



Contact Invigorate Media 800-770-5219

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

## 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. **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 Menkhus	bill_menkhus@invigoratemedia.com	Cell 636-524-1240
Doug Nelson	doug_nelson@invigoratemedia.com	Cell 636-578-8130

## Proven by Monsterous Results

**10.5 INCHES WIDE**

17 INCHES TALL



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

As low as

**37.9¢** Includes Postage





GE APPLIANCES

**\$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 & 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!*



GE APPLIANCES

**MEMORIAL DAY**

*Sales Event*

*May 17 - June 7*

**SAVE UP TO 20% INSTANTLY**  
on select **INDIVIDUAL APPLIANCES**

*\*See store for details.*

and

**SAVE UP TO \$1200\*\***  
on select **APPLIANCE PACKAGES**

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

**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: 01MM3755GE Memorial Day**

**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.

**\$2326**  
**PACKAGE PRICE**

REG \$2946

REG \$1399

**\$1099**  
SAVE \$300!



REG \$249  
**\$229**  
SAVE \$20!

REG \$699



**\$499**  
SAVE \$200!

REG \$599



**\$499**  
SAVE \$100!

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

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

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

- Auto and Time Defrost
  - Convenience Cooking Controls
- JVM3160EFES

**30" FREESTANDING ELECTRIC RANGE**

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

**DISHWASHER WITH FRONT CONTROLS**

- Bottle Jets
  - Steam PreWash
- GDF610PMJES



**\$399 Hotpoint \$399**

**\$499 GE \$499**



**SAVE \$200  
ON THE PAIR!**

**Made in  
AMERICA**

REG \$499 EACH

**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



**SAVE \$200  
ON THE PAIR!**

**GE APPLIANCES**

REG \$599 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

**SAVE 10%**

**ON SELECT CLOSEOUT  
& DISCONTINUED MODELS**

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

**GE 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

PB911SJSS

**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



REG \$3199

**\$2499**  
SAVE \$700!



REG \$499

**\$399**  
SAVE \$100!



REG \$1199

**\$1099**  
SAVE \$100!

Reg Price \$5,996  
Sale Price \$4,996  
Plus Mail-In Rebate - \$400

**\$4596**  
FINAL PRICE

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

**GE APPLIANCES**

**Your  
Choice  
\$1299**



**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 Multi-level Drawers

GSE25HMHE

REG \$1599

**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



**nationwide**  
marketing group

**\$15 BILLION  
BUYING  
POWER**

We're proud of our association with the largest buying organization in the country, which brings you the combined purchasing power of thousands of retail stores nationwide. This huge buying power is passed along to our customers by means of lower prices every day on the finest name brand products in the world.

\*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:XXX,XXX; Additional Discounts on minimum purchase of \$499 and above. Excluding GE Cafe and GE Profile Appliances: \$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. 01MM3755GE Memorial Day Kelley ©2017 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

# The Legal Limit **MAX!** Postcard

Anything bigger would be criminal.

14 INCHES **WIDE**  
**HUGE!**

**GE APPLIANCES**  
**MEMORIAL DAY**  
Sales Event

**SAVE UP TO 20% OFF INDIVIDUAL APPLIANCES**  
Offer good for 14 days.

**SAVE UP TO \$1200\*\* ON SELECT APPLIANCE PACKAGES**  
Offer good for 14 days.

**12 MONTHS SPECIAL FINANCING!**

**PROFILE™ PACKAGE REBATE UP TO \$1200\*** VALID 5/17/12 - 6/1/12

**PROFILE™ KITCHEN SUITE**

- 27.6 CU. FT. FRENCH DOOR REFRIGERATOR
- 2.1 CU. FT. OVER-THE-RANGE MICROWAVE OVEN
- 30" PRESTANDING ELECTRIC CONVECTION RANGE
- STAINLESS STEEL INTERIOR DISHWASHER

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

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

**State AN EFFORTLESS FINISH**  
Slate's matte finish makes finger prints, smudges, and stains disappear. It's the easy way to make your kitchen stand out for all the right reasons.

**GE APPLIANCES \$2326 PACKAGE PRICE**

**SAVE \$1099**  
27.6 CU. FT. FRENCH DOOR REFRIGERATOR

**SAVE \$499**  
2.1 CU. FT. OVER-THE-RANGE MICROWAVE OVEN

**SAVE \$499**  
30" PRESTANDING ELECTRIC CONVECTION RANGE

**SAVE \$1099**  
STAINLESS STEEL INTERIOR DISHWASHER

**SAVE 10% ON SELECT CLOSEOUT & DISCONTINUED MODELS**

**GE APPLIANCES**

**\$549 each**

**GE 4.8 CU. FT. STAINLESS STEEL CAPACITY WASHER**

- Fastest Wash Cycle
- Deep Fill
- 17 Wash Cycles

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

- Steam-Assist Dry
- 11 Dry Cycles
- 17 Wash Cycles

**WE SELL IT SERVICE IT**

**\$399 Hotpoint \$399 \$499 \$499**

**SAVE \$200 ON THE PAIR!**

**14 CU. FT. STAINLESS STEEL BASKET WASHER**

- Heavy Duty Spinners
- Deep Wash
- 17 Wash Cycles

**14 CU. FT. OVER-THE-RANGE MICROWAVE OVEN**

- 17 Wash Cycles
- 17 Wash Cycles
- 17 Wash Cycles

**30" PRESTANDING ELECTRIC CONVECTION RANGE**

- 17 Wash Cycles
- 17 Wash Cycles
- 17 Wash Cycles

**DISCOUNTED WITH PROFIT**

**SAVE \$200 ON THE PAIR!**

**GE 4.8 CU. FT. STAINLESS STEEL CAPACITY WASHER**

- Fastest Wash Cycle
- Deep Fill
- 17 Wash Cycles

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

- Steam-Assist Dry
- 11 Dry Cycles
- 17 Wash Cycles

**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

**Your Choice \$1299**

**SAVE \$300**

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

- Quick Freeze Cycle
- The Smoothly Controlled Drawers
- 17 Wash Cycles

**25.4 CU. FT. SIDE BY SIDE REFRIGERATOR**

- Adjustable Glass Ch
- Refrigerated Glass Shelves
- Frost-Free Multi-level Drawers
- 17 Wash Cycles

**Now 2 Great Locations!**

**WYOMING STORE**  
1000 30th Street, Cheyenne, WY 82001 • 307-232-8200

**KENTWOOD STORE**  
3000 20th Street, Cheyenne, WY 82001 • 307-232-8200

**Gerri's APPLIANCE**

**15 DAY MONEY BACK GUARANTEE**

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!





GE APPLIANCES

# MEMORIAL DAY

Sales Event



May 17 - June 7

**SAVE UP TO 20% INSTANTLY**  
on select **INDIVIDUAL APPLIANCES**

\*See store for details.

**SAVE UP TO \$1200\*\*** on select **APPLIANCE PACKAGES**

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

## 12 MONTHS SPECIAL FINANCING!\*

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



## 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

PB911SJSS

### 2.1 CU. FT. OVER-THE-RANGE SENSOR MICROWAVE OVEN

- Sensor Cooking Controls
- Chef Connect

PVM900SSJSS

### STAINLESS STEEL INTERIOR DISHWASHER

- Hidden Controls
- Reverse Quad Blade Wash Arm

PDT845SSJSS

REG \$3199 **\$2499** SAVE \$700!

REG \$499 **\$399** SAVE \$100!

REG \$1099 **\$999** SAVE \$100!

REG \$1199 **\$1099** SAVE \$100!

Reg Price \$5,996  
Sale Price \$4,996  
Plus Mail-In Rebate - \$400

**\$4596 FINAL PRICE**

## 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.



GE APPLIANCES

**\$2326**  
PACKAGE PRICE

REG \$2946

REG \$1399

**\$1099**  
SAVE \$300!



REG \$249

**\$229**  
SAVE \$20!



REG \$699

**\$499**  
SAVE \$200!



REG \$1599

**\$499**  
SAVE \$100!



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

- Advanced Water Filtration
- Adjustable Slide-out Glass Shelves

G5S25GMHES

### 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

# SAVE 10%

ON SELECT CLOSEOUT & DISCONTINUED MODELS



**\$549 each**

**GE® 4.6 CU.FT. STAINLESS STEEL CAPACITY WASHER**  
 • Sanitize with Oxi  
 • Deep Fill  
 GTW660BSJWS

**GE® 7.4 CU.FT. ELECTRIC DRYER**  
 • Aluminized Alloy Drum  
 • HE Sensor Dry  
 GTD65EBSJWS

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*

**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!*

**\$399 Hotpoint \$399**



**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

**\$499 GE \$499**



**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: 01LM3754GE Memorial Day**



**GE APPLIANCES**  
**Your Choice \$1299**  
 REG #1599



**24.8 CU. FT. FRENCH DOOR REFRIGERATOR**  
 • Quick Space Shelf  
 • Two Humidity-Controlled Drawers  
 GNE25JMKES

**SAVE \$300**



**25.4 CU. FT. SIDE BY SIDE REFRIGERATOR**  
 • Adjustable Slide-Out, Spillproof Glass Shelves  
 • Fresh Food Multi-level Drawers  
 GSE25HMHES



**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



\*See store for complete details of all offers, financing and rebates. ©/TM © 2017. All rights reserved. 01LM3754GE Memorial Day Kelley ©2017 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

# 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.**

**If you would like all prices reduced to the lowest co-opable price, please check HERE...** ☐ **10% Off**

Brand	GE	Model #	GSS25GMHES	MSRP	\$1399	SALE PRICE	\$1099	<input type="checkbox"/>
Brand		Model #	JB645EKES	MSRP	\$699	SALE PRICE	\$499	<input type="checkbox"/>
Brand		Model #	JVM3160EFES	MSRP	\$249	SALE PRICE	\$229	<input type="checkbox"/>
Brand		Model #	GDF610PMJES	MSRP	\$699	SALE PRICE	\$499	<input type="checkbox"/>
Brand	GE	Model #	GTW680BSJWS	MSRP	\$699	SALE PRICE	\$549	<input type="checkbox"/>
Brand	GE	Model #	GTD65EBSJWS	MSRP	\$699	SALE PRICE	\$549	<input type="checkbox"/>
Brand	Hotpoint	Model #	HTW240ASKWS	MSRP	\$499	SALE PRICE	\$399	<input type="checkbox"/>
Brand	Hotpoint	Model #	HTX24EASKWS	MSRP	\$499	SALE PRICE	\$399	<input type="checkbox"/>
Brand	GE	Model #	GTW460ASJWW	MSRP	\$599	SALE PRICE	\$499	<input type="checkbox"/>
Brand	GE	Model #	GTD42EASJWW	MSRP	\$599	SALE PRICE	\$499	<input type="checkbox"/>
Brand	GE Profile	Model #	PFE28PSKSS	MSRP	\$3199	SALE PRICE	\$2499	<input type="checkbox"/>
Brand		Model #	PVM9005SJSS	MSRP	\$499	SALE PRICE	\$399	<input type="checkbox"/>
Brand		Model #	PB911SJSS	MSRP	\$1099	SALE PRICE	\$999	<input type="checkbox"/>
Brand		Model #	PDT845SSJSS	MSRP	\$1199	SALE PRICE	\$1099	<input type="checkbox"/>
Brand	GE	Model #	GNE25JMKES	MSRP	\$1599	SALE PRICE	\$1299	<input type="checkbox"/>
Brand	GE	Model #	GSE25HMHES	MSRP	\$1599	SALE PRICE	\$1299	<input type="checkbox"/>





**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:** \$ \_\_\_\_\_



# GE May 17 – June 7 Memorial Day

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 #: 3MT76-00018639

Customer: GERRIT'S APPLIANCE, INC. (3MT76)

Media: Tabloids, Direct Mail and Other Printed Material

Status: Approved\*

Approved Date: 04/25/2017

Start Date: 05/17/2017

End Date: 06/07/2017

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.