



**Have us ship you a KitchenAid Mixer to raffle off during sale
Or add \$5,000 Lucky Number Shopping Spree**

Save \$500 on our New "Save the date!" - Premium Private Sale!

Private sales - Time Tested Promotions!

Private sales regularly generate 3 weeks or more of sales in a single day or two.

- **NEW** "Save the Date" Premium Private Sale - Premium Look & Feel - (Think wedding invitation) Intro Special - Save \$500 on 10,000 or more. Reg. 44.9 cents Intro 40.9 cents. see example.
- Consider our **Low Price** (37.9 cent) 8 1/2" x 11" letter & envelope with many custom options. see examples.

We will **Custom design** any Private Sale that's perfect for your business at **No Charge**.

- Mail to Neighbors - Home Owners that live close to store - We provide data for you.
- Mine your own customer list - Send us your customer list - We Merge, DeDup & Update home owner movers using our software at No Charge. Extra postage applies.
- No need to call out specific prices - The "Promise of Special Savings" Pulls.
- Our option - Raffle off a KitchenAid Stand Mixer the day of your sale - We ship it to you prior to sale so you can raffle it off. See order form.
- Our option - Add "Lucky Number" to letter - Consecutive numbers listed on each letter for a fully insured \$5,000 Shopping Spree Prize. One 18" x 24" Mounted Prize Board with winning number included. See order form.
- Private Sale Samples included - Or have us design any custom letter for you at No Charge.
- Order minimum 3 weeks prior to sale date.
- **All orders Include** Art with edits, Single Family Postage, Printing, Our Mailing List with Home Owner Median Incomes to "Target", Addressing, inserting into envelope & Shipping to Dealer's Local Post Office for In-Home Delivery.

Contact Invigorate Media 800-770-5219

Bill Menkhous bill_menkhous@invigoratemedia.com Cell 636-524-1240

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

NEW...

“Save the Date” Premium Private Sale

Luxurious “Look & Feel”

6.75" x 9.75" Premium 80# Gloss Cover half-folded
& inserted into an A7 White Wove Envelope



REGULAR
44.9¢
Includes Postage

**INTRO
SPECIAL PRICE
ONLY
40.9¢**

KitchenAid®



*Register for a
Chance to Win*

A KITCHENAID®
STAND MIXER!

Semi-Annual
VIP SALE

JOIN US
WEDNESDAY
OCTOBER 18, 2017
1PM – 8PM

Artwork Version: SD3538X



YOU ARE CORDIALLY INVITED TO ATTEND OUR

Semi-Annual
VIP SALE
7 HOURS ONLY

WEDNESDAY | OCTOBER 18TH, 2017 | 1PM - 8PM



JOIN US
WEDNESDAY, OCTOBER 18TH
1PM - 8PM

Semi-Annual VIP SALE

12 MONTHS
SPECIAL
FINANCING!*

WE PAY YOUR
SALES TAX!
excludes Jenn-Air Brand appliances

MANUFACTURER
REBATES
AVAILABLE!

COME SEE OUR NEWLY REMODELED KITCHEN DISPLAYS FROM

 **BOSCH**

 **DCS**
In Performance

 **Electrolux**

FRIGIDAIRE
PROFESSIONAL

 **Fisher & Paykel**
innovative living

 **GE APPLIANCES**

 **CAFÉ™**

 **PROFILE™**

 **JENN-AIR®**

KitchenAid®

 **LG**

MAYTAG®

 **SAMSUNG**

Thermador★

VIKING

Whirlpool®

Dear Friends and Family,

We hope you will join us for our **Semi-Annual VIP Sale** on **October 18, from 1pm to 8pm.**

For **7 hours only**, you will have an opportunity to take advantage of some of our **LOWEST PRICES & BEST DEALS OF THE YEAR!** We are a member of a Multi-Billion dollar buying organization and have negotiated Special Offers on appliance brands including **Maytag, Whirlpool, KitchenAid and Amana.** Save on laundry & kitchen appliance models, including Special Orders. You will get our best prices and still qualify for ALL Manufacturer Rebates.

This VIP Sale will not be advertised on television, radio or in the newspaper. These discounted prices will only be available during these seven hours. **Also take advantage of 12 Months Special Financing during the sale.**

We are here to serve you after the sale. It pays to buy from a locally owned business!

Dealer Staff

Previous sales excluded

*See store for complete details on all claims, offers, financing & rebates.

Gerrit's Appliance | 2410 28th St. SW | Wyoming, MI | 616-532-3626

Preferred Friends

**Register for your chance to WIN
a KitchenAid® Stand Mixer!**

Name: _____

Address: _____

Phone: _____

E-mail: _____

Please present this ticket for admission. One KitchenAid® Stand Mixer to be given away during the sale.
Valid Wednesday, October 18, 2017 ONLY.

Preferred Family

**Register for your chance to WIN
a KitchenAid® Stand Mixer!**

Name: _____

Address: _____

Phone: _____

E-mail: _____

Please present this ticket for admission. One KitchenAid® Stand Mixer to be given away during the sale.
Valid Wednesday, October 18, 2017 ONLY.

The

PRIVATE

Sale Letter

Personal Selling Begins Here



8.5" x 11" Color Letter With Envelope

Only 37.9¢

CUSTOMER APPRECIATION

SALE

CHRISTIE'S
Appliance Co.

7255 E. Broadway Blvd.
Tucson, AZ 85710

775-782-5099

7 HOURS ONLY!

Thursday, September 28th
1pm-8pm

Artwork Version: LE3424WP

AMANA® Whirlpool® MAYTAG® KitchenAid®

Dear Friends & Family,

You are invited to our annual **Customer Appreciation Sale!**

7 Hours Only!

Thursday, September 28th from 1PM to 8PM

Take advantage of our **BEST DEALS** of the Year on all brands including **Amana®, Whirlpool®, Maytag® & KitchenAid®**! Now is the time to save on every Laundry & Kitchen Appliance. In addition to our **Year's Lowest Prices**, receive rebates on qualified appliance models throughout the store.

This **PRIVATE SALE** is for **Letter Holders ONLY** and will NOT be advertised anywhere else. Bring a friend and **enter our in-store drawing to win a brand new KitchenAid® Stand Mixer!**

Make plans to attend. As always, we are here to serve you after the sale.

Hope to see you then!

Dealer Staff



KitchenAid®
In-Store Drawing
for a KitchenAid®
Stand Mixer!

See sales associate for details.

12 MONTHS
SPECIAL
FINANCING*

SAVE BIG
ON CLOSEOUTS!

FREE
DELIVERY &
HAUL AWAY



Preferred Friends

ADMISSION
TICKET

Register for your chance to WIN
a KitchenAid® Stand Mixer!

Name: _____

Address: _____

Phone: _____

E-mail: _____

Please present this ticket for admission. One KitchenAid® Stand Mixer to be given away during the sale. Valid Thursday, September 28, 2017 ONLY.

Preferred Family

ADMISSION
TICKET

Register for your chance to WIN
a KitchenAid® Stand Mixer!

Name: _____

Address: _____

Phone: _____

E-mail: _____

Please present this ticket for admission. One KitchenAid® Stand Mixer to be given away during the sale. Valid Thursday, September 28, 2017 ONLY.

*See store for complete details on all claims, offers, financing & rebates. ®/™ © 2017. All rights reserved. HUB approval 121426. LE3424WP © 2017 Invigorate Media. 1-800-770-5219.

Fall Savings

Private Event

THURSDAY, OCTOBER 5TH
1PM – 8PM

Genuine  Appliance

3938 Vogel Rd.
Arnold, MO 63010
(636) 282-1700

Artwork Version: LE3829WP

AMANA®

Whirlpool®

MAYTAG®

KitchenAid®

Dear Friends & Family,

You are invited to our annual **Fall Savings Private Event!**

7 Hours Only!

Thursday, October 5th from 1PM to 8PM

Take advantage of our **BEST DEALS** of the Year on all brands including **Amana®, Whirlpool®, Maytag® & KitchenAid®!** Now is the time to save on every Laundry & Kitchen Appliance. In addition to our **Year's Lowest Prices**, receive rebates up to \$600 on qualified Maytag appliance models throughout the store.

This **PRIVATE SALE** is for **Letter Holders ONLY** and will NOT be advertised anywhere else. Bring a friend and **enter our in-store drawing to win a brand new KitchenAid® Stand Mixer!**

Make plans to attend. As always, we are here to serve you after the sale.

Hope to see you then!

Dealer Staff



KitchenAid®
In-Store Drawing
for a KitchenAid®
Stand Mixer!

See sales associate for details.

Preferred Friends

ADMISSION
TICKET

Register for your chance to WIN
a KitchenAid® Stand Mixer!

Name: _____

Address: _____

Phone: _____

E-mail: _____

Please present this ticket for admission. One KitchenAid® Stand Mixer to be given away during the sale. Valid Thursday, October 5, 2017 ONLY.

Preferred Family

ADMISSION
TICKET

Register for your chance to WIN
a KitchenAid® Stand Mixer!

Name: _____

Address: _____

Phone: _____

E-mail: _____

Please present this ticket for admission. One KitchenAid® Stand Mixer to be given away during the sale. Valid Thursday, October 5, 2017 ONLY.



12 MONTHS SPECIAL FINANCING*

SAVE BIG ON CLOSEOUTS!

FREE DELIVERY & HAUL AWAY

*See store for complete details on all claims, offers, financing & rebates. ®/™ © 2017. All rights reserved. LE3829WP_FallSavings cheilert © 2017 Invigorate Media. 1-800-770-5219.

35th Anniversary Sale

DOUBLE-SIDED LETTER

October 11th & 12th

CHRISTIE'S
Appliance Co.

7255 E. Broadway • Tucson, AZ 85710
520-296-7218

Bring in this
Lucky Number
to see if you've
won our

\$5,000 Shopping Spree!

**12
MONTHS
SPECIAL
FINANCING***

**HUGE
SAVINGS
ON CLOSE-
OUTS!**

**FREE
DELIVERY
& HAUL
AWAY**

Dear Friends & Family,

Artwork Version: LE3425WP

You are invited to our 35th Anniversary Sale!

2 DAYS ONLY!

Wednesday, October 11 & Thursday, October 12

Take advantage of our BEST DEALS of the Year on all brands including **Amana®**, **Whirlpool®**, **Maytag®** & **KitchenAid®**! Now is the time to save on every Laundry & Kitchen Appliance. In addition to our **Year's Lowest Prices**, **receive rebates** on qualified appliance models throughout the store.

This PRIVATE SALE is for **Letter Holders ONLY** and **will NOT be advertised anywhere else**. Bring in this letter to check your lucky number. You may have won a **\$5,000 Shopping Spree!**

Make plans to attend. As always, we are here to serve you after the sale.

Hope to see you then!

Dealer Staff

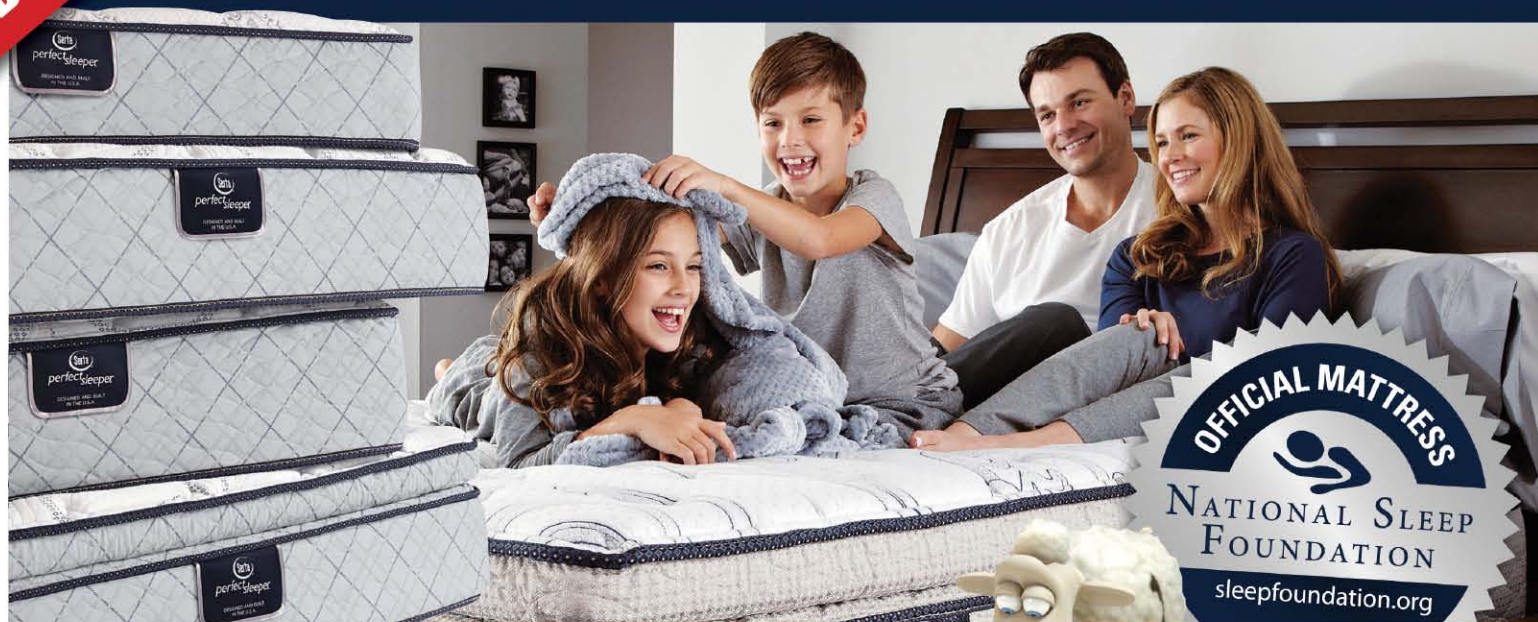


AMANA® Whirlpool®
MAYTAG® KitchenAid®

*See store for complete details on all claims, offers, financing & rebates. ®/™ © 2017. All rights reserved.
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DOUBLE-SIDED LETTER

ALL SIZES MATTRESS EVENT!



OFFICIAL MATTRESS
NATIONAL SLEEP
FOUNDATION
sleepfoundation.org

**TWIN, FULL,
QUEEN or KING
YOUR CHOICE ONE LOW PRICE!**

Limited sets included in sale.

Serta
perfect sleeper
Queen Sets As Low As:
\$499
.....PLUS.....



Serta
perfect sleeper
Wellgate - Firm
\$799 Each Piece
Any Size

Serta
perfect sleeper
Outlook Hill - Firm
\$899 Each Piece
Any Size

Serta
perfect sleeper
Swan Harbor - Firm or Plush
\$999 Each Piece
Any Size

Purchase Serta®
Perfect Sleeper and
Start Getting Rewarded!

Serta Perfect
Rewards!

Save \$100s on everyday products and services
plus up to \$100 off your next Serta® mattress purchase.²

HURRY IN TO ENJOY THESE AMAZING SAVINGS!

Selling & Servicing Major Appliances in Tucson Since 1956

CHRISTIE'S
Appliance Co.

7255 E. Broadway at S. Kolb • (520) 296-7218

S Kolb Rd



CHRISTIE'S
Appliance Co.

East Broadway

Moonlight Madness

CHRISTIE'S
Appliance Co.

7255 E. Broadway Blvd.
Tucson, AZ 85710

775-782-5099

Artwork Version: LE3426WP

2 DAYS ONLY! October 25th & 26th

AMANA® Whirlpool® MAYTAG® KitchenAid®

Dear Friends & Family,

You are invited to our annual **Moonlight Madness Sale!**

2 DAYS ONLY!

Wednesday, October 25th & Thursday, October 26th

Take advantage of our **BEST DEALS** of the Year on all brands including **Amana®**, **Whirlpool®**, **Maytag®** & **KitchenAid®** Brand Appliances. Now is the time to save on every Laundry & Kitchen Appliance. In addition to our **Year's Lowest Prices**, receive rebates on qualified appliance models throughout the store.

This **PRIVATE SALE** is for **Letter Holders ONLY** and will NOT be advertised anywhere else. Bring a friend and **enter our in-store drawing to win a brand new KitchenAid® Stand Mixer!**

Make plans to attend. As always, we are here to serve you after the sale.

Hope to see you then!

Dealer Staff



12
MONTHS
SPECIAL
FINANCING*

SAVE
BIG
ON CLOSEOUTS!

FREE
DELIVERY
& HAUL
AWAY

Preferred Friends

ADMISSION
TICKET

Register for your chance to **WIN**
a **KitchenAid® Stand Mixer!**

Name: _____

Address: _____

Phone: _____

E-mail: _____

Please present this ticket for admission. One KitchenAid® Stand Mixer to be given away during the sale. Valid October 25 & 26, 2017 ONLY.

Preferred Family

ADMISSION
TICKET

Register for your chance to **WIN**
a **KitchenAid® Stand Mixer!**

Name: _____

Address: _____

Phone: _____

E-mail: _____

Please present this ticket for admission. One KitchenAid® Stand Mixer to be given away during the sale. Valid October 25 & 26, 2017 ONLY.

KitchenAid®



In-Store
Drawing for a
KitchenAid®
Stand Mixer!

See sales associate for details.

Customer Appreciation Sale

Thursday • September 14th • 1pm–8pm

**BRING IN THIS
LUCKY NUMBER**

to see if you've
won our

\$5,000 Shopping Spree!*



CHRISTIE'S
Appliance Co.

7255 E. Broadway Blvd.

Tucson, AZ 85710

775-782-5099

**12 MONTHS
SPECIAL FINANCING***

**HUGE SAVINGS
ON CLOSEOUTS!**

**FREE DELIVERY
& HAUL AWAY**

Artwork Version: LE3427WP

Dear Friends & Family,

You are invited to our annual Customer Appreciation Sale!

7 HOURS ONLY!

Thursday • September 14 • 1pm–8pm

Take advantage of our BEST DEALS of the Year on all brands including **Amana®**, **Whirlpool®**, **Maytag®** & **KitchenAid® Brand Appliances**. Now is the time to save on every Laundry & Kitchen Appliance. In addition to our **Year's Lowest Prices**, **receive rebates on qualified appliance models throughout the store.**

This PRIVATE SALE is for **Letter Holders ONLY** and **will NOT be advertised anywhere else**. Bring in this letter to check your lucky number. You may have won a **\$5,000 Shopping Spree!**

Make plans to attend. As always, we are here to serve you after the sale.

Hope to see you then!

Dealer Staff



AMANA®

Whirlpool®

MAYTAG®

KitchenAid®

*See store for complete details on all claims, offers, financing & rebates. ®/™ © 2017. HUB approval 121435. LE3427WP © 2017 Invigorate Media. 1-800-770-5219.

52nd Anniversary Sale



2410 28th St. SW
Wyoming, MI 49519
616-532-3626



Artwork Version: LE3428WP

AMANA®

Whirlpool®

MAYTAG®

KitchenAid®

Thursday, September 21st • 3pm–8pm

Dear Friends & Family,

You are invited to our **52nd Anniversary Sale!**

5 Hours Only!

Thursday, September 21st from 3PM to 8PM

Take advantage of our **BEST DEALS of the Year** on all brands including **Amana®**, **Whirlpool®**, **Maytag®** & **KitchenAid®**! Now is the time to save on every Laundry & Kitchen Appliance. In addition to our **Year's Lowest Prices**, receive rebates on **qualified appliance models** throughout the store.

This **PRIVATE SALE** is for **Letter Holders ONLY** and will NOT be advertised anywhere else. Bring a friend and **enter our in-store drawing to win a brand new KitchenAid® Stand Mixer!**

Make plans to attend. As always, we are here to serve you after the sale.

Hope to see you then!

Dealer Staff



KitchenAid®
In-Store Drawing
for a KitchenAid®
Stand Mixer!

See sales associate for details.

Preferred Friends ADMISSION TICKET

Register for your chance to WIN a KitchenAid® Stand Mixer!

Name: _____

Address: _____

Phone: _____

E-mail: _____

Please present this ticket for admission. One KitchenAid® Stand Mixer to be given away during the sale. Valid Thursday, September 21, 2017 ONLY.

Preferred Family ADMISSION TICKET

Register for your chance to WIN a KitchenAid® Stand Mixer!

Name: _____

Address: _____

Phone: _____

E-mail: _____

Please present this ticket for admission. One KitchenAid® Stand Mixer to be given away during the sale. Valid Thursday, September 21, 2017 ONLY.

**12 MONTHS
SPECIAL
FINANCING***

**SAVE
BIG
ON
CLOSEOUTS!**

**FREE
DELIVERY &
HAUL AWAY**

**HUGE
STOREWIDE
SAVINGS**

Private Sale Event

October 5th • 3pm–8pm



2410 28th St. SW
Wyoming, MI 49519
616-532-3626

BRING IN THIS
LUCKY NUMBER



TO SEE IF YOU'VE WON OUR
\$5,000 SHOPPING SPREE!*

**12 MONTHS
SPECIAL FINANCING***

**HUGE SAVINGS
ON CLOSEOUTS!**

**FREE DELIVERY
& HAUL AWAY**

Dear Friends & Family,

Artwork Version: LE3429WP

You are invited to our annual Private Sale Event!

5 HOURS ONLY!
Thursday • October 5 • 3pm–8pm

Take advantage of our BEST DEALS of the Year on all brands including **Amana®**, **Whirlpool®**, **Maytag®** & **KitchenAid®**! Now is the time to save on every Laundry & Kitchen Appliance. In addition to our **Year's Lowest Prices**, **receive rebates on qualified appliance models throughout the store.**

This PRIVATE SALE is for **Letter Holders ONLY** and **will NOT be advertised anywhere else**. Bring in this letter to check your lucky number. You may have won a **\$5,000 Shopping Spree!**

Make plans to attend. As always, we are here to serve you after the sale.

Hope to see you then!

Dealer Staff

AMANA®

Whirlpool®

MAYTAG®

KitchenAid®



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Private Sale 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 Date:** *Order Deadline is 3 weeks prior to sale*

Indicate your sale date here: _____

Step 2 **Please List Artwork Version Number**

Artwork Version highlighted in yellow, ie Version: LE3424WP)

Indicate number here: _____

Step 3 **Promotion:** *Include the following special offer:* ☐ **KitchenAid Stand Mixer** ☐ **Lucky Number** ☐ **None**
 (NOTE: Lucky Number not available on "Save the Date!" card)

Step 4 **Quantity Single Family Homes: *Select One***

 Letter (8.5"x11") ☐ 1. 5,000 - \$2,343 ☐ 2. 10,000 - \$3,939

 Letter (8.5"x14") ☐ 1. 5,000 - \$2,443 ☐ 2. 10,000 - \$4,139

 Save the Date! ☐ 1. 5,000 - \$2,493 ☐ 2. 10,000 - \$4,239

Premium Private Sale
Price with Stand Mixer OR Lucky Number:
☐ 1. 5,000 - \$2,543 ☐ 2. 10,000 - \$4,139

☐ 1. 5,000 - \$2,643 ☐ 2. 10,000 - \$4,339

☐ 1. 5,000 - \$2,693 ☐ 2. 10,000 - \$4,439

(NOTE: Lucky Number only available on orders 10,000+)

Additional Mailers, Add: LETTER (11") - 37.9¢ each • LETTER (14") - 39.9¢ each • SAVE THE DATE! - 40.9¢ each

Add'l SCFs: Add \$100

Step 5 **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 6 **Payment:** *Visa MasterCard Discover - Payment required once mailing list & art is approved.*

Credit Card #: _____

Expiration Date: _____ (month) _____ (year)

Card Security Code: (3 or 4 digit # on back) _____

Exact Name on Credit Card: _____

Exact Billing Address: (Where your statement is received)

(Street) _____

(City) _____ (State) _____ (Zip) _____

Step 7 **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 2016 and are subject to change without notice.

Step 8 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

Letter 8.5" x 11" • Letter 11" x 14" • Save the Date 6.75" x 9.75"

• Single Family Home Postage

Additional Costs: Reverse Side color printing...Add 4¢ • Dealer Customer List or Consumer Income List with Many Demo Choices...Add 5¢