



Pre-Approved Advertising!

Contact Invigorate Media 800-770-5219

Labor Day Sale!

FRIGIDAIRE + Black Stainless Steel Gallery + GALLERY + PRO

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

Make any art changes - models/brands/prices - you & your field manager decide!

Sale Dates: August 24 - September 13

Start Sale: August 24 Order deadline August 10

Start Sale: August 31 Order deadline August 16

**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 Any Changes, 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, email it to us....we will "clean" it for free. Extra Postage applies.

Add the "Scratch Off" Promotion - 3 Cents extra. - Includes Scratch Off Sticker with Prize Numbers, \$10,000 Group Insurance Policy, (3) \$250 VISA Gift Card (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.

800-770-5219

Bill Menkhus bill_menkhus@invigoratemediacom (cell 636-524-1240)

Doug Nelson doug_nelson@invigoratemediacom (cell 636-578-8130)

The Legal Limit **MAX!** Postcard

Anything bigger would be criminal.

14 INCHES WIDE
HUGE!

Gerrit's APPLIANCE
Since 1962 • A Family-Owned Business

Labor Day Sale
August 24th - September 13th

Save \$1079!
on this package

FRIGIDAIRE \$1899
For this 4-piece package
Only a change for Gas when changed to LP or 13.1/17

25.5 cu ft. Side-by-Side Refrigerator
24" Built-In Dishwasher
30" Free-standing Electric Range
30" Free-standing Electric Range

FRIGIDAIRE GALLERY

THE NEW BLACK STAINLESS STEEL COLLECTION
A beautiful new collection of appliances that will make your kitchen look like a professional chef's kitchen. The new Black Stainless Steel Collection is available in two finishes: Black Stainless Steel and Black Stainless Steel with Silver Handles.

Smudge-Proof® Stainless Steel

SAVE \$1079! NOW \$3149
Was \$4228

YOUR KITCHEN. YOUR WAY.

FRIGIDAIRE PROFESSIONAL

Professional Look, Professional Results

PROFESSIONAL PACKAGE
\$5,899
AFTER \$1,000 REBATE
FOR THIS 6-PIECE PACKAGE!
MSRP \$9,227 **SAVE \$3,328**

36" CU. FT. ALL REFRIGERATOR & FREEZER
30" ELECTRIC SINGLE WALL OVEN
30" GAS COOKTOP
24" BUILT-IN DISHWASHER WITH EVEREADY® 13737EN
24" BUILT-IN MICROWAVE
30" FREE-STANDING ELECTRIC RANGE

Smudge-Proof® Stainless Steel

FRIGIDAIRE GALLERY

Save \$1307!
on this package

\$2399
For this 4-piece package
Only a change for Gas when changed to LP or 13.1/17

24" CU. FT. Side-by-Side Refrigerator
24" BUILT-IN DISHWASHER
30" FREE-STANDING ELECTRIC RANGE
30" FREE-STANDING ELECTRIC RANGE

15 YEARS WARRANTY

Gerri's APPLIANCE
Since 1962 • A Family-Owned Business

Now 2 Great Locations!

WYOMING STORE
2410 20th Street, Cheyenne, WY 82001 • (307) 635-3426
OPEN: MON-FRI 10AM-6PM, SAT 10AM-5PM, SUN 12PM-5PM

KENTWOOD STORE
2000 20th Street, Kentwood, MI 49521 • (248) 933-4333
OPEN: MON-FRI 10AM-6PM, SAT 10AM-5PM, SUN 12PM-5PM

Scratch & Win!
Match your number to our store to see if you're our grand prize winner!

- \$10,000 Shopping Spree
- \$250 Visa® Gift Card
- \$25 - \$50 Additional Instant Savings

CRANK UP YOUR KITCHEN EVENT

4-piece package \$5299
After \$500 Package Rebate! **Save \$2430**

24" CU. FT. SIDE-BY-SIDE REFRIGERATOR
24" BUILT-IN DISHWASHER
30" FREE-STANDING ELECTRIC RANGE
30" FREE-STANDING ELECTRIC RANGE

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!



Labor Day Sale

August 24th - September 13th



Save
\$1077!
ON THE
PACKAGE



FRIGIDAIRE

\$1899

WAS \$2976

For this 4-piece package

Extra charge for Gas
valid 8/24/17 to 9/13/17.

25.5 cu.ft. Side-by-Side Refrigerator
FFSS2615TS

1.6 cu.ft. Over-the-Range Microwave
FFMV1645TS

24" Built-In Dishwasher
FFID2426TS

30" Freestanding Electric Range
FFEF3052TS

PRACTICAL NEVER
LOOKED SO

stylish

FRIGIDAIRE GALLERY

THE *New* BLACK STAINLESS STEEL COLLECTION

A beautiful new look with the same easy-to-clean fingerprint-resistant finish. Introducing the NEW Frigidaire Gallery® Smudge-Proof™ Black Stainless Steel Collection.

Smudge-Proof™ Stainless Steel
Resists fingerprints and cleans easily.

<p>27.2 cu. ft. French Door Black Stainless Refrigerator FGHB2687TD</p>	<p>1.7 cu. ft. Over-the-Range Black Stainless Microwave FGMV176NTD</p>
<p>30" Freestanding Black Stainless Electric Range FGEF3036TD</p>	<p>24" Built-in Black Stainless Dishwasher FGID2466QD</p>

SAVE **\$2147!** WAS \$5296

NOW \$3149

For this 4-piece package
Gas Same Price as Electric
Valid 8/24/17 to 9/13/17.

FRIGIDAIRE GALLERY

YOUR KITCHEN. YOUR WAY.

FRIGIDAIRE
PROFESSIONAL.

**Professional Look,
Professional Results**

PROFESSIONAL PACKAGE

\$5,899 **AFTER \$1,000 REBATE**
FOR THIS 6-PIECE PACKAGE*
MSRP \$9,227 **SAVE \$3,328**

**Smudge-Proof™
Stainless Steel**

19 CU. FT. ALL REFRIGERATOR & FREEZER #FPRU19F8RF Refrigerator #FPFU19F8RF Freezer	30" ELECTRIC SINGLE WALL OVEN #FPEW3077RF	30" GAS COOKTOP #FPGC3077RS	2.0 CU. FT. BUILT-IN MICROWAVE #FPMO209RF	24" BUILT-IN DISHWASHER WITH EVEDRY™ SYSTEM #FPID249BSF
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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: 01LM3820FG_Labor Day

FRIGIDAIRE
GALLERY.

\$2399 WAS \$3706
For this 4-piece package
Extra charge for Gas
valid 8/24/17 to 9/13/17.

Save \$1307!
ON THE PACKAGE

**Smudge-Proof™
Stainless Steel**

25.6 cu.ft. Side-by-Side Refrigerator FGSS2635TF	1.7 cu.ft. Over-the-Range Microwave FGMV176NTF
30" Freestanding Electric Range FGEF3059TF	24" Built-In Dishwasher FGID2466QF



**CRANK UP
YOUR KITCHEN
EVENT**

4-piece package \$5299
After \$500 Package Rebate*
Save \$2430
was \$7729

22.6 CU. FT. FRENCH DOOR COUNTER DEPTH REFRIGERATOR
#FPBC2277RF • Smudge-Proof™ Stainless Steel

30" FRONT CONTROL FREESTANDING ELECTRIC RANGE
#FPEW3077RF • PowerLite™ Convection

24" BUILT-IN DISHWASHER
#FPID249BSF • Extra-Close® Wash System

1.8 CU. FT. OVER-THE-RANGE MICROWAVE
#FPMO209RF • 2-in-1 Convection Oven or Microwave

Smudge-Proof™ Stainless Steel

\$15 BILLION BUYING POWER

FAMILY OWNED & OPERATED SINCE 1948

Gerri's APPLIANCE

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 sales associate for complete details on all offers, promotions & financing. Not all merchandise available in all locations, available upon special order. *Via mail-in rebate. Rebate is a Prepaid MasterCard® Card. See in store sales associate for details. At participating retailers. Allow up to 8 weeks for delivery of MasterCard Card. Cards are issued by Citibank, N.A. pursuant to a license from MasterCard International and managed by Cit® Prepaid Services. Cards will not have cash access and can be used anywhere MasterCard debit cards are accepted. MasterCard is a registered trademark of MasterCard International Incorporated. The MasterCard expires 6 months after issuance. 01LM3820FG Labor Day tkelley © 2017 Invigorate Media. All Rights Reserved. 800-770-5219

MODEL LIST : LEGAL MAX

**Some models may not appear on smaller mailers*

August 24 - Sept. 13
Labor Day Sale

Brand	FRIGIDAIRE SUITE	Model #	FFSS2615TS	MSRP	\$2976	SALE PRICE	\$1899
Brand		Model #	FFMV1645TS	MSRP		SALE PRICE	
Brand		Model #	FFMV1645TS	MSRP		SALE PRICE	
Brand		Model #	FFEF3052TS	MSRP		SALE PRICE	
Brand	FRIGIDAIRE GALLERY SUITE	Model #	FGHB2867TD	MSRP	\$5296	SALE PRICE	\$3149
Brand		Model #	FGMV176NTD	MSRP		SALE PRICE	
Brand		Model #	FGEF3036TD	MSRP		SALE PRICE	
Brand		Model #	FGID2466QD	MSRP		SALE PRICE	
Brand	FRIGIDAIRE PROF. SUITE	Model #	FPRU19F8RF/FPFU19F8RF	MSRP	\$9227	SALE PRICE	\$5899
Brand		Model #	FPEW3077RF	MSRP		SALE PRICE	
Brand		Model #	FPGC3077RF	MSRP		SALE PRICE	
Brand		Model #	FPMQ209RF	MSRP		SALE PRICE	
Brand		Model #	FPID2498SF	MSRP		SALE PRICE	
Brand	FRIGIDAIRE GALLERY SUITE	Model #	FGSS2635TF	MSRP	\$3706	SALE PRICE	\$2399
Brand		Model #	FGEF3059TF	MSRP		SALE PRICE	
Brand		Model #	FGMV176NTF	MSRP		SALE PRICE	
Brand		Model #	FGID2466QF	MSRP		SALE PRICE	
Brand	FRIGIDAIRE SUITE	Model #	FPBC2277RF	MSRP	\$7729	SALE PRICE	\$5299
Brand		Model #	FPEH3077RF	MSRP		SALE PRICE	
Brand		Model #	FPID2498SF	MSRP		SALE PRICE	
Brand		Model #	FPBM3077RF	MSRP		SALE PRICE	



Legal Limit Max Order Form

Fax order form to: 636-794-3223

Sales: **1-800-770-5219** Doug Nelson or Bill Menkhus

Business Name: _____ Contact Name: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Phone: _____ Cell: _____ Email: _____
 Buying Group Affiliation: _____ Frigidaire Rep Name: _____

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:

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: 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

Legal Limit Max! 11" x 14"

• Single Family Home Postage

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:** \$ _____