

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"x10.5" **Opens to**





295% BIGGER Than our **Jumbo Postcard!**







549 each

GE® 4.6 CU.FT. STAINLESS STEEL CAPACITY WASHER

- Sanitize with Oxi
- Deep Fill GTW680BSJWS

930-

DEALER NAME

Street Address

City, State ZIP

GE® 7.4 CU.FT. ELECTRIC DRYER

- Aluminized Alloy Drum
- HE Sensor Dry GTD65EBSJWS

WE SELL IT ಲೆ SERVICE IT



Satisfying Homeowners, Designers and Builders for 100 Years



MEMORIAL *** DAY ***

Sales Event

May 17 - June 7

and

SAVE INSTANTLY on select INDIVIDUAL **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

• \$10,000 Shopping Spree



• \$250 Visa® Gift Card

\$25-\$50 Additional Instant Discounts

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

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

or Current Resident

PRESORT STANDARD U.S.POSTAGI PAID INVIGORATE MEDIA

115 Mississippi Qu≤ Crystat City, MO 63019

Artwork Version: 04MM3759GE 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 1.6 CU. FT. OVER-THE-RANGE

30" FREESTANDING ELECTRIC RANGE

• Dual Element Bake

REFRIGERATOR

GSS25GMHES

Advanced Water Filtration

• Adjustable Slide-out Glass Shelves

• 9"/6" Power Boil Elements JB645EKES

MICROWAVE

- Auto and Time Defrost
- Convenience Cooking Controls JVM3160EFES

DISHWASHER WITH FRONT CONTROLS

- Bottle Jets
- Steam PreWash GDF610PMJES







\$399 Hotpoint. \$399





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

• Hidden Controls

• Chef Connect PVM9005SJSS

 Reverse Quad Blade Wash Arm

2.1 CU. FT. OVER-

THE-RANGE SENSOR

Sensor Cooking Controls

MICROWAVE OVEN

PDT845SSJSS





Plus Mail-In Rebate - \$400



\$1400 on this Profile package!







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

- Quick Space Shelf
- Two Humidity-Controlled Drawers

GNE25JMKES

REG \$1599





25.4 CU. FT. SIDE BY SIDE REFRIGERATOR

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

REG \$1599



1016 E. Northwest Highway • Mt. Prospect, IL 60056 • 847-256-2550 • novakandparker.com

*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 3XXXXX; Additional Discounts on minimum purchase of \$499 and above. Excluding GE Cafe and GE Profile Appliances: \$25 XXXXXXX; \$30 XXXXXXXX; \$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. 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. @/w @2017. All rights reserved. 04MM3759GE Memorial Day tkelley @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!





Satisfying Homeowners, Designers and Builders for 100 Years

May 17 - June 7



and

SAVE #

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

The unexpected convenience of hot single serve brewing at your fridge



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

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.



REG \$2946

GE APPLIANCES PACKAGE PRICE







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 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



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



Artwork Version: 04LM3758GE 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 _l	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: Select	One	Price with Scratch Off Package:				
3	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 □	1 . 5,000 - \$2,	1 1. 5,000 - \$2,593 2 2. 10,000 - \$4,439				
	Additional Mailers	, 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: \$