



Contact Invigorate Media 800-770-5219

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

GE Brands - Summer Sales Event!

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

Make any changes....we will re-approve thru ACB!

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

Sale Dates JULY 20 - AUGUST 9

Start date:	July 20	Order by	July 5
Start date:	July 27	Order by	July 12
Start date:	August 3	Order by	July 18

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 Menkhous bill_menkhous@invigoratemedias.com Cell 636-524-1240
Doug Nelson doug_nelson@invigoratemedias.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



SAVE UP TO 30% 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.

GE APPLIANCES

\$599 each

GE® 4.6 CU.FT. TOP LOAD WASHER
• Auto Soak
• Deep Fill
• 17 wash cycles

GE® 7.4 CU.FT. ELECTRIC DRYER
• 54 Cycle Settings
• 115-Second Dry
• 11.5 cu. ft. capacity

SAVE \$200 ON THE PAIR!

REG \$699 EACH

GE APPLIANCES

SUMMER SALES EVENT

Novak & Parker HOME APPLIANCE SINCE 1913

July 20th - August 9th

12 MONTHS SPECIAL FINANCING!

BUY MORE SAVE MORE!
Rebate Up To \$500 Available!

With Mail-in® Rebate BUY 3 Get a Café® dishwasher FREE

2789 **\$2699** **\$765** **\$999**

CAFÉ™ 4-PIECE STAINLESS STEEL KITCHEN SUITE

22.2 CU. FT. FRENCH DOOR REFRIGERATOR
• 1/2" Water Dispenser
• TrueCool® Temperature Control

17 CU. FT. CONVECTION OVER-THE-RANGE MICROWAVE OVEN
• True Cook
• Warming Oven
• Convection

30" SLIDE-IN FRONT CONTROL GAS RANGE
• 30,000 BTU's 5th Burner
• Precise Steam Burner

STAINLESS STEEL INTERIOR BUILT-IN DISHWASHER
• Hidden Controls
• Deep Clean Silverman Jet®

295% BIGGER Than our Jumbo Postcard!

As low as
37.9¢ Includes Postage

SAVE UP TO 30% 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.



GE APPLIANCES

\$599 each

GE® 4.6 CU.FT. TOP LOAD WASHER

- Auto Soak
- Deep Fill

GTW680BSJWS

GE® 7.4 CU.FT. ELECTRIC DRYER

- My Cycle Settings
- HE Sensor Dry

GTD65EBSJWS



GE APPLIANCES

SUMMER SALES EVENT

N&P Novak & Parker
HOME APPLIANCE since 1913

July 20th - August 9th

12 MONTHS SPECIAL FINANCING!*

BUY MORE SAVE MORE*

Rebate Up To \$500 Available! See Store For Details



4-PIECE STAINLESS STEEL KITCHEN SUITE

REG \$3099

\$2789
SAVE \$310!



REG \$849

\$765
SAVE \$84!

REG \$2999

\$2699
SAVE \$300!



REG \$1099

\$999
SAVE \$100!



With Mail-in Rebate*

BUY 3
Get a Café dishwasher
FREE



22.2 CU. FT. FRENCH DOOR REFRIGERATOR

- Hot Water Dispenser
- TwinChill™ Evaporators

CYE22TSHSS

30" SLIDE-IN FRONT CONTROL GAS RANGE

- 20,000 BTU Tri-Ring Burner
- Precise Simmer Burner

CGS985SETSS

1.7 CU. FT. CONVECTION OVER-THE-RANGE MICROWAVE OVEN

- Fast Bake
- Warming Oven

CVM1790SSSS

STAINLESS STEEL INTERIOR BUILT-IN DISHWASHER

- Hidden Controls
- Deep Clean Silverware Jets

CDT835SSJSS

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 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: 04MM3804GE Summer Sale

\$443



GE APPLIANCES

\$443



SAVE \$112
ON THE PAIR!



REG \$499 EACH

**3.8 CU.FT. TOP LOAD
WASHER**

- Heavy Duty Agitator
- Deep Rinse

GTW330ASKWW

**7.2 CU.FT.
ELECTRIC DRYER**

- Aluminized Alloy Drum
- Auto Dry

GTD33EASKWW

\$777



GE APPLIANCES

\$777



SAVE \$244
ON THE PAIR!

REG \$899 EACH

**GE® 4.5 CU.FT. STEAM
FRONT LOAD WASHER**

- Quick Wash
- Internal Water Heater

GEF450SSKWW

**GE® 7.5 CU.FT. STEAM
ELECTRIC DRYER**

- HE Sensor Dry
- Quick Dry

GFD45ESSKWW

**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

**4-PIECE STAINLESS STEEL
KITCHEN SUITE**

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

- TwinChill™ Evaporators
- Turbo Cool and Turbo Freeze

GNE25JSKSS

**1.7 CU. FT. OVER-
THE-RANGE SENSOR
MICROWAVE OVEN**

- Melt Feature
- Weight and Time Defrost

JVM6175SKSS

\$1443
SAVE \$156!



REG \$1599



REG \$329

\$279
SAVE \$50!

\$554
SAVE \$145!



REG \$699



REG \$799

\$655
SAVE \$144!

**30" FREE-STANDING
ELECTRIC RANGE**

- Dual Element Bake
- Power Boil Element

JB645RKSS

**STAINLESS STEEL
INTERIOR DISHWASHER**

- Hidden Controls
- Easy Touch Adjustable Upper Rack

GDT655SSJSS



**SAVE ON ALL
BUILT-IN
APPLIANCES!**
EVEN ON SPECIAL ORDERS!



Novak & Parker
HOME APPLIANCE since 1913

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 3:XX,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. 04MM3804GE Summer Sale kitelley ©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

SUMMER SALES EVENT

July 20th - August 1st

12 MONTHS SPECIAL FINANCING!

SAVE UP TO 30% INSTANTLY on select **INDIVIDUAL APPLIANCES**

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

*See store for details.

4-PIECE STAINLESS STEEL KITCHEN SUITE

24.0 CU. FT. FRENCH DOOR REFRIGERATOR
• Dual 3.0" Compressor
• Bottom Cool and Turbo Freeze
• 100% Energy Star

17 CU. FT. OVER-THE-RANGE SENSOR BURNER COOKTOP
• 5 Burners
• Wi-Fi and Smart Default
• 100% Energy Star

30" FREE-STANDING ELECTRIC RANGE
• Dual Element Bake
• Even-Broil Element

STAINLESS STEEL INTERIOR DISHWASHER
• 3rd Rack
• 4 Wash Cycles
• 100% Energy Star

24.0 CU. FT. FRENCH DOOR REFRIGERATOR **\$1443**

17 CU. FT. OVER-THE-RANGE SENSOR BURNER COOKTOP **\$554**

30" FREE-STANDING ELECTRIC RANGE **\$655**

STAINLESS STEEL INTERIOR DISHWASHER **\$279**

4-PIECE STAINLESS STEEL KITCHEN SUITE

With Mail-In Rebate BUY 3 Get a 4th Appliance FREE

CAFÉ™

4-PIECE STAINLESS STEEL KITCHEN SUITE

2789 **1765** **2699** **599**

GE APPLIANCES

\$599 each

SAVE \$200 ON THE PAIR!

GE® 4.5 CU. FT. TOP LOAD WASHER
• Auto-Sense
• Deep Fill
• 100% Energy Star

GE® 7.4 CU. FT. ELECTRIC DRYER
• No-Tumble
• 110 Sensor Dry
• 100% Energy Star

WE SELL IT & SERVICE IT

\$443 **\$443** **\$777** **\$777**

SAVE \$112 ON THE PAIR!

GE® 4.5 CU. FT. TOP LOAD WASHER
• Auto-Sense
• Deep Fill
• 100% Energy Star

GE® 7.4 CU. FT. ELECTRIC DRYER
• No-Tumble
• 110 Sensor Dry
• 100% Energy Star

Novak & Parker HOME APPLIANCE since 1913

1161 E. Northeast Highway • Mt. Pleasant, S.C. 29568 • 803-292-2550 • novakandparker.com

Postmaster: Please Return ONLY, WITH STICKER OR CURRENT RESIDENT

Network Version: O4LM3803GE Summer Sale

SAVE ON ALL BUILT-IN APPLIANCES! EVEN ON SPECIAL ORDERS!

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!



SUMMER SALES EVENT



Satisfying Homeowners, Designers and Builders for 100 Years

July 20th - August 9th

12 MONTHS SPECIAL FINANCING!*

SAVE UP TO 30% 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.



GE APPLIANCES

4-PIECE STAINLESS STEEL KITCHEN SUITE

24.8 CU. FT. FRENCH DOOR REFRIGERATOR

- TwinChill™ Evaporators
- Turbo Cool and Turbo Freeze

GNE25JSKSS

30" FREE-STANDING ELECTRIC RANGE

- Dual Element Bake
- Power Boil Element

JB645RKSS

1.7 CU. FT. OVER- THE-RANGE SENSOR MICROWAVE OVEN

- Melt Feature
- Weight and Time Defrost

JVM6175SKSS

STAINLESS STEEL INTERIOR DISHWASHER

- Hidden Controls
- Easy Touch Adjustable Upper Rack

GDT655SSJSS



With Mail-in* Rebate

BUY 3
Get a Café dishwasher
FREE



4-PIECE STAINLESS STEEL KITCHEN SUITE



22.2 CU. FT. FRENCH DOOR REFRIGERATOR

- Hot Water Dispenser
- TwinChill™ Evaporators

CYE22TSHSS

1.7 CU. FT. CONVECTION OVER-THE-RANGE MICROWAVE OVEN

- Fast Bake
- Warming Oven

CVM1790SSSS

30" SLIDE-IN FRONT CONTROL GAS RANGE

- 20,000 BTU Tri-Ring Burner
- Precise Simmer Burner

CGS985SETSS

STAINLESS STEEL INTERIOR BUILT-IN DISHWASHER

- Hidden Controls
- Deep Clean Silverware Jets

CDT8355SJSS



\$599 each

GE® 4.6 CU.FT. TOP LOAD WASHER

- Auto Soak
- Deep Fill

GTW680BSJWS

GE® 7.4 CU.FT. ELECTRIC DRYER

- My Cycle Settings
- HE Sensor Dry

GTD68EBSJWS

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!*

\$443



\$443



3.8 CU.FT. TOP LOAD WASHER

- Heavy Duty Agitator
- Deep Rinse

GTW3330AQQW

7.2 CU.FT. ELECTRIC DRYER

- Aluminized Alloy Drum
- Auto Dry

GTD33EASKWW

\$777



\$777



GE® 4.5 CU.FT. STEAM FRONT LOAD WASHER

- Quick Wash
- Internal Water Heater

GFW4505SKWW

GE® 7.5 CU.FT. STEAM ELECTRIC DRYER

- HE Sensor Dry
- Quick Dry

GFD45ESKWW

Artwork Version: 04LM3803GE Summer Sale

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 1499 & up



SAVE ON ALL BUILT-IN APPLIANCES! EVEN ON SPECIAL ORDERS!

N&P Novak & Parker

HOME APPLIANCE since 1913

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 1:950,000; \$250 Visa® Gift Card 1:300,000; Additional Discounts on minimum purchase of \$499 and above. Excluding GE Cafe and GE Profile Appliances. \$25 XXXXXX, \$50 XXXXXX, \$50 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. 8/1/2017. All rights reserved. 04LM3803GE Summer Sale Entry ©2017 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

MODEL LIST : MONSTER MAILER

**Some models may not appear on smaller mailers*

July 20 - Aug. 9
Summer Sales Event

Brand	GE	Model #	GTW680BSJWS	REG	\$599	SALE	\$499	SAVE	\$100
Brand	GE	Model #	GTD65EBSJWS	REG	\$599	SALE	\$499	SAVE	\$100
Brand	GE Café	Model #	Kitchen	REG		SALE		SAVE	
Brand		Model #	CYE22TSHSS	REG	\$3099	SALE	\$2789	SAVE	\$310
Brand		Model #	CVM1790SSSS	REG	\$849	SALE	\$765	SAVE	\$84
Brand		Model #	CGS985SETSS	REG	\$2999	SALE	\$2699	SAVE	\$300
Brand		Model #	CDT835SSJSS	REG	\$1099	SALE	\$999	SAVE	\$100
Brand	GE	Model #	GTW330ASKWW	REG	\$499	SALE	\$443	SAVE	\$56
Brand	GE	Model #	GTD33EASKWW	REG	\$499	SALE	\$443	SAVE	\$56
Brand	GE	Model #	GFW450SSKWW	REG	\$899	SALE	\$777	SAVE	\$122
Brand	GE	Model #	GFD45ESSKWW	REG	\$899	SALE	\$777	SAVE	\$122
Brand	GE	Model #	Kitchen	REG		SALE		SAVE	
Brand		Model #	GNE25JSKSS	REG	\$1599	SALE	\$1443	SAVE	\$156
Brand		Model #	JVM6175SKSS	REG	\$329	SALE	\$279	SAVE	\$50
Brand		Model #	JB645RKSS	REG	\$699	SALE	\$554	SAVE	\$145
Brand		Model #	GDT655SSJSS	REG	\$799	SALE	\$655	SAVE	\$144



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:** \$ _____