

Whirlpool Brands!

Pre-Approved! 100% CO-OP & FREE CO-OP FILING!

Whirlpool Brands Holiday Sale!

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

Make ANY Changes to art - Prices/Models/Brands. We will re-approve for 100% co-op!

ORDER DEADLINES: Holiday Sale!

Dates: December 7 - December 20

Start Sale December 7 - Order by November 20 Start Sale December 14 - Order by November 27

Choose from Three 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. <u>The Legal Limit MAX Postcard 11"x 14"</u> The Largest Piece of Mail Allowed by Law! Only **39.9** Cents.
- 3. The Jumbo Card 6" x 11" Only 35.9 Cents.

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 store customer list – ask for details.

We will file your HUB co-op paper work for you if indicated on attached order form.

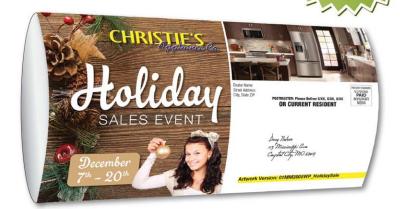
Add the "Scratch Off" Promotion to either mailer/3 Cents extra. – Includes Scratch Off Sticker with Prize Numbers, \$10,000 Group Insurance Policy, (3) Kitchen-Aid Stand Mixers (zero dealer liabilities), and your option to add your own default prizes such as a Free 10-Year Component warranty with purchase - or additional \$10 _ \$50 Instant Savings, Mounted Prize Board & extra mailers for walk in traffic.

Contact 800-770-5219

Bill Menkhus bill_menkhus@invigoratemedia.com Cell 636-524-1240

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

Arrives in the mailbox as
6" X 10.5"
Opens to



- 10.5 INCHES WIDE -



295% BIGGER Than our Jumbo Postcard!

As low as

17.9 Includes
Postage

17 INCHES TALL





Load Washer with PowerWash® Cycle MVWC416FW

7.0 cu.ft. Large Capacity Electric Dryer with Wrinkle Control Option MEDC215EW

Whirlpool



Washer with Adaptive Wash Technology WFW75HEFW

Dryer with Advanced Moisture Sensing WED75HEFW

Whirlpool



Load Washer with ColorLast™ Cycle wrws5HEFW

Dryer with Advanced Moisture Sensing WED85HEFW



December

Scratch & Win"



- \$10,000 Shopping Spree
- KitchenAid® Stand Mixer
- \$25 \$50 Additional Instant Savings

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 Que CRYSTAT City, MO 63019

Artwork Version: 01MM3905WP_HolidaySale

KITCHEN SUITE

STAINLESS STEEL

Whirlpool



2.1 cu.ft. Over-the-Range Microwave with Steam Cooking WMH53521HZ

6.4 cu.ft. Electric Range with AquaLift® Self-

ON THE PACKAGE!

Stainless Steel Dishwasher with 1-Hour Wash Cycle

Refrigerator with SpillGuard™ Glass Shelves WRS325FDAM Cleaning Technology WFE540H0ES

PLUS UP TO \$100 INSTALLATION REBATE BY MAIL WITH PURCHASE OF A SELECT KITCHENAID® BRAND DISHWASHER' Valid November 30 - December 31, 2017

BY MAIL WITH PURCHASE OF SELECT KITCHENAID BRAND APPLIANCES' Valid November 1, 2017 - January 2, 2018

KitchenAid

UP TO

25 cu.ft. Side-by-Side



FINGERPRINT RESISTANT STAINLESS STEEL KITCHEN SUITE

22 cu.ft. Bottom **Mount Refrigerator** with BrightSeries¹¹ LED Lighting MBF2258FEZ

2.0 cu.ft. Over-the-Range Microwave with Interior Cooking Rack MMV4206FZ

6.4 cu.ft. Electric Range with True Convection and Power Preheat MER8800FZ

Stainless Steel Dishwasher with PowerBlast[™] Cycle MDB4949SDZ



MSRP \$3616



12 MONTHS SPECIAL FINANCING!

SAVE AN ON SELECT CLOSEOUT MODELS

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!



ON ALL BUILT-IN **WALL OVENS &** COOKTOPS... **EVEN SPECIAL ORDERS!**

MAYTAG NitchenAid

AMANA



Stainless Steel Dishwasher with Triple Filter Wash System
ADB1400AGS

Whirlpool



KitchenAid



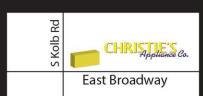


Stainless Steel Dishwasher with ProWash™ Cycle KDFE104DSS

Selling & Servicing Major Appliances in Tucson Since 1956



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





The Legal Limit MAX! Postcard

Anything bigger would be criminal.





14 INCHES WIDE

HUGE!

The piece of mail the **US Postal Service** will allow!

As low as Includes Postage

255% BIGGER Than our Jumbo Postcard!

INCHES



Whirlpool



25 cu.ft. Side-by-Side

Refrigerator with

WRS325FDAM

2.1 cu.ft. Over-the-Range Microwave SpillGuard™ Glass Shelves with Steam Cooking WMH53521HZ

STAINLESS STEEL KITCHEN SUITE





6.4 cu.ft. Electric Range with AquaLift® Self-Cleaning Technology WFE540H0ES

Stainless Steel Dishwasher with 1-Hour Wash Cycle WDF520PADM

12 MONTHS SPECIAL FINANCING!

MAYTAG



3.6 cu.ft. Top Load Washer with PowerWash® Cycle 7.0 cu.ft. Large Capacity **Electric Dryer** with

Whirlpool



4.5 cu.ft. Front Load Washer with Adaptive Wash Technology WFW75HEFW

7.4 cu.ft. Electric Dryer with Advanced Moisture Sensing

Whirlpool

77 each



4.5 cu.ft. Front Load Washer with ColorLast™ Cycle wrws5HEFW

7.4 cu.ft. Electric Dryer with Advanced Moisture Sensing



BY MAIL WITH PURCHASE OF SELECT KITCHENAID® BRAND APPLIANCES' Valid November 1, 2017 - January 2, 2018

PLUS UP TO \$100

INSTALLATION REBATE BY MAIL WITH PURCHASE OF A SELECT KITCHENAID® BRAND DISHWASHER Valid November 30 - December 31, 2017



22 cu.ft. Bottom Mount Refrigerator with BrightSeries™ LED Lighting MBF2258FEZ

2.0 cu.ft. Over-the-Range Microwave with Interior Cooking Rack

6.4 cu.ft. Electric Range with True Convection and Power Preheat MER8800FZ

Stainless Steel
Dishwasher with
PowerBlast™ Cycle
MDB4949SDZ



SAVE \$517 ON THE PACKAGE!

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!

AMANA

\$329 MSRF

SAVE \$40

Stainless Steel Dishwasher with Triple Filter Wash System ADB1400AGS Whirlpool

\$499 MSRP 1649

SAVE \$150

Stainless Steel Dishwasher with 1-Hour Wash Cycle WDF560SAFM **KitchenAid**

\$665 MSF

SAVE \$184

Stainless Steel Dishwasher with ProWash™ Cycle

nationwide

5 BILLION

BUYING

Selling & Servicing Major Appliances in Tucson Since 1956

CHRISTIE'S Ro.

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

CHRI Applicate Co.

We've 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 by passed along to our customers by means of lower prices every day on the finest name brand products in the world.

Dealer Name Street Address City, State Zip

POSTMASTER: Please Deliver X/XX, X/XX, X/XX

OR CURRENT RESIDENT

U.S.POSTAGE
PAID
INVIGORATE
MEDIA

Doug Nalson 115 Mississippi Qua Crystat City, MO 6301

Artwork Version: 01LM3904WP_HolidaySale



SAVE AN ADDITIONAL 10%
ON SELECT CLOSEOUT MODELS



"See store for complete details of all offers, financing and rebates. ®/™ © 2017. All rights reserved. HUB Pre-Approval XXXXXX, 01LM3904WP_HolidaySale cheftert ©2017 Invigorate Media, LLC, All Rights Reserved. 800-770-5219.







STAINLESS STEEL KITCHEN SUITE



\$2599



25 cu.ft. Side-by-Side Refrigerator with SpillGuard™ Glass Shelves WBS325FDAM 2.1 cu.ft. Over-the-Range Microwave with Steam Cooking WMH53521HZ **6.4 cu.ft. Electric Range** with AquaLift® Self-Cleaning Technology WFE540H0ES

Stainless Steel
Dishwasher with
1-Hour Wash Cycle
WDF520PADM

12 MONTHS SPECIAL FINANCING!*

MAYTAG*

Whirlpool



3.6 cu.ft. Top Load Washer with PowerWash® Cycle **Electric Dryer** with Wrinkle Control Option

7.0 cu.ft. Large Capacity

4.5 cu.ft. Front Load Washer with Adaptive Wash Technology

Dryer with Advanced Moisture Sensing

Selling & Servicing Major Appliances in Tucson Since 1956



6355 E. Broadway at Wilmot • (520) 296-7218





ower is passed along to our customers by finest name brand products in the world.



7.4 cu.ft. Electric

KitchenAid[®]

\$1600 **RECEIVE UP TO**

BY MAIL WITH PURCHASE OF SELECT KITCHENAID® BRAND APPLIANCES Valid November 1, 2017 - January 2, 2018

PLUS UP TO \$100

INSTALLATION REBATE BY MAIL WITH PURCHASE OF A SELECT KITCHENAID® BRAND DISHWASHER' Valid November 30 - December 31, 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

Artwork Version: 01JP3906WP HolidaySale

-Alternate Jumbo Card-

CHRISTIE'S Appliance Co.



PRIVATE SALEMANT

FRIDAY & SATURDAY
DECEMBER 15TH & 16TH

AMANA



MAYTAG*

KitchenAid

12 MONTHS SPECIAL FINANCING*

HUGESAVINGS ON ALL KITCHEN & LAUNDRY MO

Dear Friends & Family,

Take good care of this card! It entitles you to take part in our **Private Sale Event** at **Christie's Appliance** from **Friday & Saturday, December 15 & 16.**

For 2 Days ONLY you will have an opportunity to take advantage of our BEST DEALS of the Year! Receive our Lowest Prices on all brands including Maytag®, Whirlpool®, KitchenAid® & Amana®. Now is the time to save on every Laundry & Kitchen Appliance. For example...in addition to our Year's Lowest Prices, Receive up to a \$1,600 Rebate on select KitchenAid® appliances!*

SAVE BIG on select closeout and discontinued merchandise.

This **PRIVATE SALE** will NOT be advertised anywhere else. Discounted prices will only be available during these sale days.

As always, we are there to serve you after the sale.

Hope to see you then!

Christie's Appliance Staff

Selling & Servicing Major Appliances in Tucson Since 1956



6355 E. Broadway at Wilmot • (520) 296-7218





RECEIVE UP TO \$1600

KITCHENAID® BRAND APPLIANCES

Valid November 1, 2017 - January 2, 2018

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 Nælson 115 Mississippi Qu≤ Crystat City, MO 63019

Artwork Version: JP3916WP_HolidayPrivateSale

*See store for complete details of all offers, financing and rebates. ®/™ © 2017. All rights reserved. HUB Pre-Approval XXXXXX, JP3916WP_HolidayPrivateSale cheltert ©2017 Invigorate Media, LLC, All Rights Reserved. 800-770-5219.

MODEL LIST: MONSTER MAILER

December 7 – 20 Holiday Sales Event

*Some models may not appear on smaller mailers

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... \square 10% Off

Brand	Maytag	Model #	MVWC416FW	MSRP	\$699	SALE PRICE	\$443
							(Less 10% = \$399)
Brand _	Maytag	_ Model #	MEDC215EW	_ MSRP_	\$649	SALE PRICE _	
							(Less 10% = \$399)
Brand _	Whirlpool	_ Model #	WFW75HEFW	_ MSRP_	\$899	SALE PRICE _	
					4000		(Less 10% = \$599)
Brand _	Whirlpool	_ Model #	WED75HEFW	_ MSRP_	\$899	SALE PRICE _	\$666 (Less 10% = \$599)
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Brand _	vvniripooi	_ Model #	WFW85HEFW	_ MSRP_	\$999	SALE PRICE _	(Less 10% = \$699)
Drond	Whirlpool	Madal #	WEDOEHEEM	MCDD	0002	CALE DDICE	
branu _	νντιπιμουι	_ ivioaei #	WED85HEFW	_ W3KP	φ999	SALE PRICE _	(Less $10\% = 699)
Brand	Whirlnool Kitch	en Packane		MCDD	\$3316	CVI E DDICE	\$2599
Dianu _	vviiii poor Kiton	cii i ackayc		_ WISHF_	ψυστο	SALE PRICE _	(Lowest Price = \$2299)
Rrand		Model #	WRS325FDAM	MSRP		SAI F PRICE	
		_ 11104101 11	VVIIOOLOI DI IIVI				
Brand		Model #	WMH53521HZ	MSRP		SALE PRICE	
Brand _		Model #	WFE540H0ES	MSRP		SALE PRICE _	
Brand _		Model # _	WDF520PADM	_ MSRP_		SALE PRICE _	
Brand _	Maytag Kitchen	Package		_ MSRP_	\$3616	SALE PRICE _	\$3099
							(Lowest Price = \$2799)
Brand _		_ Model #	MBF2258FEZ	_ MSRP_		SALE PRICE _	
			B 4 B 4 V 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4				
Brand _		_ Model #	MMV4206FZ	_ MSRP_		SALE PRICE _	
Dward		Madal #	MEDOOOOEZ	MCDD		CALE DRICE	
branu _		_ IVIOUEI #	IVIEROOUUFZ	_ W3KP		SALE PRICE _	
Brand		Model #	MDB4949SDZ	MSRP		CVI E DDICE	
Dianu _		_ WOUGI #	MDDTJTJODZ	_ m3m _		SALL I IIIOL _	
Brand	Amana	Model #	ADB1400AGS	MSRP	\$369	SALE PRICE	\$329
					+		(OPEN PRICE)
Brand	Whirlpool	Model #	WDF560SAFM	MSRP_	\$649	SALE PRICE	\$499
_				_		_	(Less 10% = \$449)
Brand _	KitchenAid	Model #	KDFE104DSS	_ MSRP_	\$849	SALE PRICE	\$665
							(Less 10% = \$599)



Monster Mailer • Legal Limit Max • Jumbo Postcard 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

		marketing o n	2916	2S: 1-800-770-3219 D	oug Neison	or Bill Menknus			
Busir	ness Name:		Contact Name:						
Address:			City:		State: _	Zip:			
Phone:		Ce	Cell:						
Buyir	ng Group:		Whirlpool Dealers - Want us to file your HUB co-op paperwork on your behalf?: TYES!						
Whir	lpool Rep:		HUB Log-in Userna	me:	Pas	sword:			
Step 1	Sale Dates Indicate your sa	le dates here:	2	Please List Arty Artwork Version in white a ie Version: LL2041WP; 01 licate number he	ddress panel, MM954X)	sion Number			
	Do you want '	'Scratch Off'	'Promo? Yes I	No (Scratch Off Pro	mo: Add 3 (cents per mailer)			
Step	Quantity Single	Family Homes	Select One	Jumbo P	ostcard Pri	cing:			
3	Monster Mailer	1 . 5,000 - 8	\$2,343 🗖 2. 10,000 - \$3,9	39 1. 1,000	0 - \$749	2. 2,000 - \$1,349			
	Legal Limit MAX	(! 1 . 5,000 - 9	\$2,443 🗖 2. 10,000 - \$4,1	3. 3,000	0 - \$1,749	4. 4,000 - \$2,049			
	Additional Mailer LEGAL LIMIT MAX -	•	R - 37.9¢ each UMBO POSTCARD - 35.9¢ ea	,) - \$2,243	6. 10,000 - \$3,739			
Step	Financing & Spe	cial Offers: All	offers are solely the re	etailer's responsib	<i>ility.</i> ie. Fina	ıncing, Rebates, Free Delivery,etc.			
4	Financing offer ter	rms - # of Month	ns ie. 6, 12, 18;	With Payments? YES	or NO; Mir	nimum Purchase: \$			
	List your special o	st your special offers here:							
(-	ponsibility for, nor may s owing to acts of God, s	strikes, shipping failures, timeliness of	lity of featured merchandise. I	nvigorate Media	e processed without a signature) shall not be responsible for nondelivery or ol. Direct mail costs are based on US postal			
Step 6	Select ONE: □1		·			round your store			
	Call us	for free co	nsultation on se	lecting your	mailing	list			
1.		2.	3.	4.		5.			
6.		7.	8.	9.		10.			
Pric	ing Includes	: \$50,000+h	lousehold Median	n 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'I SCFs: Add \$100									

Business Name:	Citv:	State:
DUSITIESS INATTIE.	City.	Siale.



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: \$_____ Model # REPLACE WITH: Brand Model # 2. **DELETE:** Brand CHANGE PRICE TO: \$ and/or CHANGE SAVE TO: \$ _____ 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: \$ _____ Model # REPLACE WITH: Brand Model # 7. **DELETE:** Brand CHANGE PRICE TO: \$ and/or CHANGE SAVE TO: \$ 8. **DELETE:** Brand Model # **REPLACE WITH:** Brand Model # CHANGE PRICE TO: \$ _____ and/or CHANGE SAVE TO: \$ _____ Model # REPLACE WITH: Brand Model # 9. **DELETE:** Brand CHANGE PRICE TO: \$_____ and/or CHANGE SAVE TO: \$____ ______ Model #______ **REPLACE WITH:** Brand ______ Model #_____ 10. **DELETE:** Brand 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: \$ _____ Model # REPLACE WITH: Brand Model # 13. **DELETE:** Brand CHANGE PRICE TO: \$ and/or CHANGE SAVE TO: \$

From: coop@whirlpoolhub.com [mailto:coop@whirlpoolhub.com]

Sent: Monday, November 6, 2017 12:34 PM **To:** <u>steven menkhus@invigoratemedia.com</u>

Subject: Whirlpool Corporation Advertising Compliance Review Approved

000INVIGPA

Your Reference Comments: 01LM3904WP - Holiday

The advertising you submitted for a Compliance Review has been approved. When submitting your claim for Co-Op reimbursement, please reference the Advertising Compliance Review Request Number below:

Compliance Review Request Number: 174467

For details, please visit The HUB at whirlpoolhub.com

Please be aware that any changes to the advertising content or dates will void this Advertising Compliance Review approval.

If you have questions about the policy and/or interpretation with regards to your advertisements, please contact us. While dealer alone shall determine advertising and selling prices, Co-Op funds are subject to compliance with the policy.

Thank you for your support of Whirlpool Corporation and its portfolio of brands.

Have Questions? Call your Concierge at 1-855-458-5446 (Option 3) or email us at coop@whirlpoolhub.com.