$1600

BY MAIL WITH PURCHASE OF SELECT KITCHENAID® BRAND APPLIANCES' Valid January 1-July 15, 2017



MVWB765FW

MEDB755DW

WRS325FDAM



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*See store for complete details of all offers, financing and rebates. @/™ © 2017. All rights reserved. HUB Pre-Approval XXXXXX. 03JP3747WP



MAYTAG

KitchenAid

AMANA

12 MONTHS **SPECIAL FINANCING!***

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

Artwork Version: 03JP3747WP MemorialDay

MODEL LIST: MONSTER MAILER

May 17 - 31 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 al	l prices red	luced to the low	est co-op	oable pric	e, please che	eck HERE	<u>10% 0ff</u> □
Brand _	Whirlpool	Model # _	WTW5000DW	MSRP_	\$749	SALE PRICE	\$469 Includes \$50 rebate; Already set at lowest price	
Brand _	Whirlpool	Model # _	WED5000DW	MSRP_	\$749	SALE PRICE	\$469 Includes \$50 rebate;	
Brand _	Maytag	Model # _	MHW5500FW	MSRP_	\$1099	SALE PRICE	Already set at lowest price \$777 Can go as low as \$699	
Brand _	Maytag	Model # _	MED5500FW	MSRP_	\$1099	SALE PRICE	\$777 Can go as low as \$699	
Brand _	Maytag	Model # _	MVWB765FW	MSRP_	\$899	SALE PRICE	\$643 Can go as low as \$587	
Brand _	Maytag	Model # _	MEDB755DW	MSRP_	\$849	SALE PRICE	\$643 Can go as low as \$587	
Brand _	Whirlpool	Model # _	WRS325FDAM	MSRP_	\$1399	SALE PRICE	\$999 Can go as low as \$899	
Brand _	Whirlpool	Model # _	WRF560SEYM	MSRP_	\$1899	SALE PRICE	\$1444 Can go as low as \$1299	
Brand _	Maytag	Model # _	MFI2570FEZ	MSRP_	\$2199	SALE PRICE	\$1666 Can go as low as \$1499	
Brand _	Whirlpool	Model # _	WDT720PADM	MSRP_	\$649	SALE PRICE	\$443 Can go as low as \$399	
Brand _	Maytag	Model # _	MDB4949SDZ	MSRP_	\$699	SALE PRICE	\$499 Can go as low as \$449	
Brand _	KitchenAid	Model # _	KDTE104ESS	MSRP_	\$949	SALE PRICE	\$721 Can go as low as \$649	
Brand _	Whirlpool	Model # _	WMH31017FS	MSRP_	\$279	SALE PRICE	\$711 for both Can go as low as \$639	
Brand _	Whirlpool	Model # _	WFE515S0ES	MSRP_	\$749	SALE PRICE		
Brand _	Maytag	Model # _	MMV1174FZ	MSRP_	\$369	SALE PRICE	\$964 for both Can go as low as \$869	
Brand	Mavtag	Model #	MER6600FZ	MSRP	\$849	SALE PRICE	ouri go as iow as your	



Monster Mailer • Legal Limit Max • Jumbo Postcard

Order Form

Fax order form to: 636-794-3223Sales: **1-800-770-5219** Doug Nelson or Bill Menkhus

Business Name:		Contact Name:						
Address:	City:	State: _	Zip:					
Phone:	Cell:	Email:						
		Whirlpool Dealers - Want us to file your HUB co-op paperwork on						
your behalf?: 🗖 YES! List Whirlp	oool 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)								
Do you want "Scra	atch Off" Promo?	No (Scratch Off Promo: Add 3	cents per mailer)					
Quantity Single Famil	ly Homes: Select One	Jumbo Postcard P	Jumbo Postcard Pricing:					
Monster Mailer	1. 5,000 - \$2,343 2. 10,000 - \$3	,939 1 . 1,000 - \$749	2. 2,000 - \$1,349					
Legal Limit MAX!	1. 5,000 - \$2,443 2. 10,000 - \$4	,139 3. 3,000 - \$1,749	4. 4,000 - \$2,049					
LEGAL LIMIT MAX - 39.9¢	D: MONSTER - 37.9¢ each c each • JUMBO POSTCARD - 35.9¢ Offers: All offers are solely the		nancing, Rebates, Free Delivery,etc.					
Financing offer terms -	inimum Purchase: \$							
List your special offers	ist your special offers here:							
	ity for, nor may payment be contingent upon, avail. to acts of God, strikes, shipping failures, timeliness	ability of featured merchandise. Invigorate Medi	. ,					
6	<u>'</u>	R □ 2. Let us run a radius a						
	free consultation on s							
1. 2.	3.	4.	5.					
6. 7.	8.	9.	10.					
	0,000 ⁺ Household Media							
• 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								
	ed Homeowner Income List OR Dealer's Customer Li ncome List OR Dealer's Customer List: Add 7¢	st: Add 5¢	Add'l SCFs: Add \$100					

Business Name:	Citv:	State:
Dusiness name.	Oity.	Olaic.



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: \$