



Contact Invigorate Media 800-770-5219

100% CO-OP & Free HUB Filing!

Whirlpool Brands – “July 4th Blow-Out Sale!”

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

Make **ANY** changes to Art - models/prices /brands

July 4th BLOW OUT! - Any Days between June 21 – July 11

Order Deadlines

Start Event June 21

Order by June 7

Start Event June 28 (or later) Order by June 14

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 Three Designs

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.**
3. **The Jumbo Card 6" x 11"** **Only 35.9 cents. Available from only \$749 all inclusive!**

All orders Include 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.

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 dollar savings, Mounted Prize Board & extra mailers for walk in traffic.

Contact 800-770-5219

Bill Menkhus bill_menkhus@invigoratemedia.com Cell 636-524-1240

Doug Nelson doug_nelson@invigoratemedia.com Cell 636-578-8130

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



RECEIVE UP TO
\$1600

BY MAIL WITH PURCHASE OF
SELECT KITCHENAID® BRAND
APPLIANCES*

Valid January 1–July 15, 2017



**25 cu.ft. French Door
Refrigerator with
PowerCold™ Feature**
MF12570FEZ

MAYTAG®
**STAINLESS STEEL
MAYTAG KITCHEN**
\$2999

MSRP \$4316

10 YEAR
LIMITED PARTS
WARRANTY

**FINGERPRINT RESISTANT
STAINLESS STEEL**



**2.0 cu.ft. Over-the-
Range Microwave
with Sensor Cooking**
MMV4205FZ



**6.4 cu.ft. Electric Range
with True Convection**
MER8800FZ
MGR8800FZ - Gas Add \$100



**Stainless Steel Tub
Dishwasher with
PowerBlast™ Cycle**
MDB4949SDZ

**SAVE \$1320
ON THE PACKAGE!**

Genuine  Appliance
4TH OF JULY
**BLOW
OUT!**

JUNE 21 – JULY 11



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**
on purchases \$499 and up

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
Crystat City, MO 63019*

Artwork Version: 04MM3771WP_July4th

OUR BEST DEALS OF THE YEAR! DON'T MISS OUT!

Whirlpool



**STAINLESS STEEL
WHIRLPOOL KITCHEN**
\$1999

MSRP
\$2976

**SAVE \$977
ON THE PACKAGE!**

**25 cu.ft. Side-by-
Side Refrigerator
with SpillGuard™ Glass
Shelves**
WRS325FDAM

**5.3 cu.ft. Electric Range
with Easy Wipe Ceramic
Glass Cooktop**
WFE515S0ES
WFG515S0ES - Gas Add \$50

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

**Stainless Steel
Dishwasher with
1-Hour Wash Cycle**
WDF520PADM

Whirlpool



SAVE \$640 ON THE PAIR!

MSRP \$749
\$429
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

HUGE SAVINGS

ON ALL WHIRLPOOL & MAYTAG HIGH-EFFICIENCY LAUNDRY PAIRS!

12 MONTHS SPECIAL FINANCING!

We Sell It & Service It

BUYING POWER – We are a member of a Multi-Billion Dollar 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!**

AMANA

MSRP \$499
\$299
each



SAVE \$400 ON THE PAIR!

3.5 cu.ft. Top Load Washer with Dual Action Agitator
NTW4516FW

6.5 cu.ft. Electric Dryer with Automatic Dryness Control
NED4655EW

Whirlpool

MSRP \$1199
\$749
each



SAVE \$900 ON THE PAIR!

4.5 cu.ft. Front Load Washer with Load & Go™ Bulk Dispenser
FWW92HEFW

7.4 cu.ft. Electric Dryer with Advanced Moisture Sensing
WED92HEFW

SAVE AN ADDITIONAL 10% ON SELECT CLOSEOUT MODELS



Whirlpool

\$899

MSRP \$1399

25 cu.ft. Side-by-Side Refrigerator with SpillGuard™ Glass Shelves
WRS325FDAM

SAVE \$500

Whirlpool

\$999

MSRP \$1799

25 cu.ft. French Door Refrigerator with Frameless Glass Shelves
WRF535SMBM

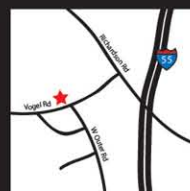
SAVE \$800



Genuine Appliance

639 North Creek Dr
Festus, MO
636-931-5950

3938 Vogel Rd
Arnold, MO
636-282-1700



STORE HOURS: **MON-FRI 9-8, SAT 9-5, SUN 10-5**

www.genuinemaytagfestus.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; KitchenAid® Stand Mixer XXXXXX; Additional Discounts on minimum purchase of \$499 and above: \$25 XXXXXX; \$30 XXXXXX; \$50 XXXXXX. 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. HUB Pre-Approval XXXXXX. 04MM3771WP_July4th chertiff ©2017 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

The Legal Limit **MAX!** Postcard

Anything bigger would be criminal.

14 INCHES **WIDE**
HUGE!

Genuine  Appliance **JUNE 21 - JULY 11**

4TH OF JULY BLOW OUT!

OUR BEST DEALS OF THE YEAR! DON'T MISS OUT!

Whirlpool **STAINLESS STEEL WHIRLPOOL KITCHEN** **\$1999** **SAVE \$977 ON THE PACKAGE!**

MAYTAG **STAINLESS STEEL MAYTAG KITCHEN** **\$2999** **SAVE \$1320 ON THE PACKAGE!**

Whirlpool **\$429 each** **HUGE SAVINGS ON ALL WHIRLPOOL & MAYTAG HIGH-EFFICIENCY LAUNDRY PAIRS!**

12 MONTHS SPECIAL FINANCING!

We Sell It & Service It

AMANA **\$299 each** **Whirlpool** **\$749 each**

Scratch & Win **\$10,000 Shopping Spree** **\$25 - \$50 Additional Instant Savings** **SAVE AN ADDITIONAL 10% ON SELECT CLOSEOUT MODELS**

Genuine  Appliance

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!

Genuine  Appliance

JUNE 21 – JULY 11

4TH OF JULY BLOW OUT!



OUR BEST DEALS OF THE YEAR! DON'T MISS OUT!

Whirlpool

STAINLESS STEEL
WHIRLPOOL KITCHEN



\$1999

MSRP \$2976



SAVE \$977
ON THE PACKAGE!



25 cu.ft. Side-by-Side Refrigerator with SpillGuard™ Glass Shelves
WRS325FDAM

1.7 cu.ft. Microwave Hood Combination with Electronic Controls
WMH31017FS

5.3 cu.ft. Electric Range with Easy Wipe Ceramic Glass Cooktop
WFE515S0ES
WFG515S0ES - Gas Add \$50

Stainless Steel Dishwasher with 1-Hour Wash Cycle
WDF520PADM

MAYTAG®

STAINLESS STEEL
MAYTAG KITCHEN



\$2999

MSRP \$4316

10 YEAR
LIMITED PARTS
WARRANTY

FINGERPRINT RESISTANT
STAINLESS STEEL



SAVE \$1320
ON THE PACKAGE!



25 cu.ft. French Door Refrigerator with PowerCold™ Feature
MF2570FEZ

2.0 cu.ft. Over-the-Range Microwave with Sensor Cooking
MMV4205FZ

6.4 cu.ft. Electric Range with True Convection
MER8800FZ
MGR8800FZ - Gas Add \$100

Stainless Steel Tub Dishwasher with PowerBlast™ Cycle
MDB4949SDZ

Whirlpool

MSRP *749

\$429
each

SAVE \$640 ON THE PAIR!

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

HUGE SAVINGS
ON ALL WHIRLPOOL & MAYTAG HIGH-EFFICIENCY LAUNDRY PAIRS!

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*

**12 MONTHS
SPECIAL
FINANCING!**

We Sell It & Service It
BUYING POWER – We are a member of a Multi-Billion Dollar 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!**

Artwork Version: 04LM3770WP_July4th

AMANA

MSRP *499

\$299
each

SAVE \$400 ON THE PAIR!

3.5 cu.ft. Top Load Washer with Dual Action Agitator
NTW4518FW

6.5 cu.ft. Electric Dryer with Automatic Dryness Control
NED4655EW

Whirlpool

MSRP *1199

\$749
each

SAVE \$900 ON THE PAIR!

4.5 cu.ft. Front Load Washer with Load & Go™ Bulk Dispenser
WFW92HEFW

7.4 cu.ft. Electric Dryer with Advanced Moisture Sensing
WED92HEFW

SHOWN ON OPTIONAL PEDESTALS



SAVE AN ADDITIONAL 10%
ON SELECT CLOSEOUT MODELS

Genuine Appliance

639 North Creek Dr
Festus, MO
636-931-5950

3938 Vogel Rd
Arnold, MO
636-282-1700

STORE HOURS: **MON-FRI 9-8, SAT 9-5, SUN 10-5**

www.genuinemaytagfestus.com

Whirlpool

\$899 MSRP *1399

SAVE \$500

25 cu.ft. Side-by-Side Refrigerator with SpillGuard™ Glass Shelves
WRS325FDAM

Whirlpool

\$999 MSRP *1799

SAVE \$800

25 cu.ft. French Door Refrigerator with Frameless Glass Shelves
WRF535SMBM

*See store for complete details of all offers, financing and rebates. ®/™ © 2017. All rights reserved. HUB Pre-Approval XXXXXX. 04LM3770WP_July4th cheiert ©2017 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

The Jumbo Postcard

Genuine  Appliance

4TH OF JULY

**BLOW
OUT!**

JUNE 21 – JULY 11

**12 MONTHS
SPECIAL FINANCING!***



**OUR BEST DEALS
OF THE YEAR!**

AMANA®

Whirlpool

MAYTAG®

KitchenAid



SAVE BIG
ON ALL KITCHEN &
LAUNDRY MODELS!

Whirlpool

\$429 each MSRP \$749



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

Whirlpool

\$749 each MSRP \$1199



4.5 cu.ft. Front Load Washer with Load & Go™ Bulk Dispenser
WFW92HEFW

7.4 cu.ft. Electric Dryer with Advanced Moisture Sensing
WED92HEFW

SHOWN ON OPTIONAL PEDESTALS



Genuine Appliance

639 North Creek Dr
Festus, MO
636-931-5950



3938 Vogel Rd
Arnold, MO
636-282-1700

STORE HOURS: MON-FRI 9-8, SAT 9-5, SUN 10-5

www.guinemaytagfestus.com

*See store for complete details of all offers, financing and rebates. ©/™ © 2017. All rights reserved. HUB Pre-Approval XXXXXX. 04JP3772WP_July4th cheitert ©2017 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

KitchenAid

RECEIVE UP TO

\$1600

BY MAIL WITH PURCHASE OF SELECT KITCHENAID® BRAND APPLIANCES*

Valid January 1-July 15, 2017

HUGE SAVINGS ON ALL WHIRLPOOL & MAYTAG HIGH-EFFICIENCY LAUNDRY PAIRS!

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

Artwork Version: 04JP3772WP_July4th

MODEL LIST : MONSTER MAILER

June 21 - July 11
4th of July

**Some models may not appear on smaller mailers*

Brand	Maytag Kitchen Package			MSRP	\$4316	SALE PRICE	\$2999
Brand	Whirlpool	Model #	MFI2570FEZ	MSRP		SALE PRICE	
Brand	Whirlpool	Model #	MER8800FZ (or MGR8800FZ - Gas model - Add \$100)				
Brand	Whirlpool	Model #	MMV4205FZ	MSRP		SALE PRICE	
Brand	Whirlpool	Model #	MDB4949SDZ	MSRP		SALE PRICE	
Brand	Whirlpool Kitchen Package			MSRP	\$2976	SALE PRICE	\$1999
Brand	Whirlpool	Model #	WRS325FDAM	MSRP		SALE PRICE	
Brand	Whirlpool	Model #	WFE515S0ES (or WFG515S0ES - Gas model - Add \$50)				
Brand	Whirlpool	Model #	WMH31017FS	MSRP		SALE PRICE	
Brand	Whirlpool	Model #	WDF520PADM	MSRP		SALE PRICE	
Brand	Whirlpool	Model #	WTW5000DW	MSRP	\$749	SALE PRICE	\$429
Brand	Whirlpool	Model #	WED5000DW	MSRP	\$749	SALE PRICE	\$429
Brand	Amana	Model #	NTW4516FW	MSRP	\$499	SALE PRICE	\$299
Brand	Amana	Model #	NED4655EW	MSRP	\$499	SALE PRICE	\$299
Brand	Whirlpool	Model #	WFW92HEFW	MSRP	\$1199	SALE PRICE	\$749
Brand	Whirlpool	Model #	WED92HEFW	MSRP	\$1199	SALE PRICE	\$749
Brand	Whirlpool	Model #	WRS325FDAM	MSRP	\$1399	SALE PRICE	\$899
Brand	Maytag	Model #	WRF535SMBM	MSRP	\$1799	SALE PRICE	\$999

NOTE: If you replace models that are at “Regular MAP” prices, you can have them reduced by 10% & remain co-op compliant.

***ALTERNATE KITCHENAID KITCHEN PACKAGE: MSRP \$6196, PROMO MAP \$3999, SAVE \$2197
KRFC300ESS, KSEG700ESS, KMHC319ESS, KDTE104ESS**



Monster Mailer • Legal Limit Max • Jumbo Postcard

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: _____ **Whirlpool Dealers** - Want us to file your HUB co-op paperwork on your behalf?: ☐ YES! List Whirlpool 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)

Indicate number here: _____

Do you want "Scratch Off" Promo? ☐ Yes ☐ No **(Scratch Off Promo: Add 3 cents per mailer)**

Step 3

Quantity Single Family Homes: **Select One**

Monster Mailer ☐ 1. 5,000 - \$2,343 ☐ 2. 10,000 - \$3,939

Legal Limit MAX! ☐ 1. 5,000 - \$2,443 ☐ 2. 10,000 - \$4,139

Jumbo Postcard Pricing:

☐ 1. 1,000 - \$749 ☐ 2. 2,000 - \$1,349

☐ 3. 3,000 - \$1,749 ☐ 4. 4,000 - \$2,049

☐ 5. 5,000 - \$2,243 ☐ 6. 10,000 - \$3,739

Additional Mailers, ADD: MONSTER - 37.9¢ each

LEGAL LIMIT MAX - 39.9¢ each • JUMBO POSTCARD - 35.9¢ each (on quantities over 5,000)

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" • Jumbo Postcard 6" x 11"

• Single Family Home Postage

Monster Mailer/Jumbo Postcard: 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:** \$ _____