



Contact Invigorate Media 800-770-5219

ACB Pre-Approved for CO-OP

GE Brands X-13 BIG YEAR-END SAVINGS!

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

Make ANY Changes to Prices/Models - We will re-approve for GE CO-OP!

Sale Dates December 21 – January 3

Order deadline December 1

Choose from Two Sizes & Prices

1. **The Monster Mailer tri-fold** Arrives in mail 6" x 10.5" and opens to 10.5" x 17" **Only 36.9 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.

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.

Office 800-770-5219

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



295% BIGGER Than our
Jumbo Postcard!

As low as
37.9¢ Includes
Postage

HUGE SAVINGS ON KITCHEN PACKAGES!

REG \$1599

\$1332

SAVE \$267!

REG \$249

\$229

SAVE \$20!

\$554

SAVE \$145!

REG \$699

\$699

SAVE \$100!

REG \$799

\$699

SAVE \$100!



GE APPLIANCES

4-PIECE SLATE KITCHEN SUITE

24.8 CU. FT. FRENCH DOOR REFRIGERATOR

- Quick Space Shelf
- Two Humidity-Controlled Drawers & 1 Full-Width Adjustable Temperature Drawer

GNE25JMKES

1.6 CU. FT. OVER-THE-RANGE MICROWAVE OVEN

- Auto and Time Defrost
- Convenience Cooking Controls

JVM3160EFES

30" FREE-STANDING ELECTRIC CONVECTION RANGE

- 9"/6" Power Boil Elements
- Self-Clean Oven

JB645EKES

STAINLESS STEEL INTERIOR DISHWASHER

- Hidden Controls
- Piranah™ Hard Food Disposer

GDT655SMJES

N&P Novak & Parker

HOME APPLIANCE since 1913

Satisfying Homeowners, Designers and Builders for 100 Years

BIG Year-End Savings

December 21st thru January 3rd

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

Doug Nelson
115 Mississippi Ave
Crystal City, MO 63019

PRESORT STANDARD
U.S. POSTAGE
PAID
INVIGORATE
MEDIA

SAVE UP TO 29% 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.

Artwork Version: 04MM3944GE_YearEnd



GE APPLIANCES

REG \$1599

\$1332

SAVE \$267!

25.3 CU. FT. SIDE-BY-SIDE REFRIGERATOR

- Glass Freezer Shelves
- Arctica Icemaker

GSE25HSHSS



GE APPLIANCES

REG \$3099

\$2554

SAVE \$545!

27.8 CU. FT. FRENCH DOOR REFRIGERATOR

- Door In Door
- TwinChill™ Evaporators

GFD28GELDS



GE APPLIANCES

REG \$749

\$599

SAVE \$150!

30" FREE-STANDING GAS RANGE

- Edge-to-Edge Cooktop
- Steam Clean Oven

JGBS66EEKES

HURRY
IN
FOR
THESE
GREAT
DEALS!

SAVE UP TO \$1200 ON GE PROFILE® KITCHEN APPLIANCES



GE PROFILE™ 4-PIECE STAINLESS STEEL KITCHEN SUITE

22.2 CU. FT. FRENCH DOOR REFRIGERATOR

- Hands-Free Auto Fill
 - Full-width, Electronic Temperature Controlled Drawer with Colored LED Lights
- PYD22KSLSS

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

- Sensor Cooking Controls
 - 10 Power Levels
- PVM9005SJSS

30" SLIDE-IN FRONT CONTROL GAS RANGE

- Edge-to-Edge Cooktop
 - Chef Connect
- PGS930SELSS

STAINLESS STEEL INTERIOR DISHWASHER

- Hidden Controls
 - Reverse Quad Blade Wash Arm
- PDT845SSJSS

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!

\$699 **\$699**

GE APPLIANCES



GE® 5.0 CU.FT. TOP LOAD WASHER

- SmartDispense™
 - Auto Soak
- GTW750CSLWS

GE® 7.4 CU.FT. ELECTRIC DRYER

- Alloy Drum
 - HE Sensor Dry
- GTD75ECSLWS

\$449 **\$449**

GE APPLIANCES



GE® 4.2 CU.FT. TOP LOAD WASHER

- Dual-Action Agitator
 - Stainless Steel Wash Basket
- GTW460ASJWW

GE® 7.2 CU.FT. ELECTRIC DRYER

- HE Sensor Dry
 - Quick Dry
- GTD42EASJWW



SAVE BIG

GE & GE PROFILE WALL OVENS & COOKTOPS!

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 3:300,000; Additional Discounts on minimum purchase of \$499 and above, Excluding GE Café and GE Profile Appliances: \$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. OAMN9844CE Year End Mailer ©2017 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

The Legal Limit *MAX!* Postcard

Anything bigger would be criminal.

**14 INCHES WIDE
HUGE!**

Novak & Parker
HOME APPLIANCE — 1912

BIG Year-End Savings

December 24th thru January 4th

SAVE UP TO 29% INSTANTLY on select **INDIVIDUAL APPLIANCES**

*See store for details.

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

*See package details and see actual savings. For select prices for details.

GE APPLIANCES

\$1332
SAVE \$257

\$554
SAVE \$158

\$699
SAVE \$1200

GE APPLIANCES

24.8 CU. FT. FRENCH DOOR REFRIGERATOR
■ Quick Space Cool
■ True Breathing™ Control System
■ Full Width Adjustable Temperature Control

30" FREE-STANDING ELECTRIC CONVECTION RANGE
■ 7 1/2" Power Broil Element
■ Self-Clean Oven

GE APPLIANCES

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\$554
SAVE \$158

\$699
SAVE \$1200

GE APPLIANCES

27 CU. FT. FRENCH DOOR REFRIGERATOR
■ Quick Space Cool
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■ Full Width Adjustable Temperature Control

30" FREE-STANDING ELECTRIC CONVECTION RANGE
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■ Self-Clean Oven

HURRY IN FOR THESE GREAT DEALS!

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GE APPLIANCES

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\$554
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\$699
SAVE \$1200

GE APPLIANCES

<

[illegible]

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!

Than our Jumbo Postcard!

N&P Novak & Parker
since 1913 HOME APPLIANCE since 1913

Satisfying Homeowners, Designers and Builders for 100 Years

BIG Year-End Savings

December 21st thru January 3rd

SAVE UP TO 29% 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



\$1332
SAVE \$267!

25.3 CU. FT. SIDE-BY-SIDE REFRIGERATOR

- Glass Freezer Shelves
 - Arctica Ice Maker
- GSE25SHSS



GE APPLIANCES



\$2554
SAVE \$545!

27.8 CU. FT. FRENCH DOOR REFRIGERATOR

- Door In Door
 - TwinChill™ Evaporators
- GFD28GELD5



GE APPLIANCES



\$599
SAVE \$150!
REG \$749

30" FREE-STANDING GAS RANGE

- Edge-to-Edge Cooktop
 - Steam Clean Oven
- JGB566EEKES

HURRY IN FOR THESE GREAT DEALS!

REG \$1599

\$1332
SAVE \$267!



\$554
SAVE \$145!



\$229
SAVE \$20!



\$699
SAVE \$100!



GE APPLIANCES

4-PIECE SLATE KITCHEN SUITE

24.8 CU. FT. FRENCH DOOR REFRIGERATOR

- Quick Space Shelf
 - Two Humidity-Controlled Drawers & 1 Full-Width Adjustable Temperature Drawer
- GNE25JMKES

1.6 CU. FT. OVER-THE-RANGE MICROWAVE OVEN

- Auto and Time Defrost
 - Convenience Cooking Controls
- JVM3160EFES

30" FREE-STANDING ELECTRIC CONVECTION RANGE

- 9"/6" Power Boil Elements
 - Self-Clean Oven
- JB645EKES

STAINLESS STEEL INTERIOR DISHWASHER

- Hidden Controls
 - Piranha™ Hard Food Disposer
- GDT655SMJES

SAVE UP TO \$1200 ON GE PROFILE® KITCHEN APPLIANCES



GE PROFILE™ 4-PIECE STAINLESS STEEL KITCHEN SUITE

22.2 CU. FT. FRENCH DOOR REFRIGERATOR

- Hands-Free Auto Fill
 - Full-width, Electronic Temperature Controlled Drawer with Colored LED Lights
- PYD22KSLSS

30" SLIDE-IN FRONT CONTROL GAS RANGE

- Edge-to-Edge Cooktop
 - Chef Connect
- PGS930SELSS

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

- Sensor Cooking Controls
 - 10 Power Levels
- PVM9005SJSS

STAINLESS STEEL INTERIOR DISHWASHER

- Hidden Controls
 - Reverse Quad Blade Wash Arm
- PDTH455SJSS

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: 04LM3943GE_YearEnd

**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!

\$699 **\$699**
GE APPLIANCES



GE® 5.0 CU.FT. TOP LOAD WASHER

- SmartDispense™
 - Auto Soak
- GTW75CSLWS

GE® 7.4 CU.FT. ELECTRIC DRYER

- Alloy Drum
 - HE Sensor Dry
- GTD75ECLWS

\$449 **\$449**
GE APPLIANCES



GE® 4.2 CU.FT. TOP LOAD WASHER

- Dual-Action Agitator
 - Stainless Steel Wash Basket
- GTW460ASJWW

GE® 7.2 CU.FT. ELECTRIC DRYER

- HE Sensor Dry
 - Quick Dry
- GTD42EASJWW



**SAVE
BIG** ON ALL

**GE & GE
PROFILE
WALL OVENS
& COOKTOPS!
EVEN ON
SPECIAL
ORDERS!**

N&P **Novak & Parker**
since 1913 HOME APPLIANCE since 1913

1016 E. Northwest Highway • Mt. Prospect, IL 60056 • 847-256-2550 • novakandparker.com

*GE Brands are limited to 10% savings. See store for complete details of all offers, financing and rebates. ®/™ © 2017. All rights reserved. 04LM3943GE Year End tkelley ©2017 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

MODEL LIST : MONSTER MAILER

**Some models may not appear on smaller mailers*

December 21 - January 3
YEAR END SAVINGS

Brand	GE	Model #	Kitchen	REG		SALE		SAVE	
Brand		Model #	GNE25JMKES	REG	\$1599	SALE	\$1332	SAVE	\$267
Brand		Model #	JVM3160EFES	REG	\$249	SALE	\$229	SAVE	\$20
Brand		Model #	JB645EKES	REG	\$699	SALE	\$554	SAVE	\$145
Brand		Model #	GDT655SMJES	REG	\$799	SALE	\$699	SAVE	\$100
Brand	GE	Model #	GSE25HSHSS	REG	\$1599	SALE	\$1332	SAVE	\$267
Brand	GE	Model #	GFD28GELDS	REG	\$3099	SALE	\$2554	SAVE	\$545
Brand	GE	Model #	JGBS66EEKES	REG	\$749	SALE	\$599	SAVE	\$150
Brand	GE Profile	Model #	Kitchen	REG		SALE		SAVE	
Brand		Model #	PYD22KSLSS	REG	\$3199	SALE	\$2879	SAVE	\$320
Brand		Model #	PVM9005SJSS	REG	\$499	SALE	\$443	SAVE	\$56
Brand		Model #	PGS930SELSS	REG	\$2599	SALE	\$2221	SAVE	\$378
Brand		Model #	PDT845SSJSS	REG	\$1199	SALE	\$1079	SAVE	\$120
Brand	GE	Model #	GTW750CSLWS	REG	\$899	SALE	\$699	SAVE	\$200
Brand	GE	Model #	GTD75ECSLWS	REG	\$899	SALE	\$699	SAVE	\$200
Brand	GE	Model #	GTW460ASJWW	REG	\$599	SALE	\$539	SAVE	\$60
Brand	GE	Model #	GTD42EASJWW	REG	\$599	SALE	\$449	SAVE	\$150
Brand		Model #		REG		SALE		SAVE	
Brand		Model #		REG		SALE		SAVE	
Brand		Model #		REG		SALE		SAVE	
Brand		Model #		REG		SALE		SAVE	
Brand		Model #		REG		SALE		SAVE	



Monster Mailer • Legal Limit Max

Order Form

Email orders to: **ORDER@InvigorateMedia.com**

or Fax orders 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: _____ 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:** \$ _____