



Contact Invigorate Media 800-770-5219

100% CO-OP - FREE HUB Filing!

WHIRLPOOL Brands "FALL Savings Event"

NOTE: You could advertise 10% Lower Prices on this art - Make *Any* Changes!

Fall Savings Event Dates September 17 - 27

Start Sale September 17 Order by September 1

Start Sale September 21 Order by September 7

Three Sizes - Prices from \$749 all Inclusive!

The Monster Mailer tri-fold Arrives in mail 6" x 10 1/2" and opens to 10 1/2" x 17" 37.9 cents.

The Legal Limit MAX Postcard 11"x 14" - The Largest Piece of Mail Allowed by Law! 39.9 cents.

The Jumbo Postcard 6" x 11" Heavy Card Stock - All Process Color for Maximum Impact 35.9 cents

NOTE: Jumbo Card - Great for smaller budgets - From \$749 includes everything. See Order form.

Pre-approved for 100% co-op reimbursement credit YES – We will file your co-op claim for you! Simply indicate that on order form. You will receive a Credit Memo that can be used to pay any Whirlpool/floor plan Invoice. If you make any changes - we will re-approve for 100% co-op.

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. Option -use your customer list - ask for details.

Add the "Scratch Off" Promotion to any 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 prize such as a Free 10-Year Component warranty with purchase - or \$25 - \$50 additional Instant savings on purchases \$499+, One Mounted Prize Board & extra mailers for walk in traffic.

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

Whirlpool

Whirlpool

MAYTAG

MSRP \$599
\$443

MSRP \$549
\$449

\$799 each
MSRP \$899

\$899 each
MSRP \$999



SAVE \$256 ON THE PAIR!

3.5 cu.ft. Top Load Washer with Deep Water Wash Option
WTW4616FW

7.0 cu.ft. Electric Dryer with Wrinkle Shield™ Option
WED4616FW



SAVE \$200 ON THE PAIR!

4.5 cu.ft. Front Load Washer with Precision Dispense
WFW75HEFW

7.4 cu.ft. Electric Dryer with Advanced Moisture Sensing
WED75HEFW



America's Largest Capacity Agitator Washer!

SAVE \$200 ON THE PAIR!

5 Year Parts & Labor Warranty included on the pair!

4.7 cu.ft. Top Load Washer with PowerWash® Cycle
MWWB766FW

7.0 cu.ft. Large Capacity Electric Dryer with Steam-Enhanced Cycles
MEDB766FW

Fall Savings EVENT



September 17th – 27th

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: 03MM3834WP_FallSavings

WE'VE BROUGHT YOU **HUGE SAVINGS** FROM OUR **NATIONAL BUYING SHOW!**

MAYTAG

STAINLESS STEEL KITCHEN SUITE

25 cu.ft. French Door Refrigerator with PowerCold® Feature
MFI2570FEZ

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 \$111

Stainless Steel Dishwasher with PowerBlast™ Cycle
MDB8959SFZ



MSRP \$4466
\$2999

SAVE \$1467 ON THE PACKAGE!



12 MONTHS SPECIAL FINANCING!*



24 cu.ft. Side-by-Side Refrigerator with Gallon Door Storage Bins
ASI2575FRS



25 cu.ft. French Door Refrigerator with PowerCold® Feature
MFI2570FEZ



19.7 cu.ft. French Door Refrigerator with Exterior Water Dispenser
WRF560SEYM

SAVE AN ADDITIONAL 10% ON SELECT CLOSEOUT MODELS



MSRP \$279

Whirlpool®

1.7 cu.ft. Over-the-Range Microwave with Adjustable Lighting
WMH31017HS



MSRP \$749

BUY BOTH ONLY \$958!

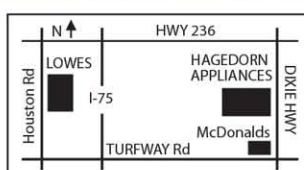
5.3 cu.ft. Electric Range with AccuBake Temperature Management System
WFE515S0ES

We Sell It & Service It

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!**



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



www.hagedornappliance.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 3:XX,XXX; Additional Discounts on minimum purchase of \$499 and above: \$25 XX,XXX,XXX; \$30 XX,XXX,XXX; \$50 XX,XX,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. HUB Pre-Approval XXXXXX_03MM3834WP_FallSavings chelbert ©2017 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

The Legal Limit **MAX!** Postcard

Anything bigger would be criminal.

14 INCHES **WIDE**
HUGE!

Fall Savings EVENT September 17th - 27th

WE'VE BROUGHT YOU **HUGE SAVINGS** FROM OUR NATIONAL BUYING SHOW!

HAGEDORN APPLIANCES MAYTAG

STAINLESS STEEL KITCHEN SUITE \$2999 SAVE \$1467 (ON THE REGULAR PRICE)

Whisper 24" x 36" French Door Refrigerator with "Passion" Finish \$443 \$449

Whisper 24" x 36" French Door Refrigerator with "Passion" Finish \$799 each

MAYTAG 24" x 36" French Door Refrigerator with "Passion" Finish \$899 each

SAVE \$256 24" x 36" French Door Refrigerator with "Passion" Finish

SAVE \$200 24" x 36" French Door Refrigerator with "Passion" Finish

SAVE \$200 24" x 36" French Door Refrigerator with "Passion" Finish

12 MONTHS SPECIAL FINANCING!

Scratch & Win

\$10,000 Shopping Spree

\$25 - \$50 Additional Instant Savings

KitchenAid Stand Mixer

RECEIVE UP TO \$1600

BY MAIL, WITH PURCHASE OF SELECT KITCHENAID® BRAND APPLIANCES: Valid July 16-Sept 26, 2017

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!

Fall Savings EVENT



September
17th - 27th

MAYTAG®

25 cu.ft. French Door Refrigerator with PowerCold® Feature
MR2570FEZ

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 \$111

Stainless Steel Dishwasher with PowerBlast™ Cycle
MDB8959SFZ



STAINLESS STEEL KITCHEN SUITE



MSRP \$4466

\$2999



SAVE \$1467 ON THE PACKAGE!

WE'VE BROUGHT YOU **HUGE SAVINGS** FROM OUR **NATIONAL BUYING SHOW!**

Whirlpool

Whirlpool

MAYTAG®

MSRP \$599
\$443

MSRP \$549
\$449

\$799 each

MSRP \$899

\$899 each

MSRP \$999



SAVE \$256 ON THE PAIR!

3.5 cu.ft. Top Load Washer with Deep Water Wash Option
WTW4616FW

7.0 cu.ft. Electric Dryer with Wrinkle Shield™ Option
WED4616FW



SAVE \$200 ON THE PAIR!

Shown on Optional Pedestals

4.5 cu.ft. Front Load Washer with Precision Dispense
FWF75HEFW

7.4 cu.ft. Electric Dryer with Advanced Moisture Sensing
WED75HEFW



America's Largest Capacity Agitator Washer!

SAVE \$200 ON THE PAIR!

5 Year Parts & Labor Warranty
included on the pair!

4.7 cu.ft. Top Load Washer with PowerWash™ Cycle
MVWB766FW

7.0 cu.ft. Large Capacity Electric Dryer with Steam-Enhanced Cycles
MEDB766FW



12 MONTHS SPECIAL FINANCING!*



\$1099

MSRP \$1199

SAVE \$100

24 cu.ft. Side-by-Side Refrigerator with Gallon Door Storage Bins
AS12575FRS



\$1777

MSRP \$2199

SAVE \$422

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



\$1799

MSRP \$1899

SAVE \$100

19.7 cu.ft. French Door Refrigerator with Exterior Water Dispenser
WRF560SEYM

SAVE AN ADDITIONAL 10%
ON SELECT CLOSEOUT MODELS

We Sell It & Service It

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!**



MSRP \$279



1.7 cu.ft. Over-the-Range Microwave with Adjustable Lighting
WMH31017HS



MSRP \$749

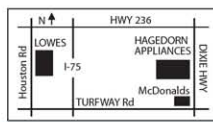
**BUY BOTH
ONLY
\$958!**

**SAVE \$70
ON THE PAIR!**

5.3 cu.ft. Electric Range with AccuBake Temperature Management System
WFE519S0ES



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



www.hagedornappliance.com

**BRAND
SOURCE®**

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: 03LM3833WP_FallSavings

Fall Savings EVENT

September
17th – 27th



KitchenAid®

RECEIVE
UP TO

\$1600

BY MAIL WITH PURCHASE OF SELECT KITCHENAID®
BRAND APPLIANCES Valid July 16–Sept 26, 2017

*See store for complete details of all offers, financing and rebate. ©/TM © 2017. All rights reserved. HUB Pre-Approval XXXXXX. 03LM3833WP_FallSavings_chartlet_00017. Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

The Jumbo Postcard

Fall Savings EVENT



September 17th – 27th

12 MONTHS SPECIAL FINANCING!*

We've brought you **HUGE SAVINGS**
from our **National Buying Show!**



AMANA®

Whirlpool®

MAYTAG®

KitchenAid®

Whirlpool

\$799 each

MSRP *899



SAVE \$200 ON THE PAIR!

Shown on Optional Pedestals

4.5 cu.ft. Front Load Washer with Precision Dispense
WFW75HEFW

7.4 cu.ft. Electric Dryer with Advanced Moisture Sensing
WED75HEFW

MAYTAG

\$1777

MSRP *2199

SAVE \$422



25 cu.ft. French Door Refrigerator with PowerCold® Feature
MFI2570FEZ

KitchenAid®

RECEIVE UP TO

\$1600

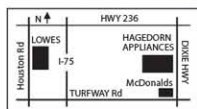
BY MAIL WITH PURCHASE OF SELECT KITCHENAID® BRAND APPLIANCES* Valid July 16–Sept 26, 2017

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

SINCE 1941
HAGEDORN
APPLIANCES



BRAND
SOURCE®

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

www.hagedornappliance.com

Doug Nelson
115 Mississippi Ave
Crystall City, MO 63019

Artwork Version: 03JP3835WP_FallSavings

*See store for complete details of all offers, financing and rebates. ©/TM © 2017. All rights reserved. HUB Pre-Approval XXXXXX. 03JP3835WP_FallSavings cheitert ©2017 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

MODEL LIST : MONSTER MAILER

*Some models may not appear on smaller mailers

Sept 17 – 27
Fall Savings

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 **HERE... ☐ **10% Off****

Brand	Whirlpool	Model #	WTW4616FW	MSRP	\$599	SALE PRICE	\$443 (Less 10% = \$399)
Brand	Whirlpool	Model #	WED4616FW	MSRP	\$549	SALE PRICE	\$449 (Less 10% = \$399)
Brand	Whirlpool	Model #	WFW75HEFW	MSRP	\$899	SALE PRICE	\$799 (Less 10% = \$719)
Brand	Whirlpool	Model #	WED75HEFW	MSRP	\$899	SALE PRICE	\$799 (Less 10% = \$719)
Brand	Maytag	Model #	MVWB766FW	MSRP	\$999	SALE PRICE	\$899 (Less 10% = \$809)
Brand	Maytag	Model #	MEDB766FW	MSRP	\$999	SALE PRICE	\$899 (Less 10% = \$809)
Brand	Maytag Kitchen Package			MSRP	\$4466	SALE PRICE	\$2999 (Lowest Price)
Brand		Model #	MFI2570FEZ	MSRP		SALE PRICE	
Brand		Model #	MMV4205FZ	MSRP		SALE PRICE	
Brand		Model #	MER8800FZ (or MGR8800FZ - Gas add \$11)				
Brand		Model #	MDB8959SFZ	MSRP		SALE PRICE	
Brand	Amana	Model #	ASI2575FRS	MSRP	\$1199	SALE PRICE	\$1099 (Less 10% = \$989)
Brand	Maytag	Model #	MFI2570FEZ	MSRP	\$2199	SALE PRICE	\$1777 (Less 10% = \$1599)
Brand	Whirlpool	Model #	WRF560SEYM	MSRP	\$1899	SALE PRICE	\$1799 (Less 10% = \$1619)
Brand	Whirlpool	Model #	WMH31017HS	MSRP	\$279	SALE PRICE	\$958 pair price (Less 10% = \$862)
Brand	Whirlpool	Model #	WFE515S0ES	MSRP	\$749	SALE PRICE	



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

Whirlpool Rep: _____ **HUB Log-in Username:** _____ **Password:** _____

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:** \$ _____