



ACB Pre-Approved Advertising + FREE ACB Filing!

Contact Invigorate Media 800-770-5219

GE “Presidents’ Day Savings!”

GE + GE Profile + GE Cafe

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

Make any changes - models/brands/prices - you decide – We will re-approve at ACB

Event Dates - February 8 - 28

Start February 8 - Order by January 24

Start February 14 - Order by January 30

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 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@invigoratemedia.com (cell 636-524-1240)

Doug Nelson doug_nelson@invigoratemedia.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



GE APPLIANCES

4-PIECE SLATE KITCHEN SUITE



\$1554
SAVE \$145!



\$554
SAVE \$145!



\$249
SAVE \$20!



\$777
SAVE \$122!

24.8 CU. FT. FRENCH DOOR REFRIGERATOR
• Quick Space Shelf
• Two Humidity-Controlled Drawers
GNE25JMKES

30" FREE-STANDING ELECTRIC RANGE
• Self-Clean Oven
• Ceramic Glass Cooktop
JB64SEKES

1.6 CU. FT. OVER-THE-RANGE MICROWAVE OVEN
• 1,000 Watts
• Convenience Cooking Controls
JVM3160EFES

STAINLESS STEEL INTERIOR DISHWASHER
• Hidden Controls
• Piranha™ Hard Food Disposer
GDT655MJES

SAVE UP TO \$600 ON GE PROFILE® KITCHEN APPLIANCES

on 4 or more eligible GE Profile™ or select GE® appliances. Valid 2/8 - 2/28/2018.



PROFILE™ BLACK STAINLESS KITCHEN SUITE



\$2777
SAVE \$422!



\$540
SAVE \$59!



\$2332
SAVE \$367



\$1260
SAVE \$139!

22.2 CU. FT. FRENCH DOOR REFRIGERATOR
• Door in Door and Hands-Free Auto Fill
• TwinChill™ Evaporators
PYE22KBLTS

2.1 CU. FT. OVER-THE-RANGE SENSOR MICROWAVE OVEN
• Sensor Cooking Controls
• Chef Connect
PVM9005BLTS

30" SLIDE-IN FRONT CONTROL GAS RANGE
• Edge-to-Edge Cooktop
• True European Convection
PGS930BELTS

STAINLESS STEEL INTERIOR DISHWASHER
• Hidden Controls
• Deep Clean Silverware Jets
PDT845SBLTS



Presidents' Day

February 8th - February 28th

SAVE UP TO 26% INSTANTLY

on select **INDIVIDUAL APPLIANCES**

*See store for details.

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

PRESORT STANDARD
U.S. POSTAGE
PAID
INVIGORATE
MEDIA

Doug Nelson
115 Mississippi Ave
Crystal City, MO 63019

Artwork Version: 01MM4001GE_Presidents' Day



GE APPLIANCES

\$2332
SAVE \$567!



27.8 CU. FT. FRENCH DOOR REFRIGERATOR
• Twinchill™ Evaporators
• Two Humidity-Controlled Drawers & 1 Full-Width Adjustable Temperature Drawer
GFE28GSKSS



GE APPLIANCES

\$1221
SAVE \$278!



25.3 CU. FT. SIDE-BY-SIDE REFRIGERATOR
• Adjustable Slide-Out, Spillproof Glass Shelves
• Adjustable Door Bins
GSS25GSHSS



GE APPLIANCES

\$777
SAVE \$122!



30" FREE STANDING GAS RANGE
• Edge-to-Edge Cooktop
• Steam Clean Oven
JGB660SEJSS

HURRY IN FOR THESE GREAT DEALS!

SAVE UP TO \$1500 ON GE CAFÉ APPLIANCES



KEURIG® K-CUP BREWING SYSTEM

The unexpected convenience of hot single serve brewing at your fridge

\$3150
SAVE \$349!



\$855
SAVE \$94!

\$2880
SAVE \$319



\$1170
SAVE \$129!



CAFÉ™

4-PIECE BLACK SLATE KITCHEN SUITE

22.2 CU. FT. FRENCH DOOR REFRIGERATOR

- Full-Width, Electronic temperature-controlled drawer with colored LED lights
- TwinChill™ Evaporators

30" SLIDE-IN FRONT CONTROL GAS RANGE

- Edge-to-Edge Cooktop
- Warming Drawer

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

- Convection Rack
- Chef Connect

BUILT-IN DISHWASHER

- Hidden Controls
- Deep Clean Silverware Jets

\$665



GE APPLIANCES

\$665

NEW Smart Dispense & Water Station

SAVE \$268 ON THE PAIR!



GE® 5.0 CU.FT. TOP LOAD WASHER

- Deep Fill
- Auto Soak

GTW750CSLWS

GE® 7.4 CU.FT. ELECTRIC DRYER

- Alloy Drum
- HE Sensor Dry

GTD75ECSLWS

\$499



GE APPLIANCES

\$499

SAVE \$200 ON THE PAIR!



GE® 4.2 CU.FT. TOP LOAD WASHER

- Dual-Action Agitator
- Speed Wash Option

GTW460ASJWW

GE® 7.2 CU.FT. ELECTRIC DRYER

- Aluminized Alloy Drum
- 4 Heat Selections

GTD42EASJWW



SAVE BIG

GE & GE PROFILE WALL OVENS & COOKTOPS!

EVEN ON SPECIAL ORDERS!

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 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 XXXXX.XXX; \$50 XXX.XXX; \$50 XXXXX.XXX. 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. ©/™ ©2018. All rights reserved. 01MM4001GE Presidents' Day Mailer ©2018 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

FAMILY OWNED & OPERATED SINCE 1948

Gerri's
APPLIANCE & TV'S

Presidents' Day
February 8th - February 28th

SAVE UP TO 26% INSTANTLY
on select INDIVIDUAL APPLIANCES

**See store for details.*

SAVE UP TO \$600 ON GE PROFILE® on 4 or more eligible GE Profile™ or select GE® appliances.
KITCHEN APPLIANCES Valid 2/8 - 2/28/2018.

GE APPLIANCES

4-PIECE SLATE KITCHEN SUITE



REG #699
\$1554
SAVE \$145!



REG #269
\$249
SAVE \$20!



\$554
SAVE \$145!



REG #899
\$777
SAVE \$122!

24.8 CU. FT. FRENCH DOOR REFRIGERATOR
 • Quick Space Shelf
 • Two Humidity-Controlled Drawers
 GNE25JMKES

30" FREE-STANDING ELECTRIC RANGE
 • Self-Clean Oven
 • Ceramic Glass Cooktop
 JB645EKES

1.6 CU. FT. OVER-THE-RANGE MICROWAVE OVEN
 • 1,000 Watts
 • Convenience Cooking Controls
 JVM3160EFES

STAINLESS STEEL INTERIOR DISHWASHER
 • Hidden Controls
 • Piranha™ Hard Food Disposer
 GDT655SMJES

GE PROFILE™

BLACK STAINLESS STEEL KITCHEN SUITE



REG #3199
\$2777
SAVE \$422!



REG #599
\$540
SAVE \$59!



REG #1399
\$1260
SAVE \$139!

22.2 CU. FT. FRENCH DOOR REFRIGERATOR
 • Door in Door and Hands-Free Auto Fill
 • TwinChill™ Evaporators
 PYE22KBLTS

2.1 CU. FT. OVER-THE-RANGE SENSOR MICROWAVE OVEN
 • Sensor Cooking Controls
 • Chef Connect
 PVM9005BLTS

30" SLIDE-IN FRONT CONTROL GAS RANGE
 • Edge-to-Edge Cooktop
 • True European Convection
 PGS930BLTS

STAINLESS STEEL INTERIOR DISHWASHER
 • Hidden Controls
 • Deep Clean Silverware Jets
 PDT845SBLTS

GE APPLIANCES



REG #2899
\$2332
SAVE \$567!



REG #1499
\$1221
SAVE \$278!



REG #899
\$777
SAVE \$122!

27.8 CU. FT. FRENCH DOOR REFRIGERATOR
 • TwinChill™ Evaporators
 • Two Humidity-Controlled Drawers & 1 Full-Width Adjustable Temperature Drawer
 OFE28GSKSS

25.3 CU. FT. SIDE-BY-SIDE REFRIGERATOR
 • Adjustable Slide-Out, Spillproof Glass Shelves
 • Adjustable Door Bins
 GSS25GSHSS

30" FREE STANDING GAS RANGE
 • Edge-to-Edge Cooktop
 • Steam Clean Oven
 JGB660SEJSS

SAVE UP TO \$1500 ON GE CAFÉ APPLIANCES



KEURIG® K-CUP BREWING SYSTEM

The unexpected convenience of hot single serve brewing at your fridge



\$3150
SAVE \$349!



\$855
SAVE \$94!

\$2880
SAVE \$319



\$1170
SAVE \$129!



4-PIECE BLACK SLATE KITCHEN SUITE

22.2 CU. FT. FRENCH DOOR REFRIGERATOR

- Full-Width, Electronic temperature-controlled drawer with colored LED lights
- TwinChill™ Evaporators
- CYE22UELDS

30" SLIDE-IN FRONT CONTROL GAS RANGE

- Edge-to-Edge Cooktop
- Warming Drawer
- CGS986EELDS

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

- Convection Rack
- Chef Connect
- CVM9179ELDS

BUILT-IN DISHWASHER

- Hidden Controls
- Deep Clean Silverware Jets
- CDT835SMDJS

\$665



GE APPLIANCES

\$665

NEW Smart Dispense & Water Station

SAVE \$268 ON THE PAIR!



GE® 5.0 CU.FT. TOP LOAD WASHER

- Deep Fill
- Auto Soak
- GTW750CSLWS

GE® 7.4 CU.FT. ELECTRIC DRYER

- Alloy Drum
- HE Sensor Dry
- GTD75ECSLWS

\$499



GE APPLIANCES

\$499



GE® 4.2 CU.FT. TOP LOAD WASHER

- Dual-Action Agitator
- Speed Wash Option
- GTW460ASJWW

GE® 7.2 CU.FT. ELECTRIC DRYER

- Aluminized Alloy Drum
- 4 Heat Selections
- GTD42EASJWW

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: 01LM4000GE_PresidentsDay



SAVE BIG ON ALL

GE & GE
PROFILE

WALL OVENS
& COOKTOPS!

EVEN ON
SPECIAL
ORDERS!



Now 2 Great Locations!

WYOMING STORE

2410 28th Street Southwest • Wyoming, MI 49519 • (616) 532-3626
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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.



*GE Brands are limited to 10% savings. See store for complete details of all offers, financing and rebates. ©/TM © 2018. All rights reserved. 01LM4000GE Presidents' Day Kelley ©2018 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

MODEL LIST : MONSTER MAILER

**Some models may not appear on smaller mailers*

February 8 - 28
Presidents Day Event

Brand	GE	Model #	Kitchen	REG		SALE		SAVE	
Brand		Model #	GNE25JMKES	REG	\$1699	SALE	\$1554	SAVE	\$145
Brand		Model #	JB645EKES	REG	\$699	SALE	\$554	SAVE	\$145
Brand		Model #	JVM3160EFES	REG	\$269	SALE	\$249	SAVE	\$20
Brand		Model #	GDT655SMJES	REG	\$899	SALE	\$777	SAVE	\$122
Brand	GE Profile	Model #	Kitchen	REG		SALE		SAVE	
Brand		Model #	PYE22KBLTS	REG	\$3199	SALE	\$2777	SAVE	\$422
Brand		Model #	PVM9005BLTS	REG	\$599	SALE	\$540	SAVE	\$59
Brand		Model #	PGS930BELTS	REG	\$2699	SALE	\$2332	SAVE	\$367
Brand		Model #	PDT845SBLTS	REG	\$1399	SALE	\$1260	SAVE	\$139
Brand	GE	Model #	GFE28GSKSS	REG	\$2899	SALE	\$2332	SAVE	\$567
Brand	GE	Model #	GSS25GSHSS	REG	\$1499	SALE	\$1221	SAVE	\$278
Brand	GE	Model #	JGB660SEJSS	REG	\$899	SALE	\$777	SAVE	\$122
Brand	GE Café	Model #	Kitchen	REG		SALE		SAVE	
Brand		Model #	CYE22UELDS	REG	\$3499	SALE	\$3150	SAVE	\$349
Brand		Model #	CVM9179ELDS	REG	\$949	SALE	\$855	SAVE	\$94
Brand		Model #	CGS986EELDS	REG	\$3199	SALE	\$2880	SAVE	\$319
Brand		Model #	CDT835SMJDS	REG	\$1299	SALE	\$1170	SAVE	\$129
Brand	GE	Model #	GTW750CSLWS	REG	\$799	SALE	\$665	SAVE	\$134
Brand	GE	Model #	GTD75ECSLWS	REG	\$799	SALE	\$665	SAVE	\$134
Brand	GE	Model #	GTW460ASJWW	REG	\$599	SALE	\$499	SAVE	\$100
Brand	GE	Model #	GTD42EASJWW	REG	\$599	SALE	\$499	SAVE	\$100



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:** \$ _____

----- Forwarded message -----

From: <geappliances@acbcoop.com>

Date: Mon, Jan 15, 2018 at 10:08 AM

Subject: Denied Prior Approval Notification

To: steven_menkhus@invigoratemedias.com

This letter is to notify you that your prior approval has been approved.

The details and status of the prior approval are below.

Prior Approval #: 3MT76-00021441

Customer: GERRIT'S APPLIANCE, INC. (3MT76)

Media: Tabloids, Direct Mail and Other Printed Material

Status: Denied

Denied Date: 01/15/2018

Start Date: 02/08/2018

End Date: 02/28/2018

Audit Description(s): Please see comments.;

ACB Comment:

Prior approvals are valid for one claim submission only. Each new claim requires a new prior approval. Prior approvals only validate that the ad content meets co-op requirements. It does not guarantee claim payment if claim submission procedures and documentation do not meet co-op requirements.

If you have any questions concerning this prior approval, please contact us at [866-569-0209](tel:866-569-0209).

Thank you.