



Pre-Approved Advertising!

Contact Invigorate Media 800-770-5219

Presidents' Day Event!

FRIGIDAIRE + GALLERY + PRO + Electrolux

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!

Event Dates: February 8 - 28

Start Event February 8 - Order Deadline January 25

Start Event February 14 - Order Deadline January 30

**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

PRESIDENTS' DAY EVENT
FEBRUARY 9 - FEBRUARY 20

FRIGIDAIRE 2-PIECE BUNDLE
\$649
MSRP \$1,179
SAVE \$529

FRIGIDAIRE GALLERY 2-PIECE BUNDLE
\$829
MSRP \$1,359
SAVE \$530

FRIGIDAIRE GALLERY 2-PIECE BUNDLE
\$1,099
MSRP \$2,209
SAVE \$1,110

FRIGIDAIRE GALLERY 4-PIECE PACKAGE
\$1,909
MSRP \$3,000
SAVE \$1,091

FRIGIDAIRE GALLERY 4-PIECE PACKAGE
\$2,229
MSRP \$4,045
SAVE \$1,817

KITCHEN Upgrade EVENT
FEBRUARY 9 - MARCH 31, 2018

BUY 3 GET 1 FREE
on select appliances*

Buy 3 qualifying appliances and get a free plastic tub dishwasher (up to \$559).

FRIGIDAIRE PROFESSIONAL

UP TO \$100 DISHWASHER INSTALLATION REBATE*
*Get up to \$100 back for installation on select Frigidaire Pro Stainless Steel Tub Dishwashers. Valid 2/76 - 2/26/2018. Proof of installation required.

12 MONTHS SPECIAL FINANCING!

Now 2 Great Locations!

SPRINGFIELD STORE
2415 26th Street Springfield, Missouri 65761-1510 • 417-833-3036
*Hours: Mon-Fri 9am-7pm, Sat 9am-6pm, Sun 10am-5pm

KENTWOOD STORE
3025 2nd Street Kentwood • Kentwood, MI 48506 • 248-933-4191
*Hours: Mon-Fri 9am-7pm, Sat 9am-6pm, Sun 10am-5pm

Electrolux

Get back up to \$100
with purchase of an Electrolux laundry pair
via rebate or cash or rebate for a deposit
"Maximum" cash or rebate funds paid
February 9, 2018 - February 26, 2018

Now \$1198
After \$100 Rebate

Now \$1698
After \$100 Rebate

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!

FAMILY OWNED & OPERATED SINCE 1948

Gerrit's
APPLIANCE

PRESIDENTS' DAY EVENT

FEBRUARY 8 - FEBRUARY 28

FRIGIDAIRE



2-PIECE BUNDLE
\$649
MSRP \$1,178
SAVE \$529

1.6 Cu. Ft. Over-the-Range Microwave
FFMV1645TS

30" Electric Range
FFEF3052TS

NEW

FRIGIDAIRE GALLERY



NEW

2-PIECE BUNDLE
\$829
MSRP \$1,508
SAVE \$679

1.7 Cu. Ft. Over-the-Range Microwave
FGMV176NTF

30" Electric Range
FGEF3036TF

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

FRIGIDAIRE GALLERY



30" Electric Cooktop
FGEC3067MB



2-PIECE BUNDLE
BLACK STAINLESS STEEL
\$1,699
MSRP \$2,598
SAVE \$899

30" Single Electric Wall Oven
FGEW3065PD

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

FRIGIDAIRE

\$1,909

4-PIECE PACKAGE

MSRP \$3,006 | **SAVE \$1,097**



NEW

25.5 Cu. Ft. Side-by-Side Refrigerator
FFSS2615TS

30" Electric Range
FFEF3054TS
Extra Charge for Gas

1.6 Cu. Ft. Over-the-Range Microwave
FFMV1645TS

24" Built-In Dishwasher
FFID2426TS

FRIGIDAIRE GALLERY

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



NEW

NEW

NEW

\$2,229

4-PIECE PACKAGE
BLACK STAINLESS STEEL

MSRP \$4,046 | **SAVE \$1,817**

25.5 Cu. Ft. Side-by-Side Refrigerator
FGSS2635TD

30" Electric Range
FGEF3036TD
Extra Charge for Gas

1.7 Cu. Ft. Over-the-Range Microwave
FGMV176NTD

24" Built-In Dishwasher
FGID2466QD

KITCHEN Upgrade EVENT

FEBRUARY 8 -
MARCH 31, 2018



BUY 3 GET 1 FREE

on select appliances*

Buy 3 qualifying appliances
and **get a free plastic tub
dishwasher** (up to \$559).



FRIGIDAIRE
PROFESSIONAL

*See in-store sales associate for qualifying models and details. At participating retailers.

UP TO \$100 DISHWASHER INSTALLATION REBATE*

*Get up to \$100 back for installation on select Frigidaire Pro Stainless Steel Tub Dishwashers. Valid 2/15 - 2/28/2018. Proof of installation required.

12 MONTHS SPECIAL FINANCING!*

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



*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. 01LM3997FG_PresidentsDay (Kelley © 2018 Invigorate Media. All Rights Reserved. 800-770-5219

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 63010

Artwork Version: 01LM3997FG_PresidentsDay



Get back up to \$100
with purchase of an Electrolux laundry pair
via online or mail-in rebate for a prepaid
MasterCard® Card* on select laundry pairs
February 8, 2018 - February 28, 2018



Limited Time Offer!
Buy One Pedestal,
Get One Free!



- LuxCare™ Wash System offers a thorough clean with improved wash action and smart load sensing
- 5 cycles to care for every fabric
- Perfect Balance®
- Largest Capacity Dryer

Front Load Laundry Pair

ERW317TM/FEDE317TM

NOW \$1198

After \$100 Rebate

- Perfect Steam™ Technology rises from the bottom, gently lifting dirt and stains from fibers
- 18-Minute Fast Wash
- Instant Refresh Cycle revives fabrics
- 18-Minute Fast Dry

Front Load Laundry Pair

ERL517ST/FEDE517ST

NOW \$1698

After \$100 Rebate

MODEL LIST : LEGAL MAX

***Some models may not appear on smaller mailers**

February 8 - 28
PRESIDENTS' DAY EVENT

[illegible]



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: _____ 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:** \$ _____