



**Pre-Approved Advertising!**

Contact Invigorate Media 800-770-5219

# Spring Savings 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: March 15- 28**

**Start Event March 15 - Order Deadline March 1**

**Start Event March 22 - Order Deadline March 7**

**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@invigoratemedias.com (cell 636-524-1240)  
Doug Nelson doug\_nelson@invigoratemedias.com (cell 636-578-8130)

# The Legal Limit **MAX!** Postcard

Anything bigger would be criminal.

14 INCHES **WIDE**  
**HUGE!**

11 INCHES **TALL**



**Spring Savings Event**  
March 15<sup>th</sup>-28<sup>th</sup>

**FRIGIDAIRE GALLERY**

**4-PIECE PACKAGE**  
MSRP \$2,530 **SAVE \$507**

**4-PIECE STAINLESS STEEL PACKAGE**  
MSRP \$3,408 **SAVE \$1,277**

**4-PIECE PACKAGE BLACK STAINLESS STEEL**  
MSRP \$4,048 **SAVE \$1,397**



**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**

**12 MONTHS SPECIAL FINANCING!**

**Scratch & Win**  
Match your number in our store to see if you're our grand prize winner!

- \$10,000 Shopping Spree
- \$250 Visa® Gift Card
- \$25 - \$50 Additional Instant Savings

**Get back up to \$100**  
with purchase of an Electrolux laundry pair

**Electrolux**

**Now \$1,298**  
After \$100 Rebate

**Now \$1,698**  
After \$100 Rebate

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

As low as **39.9¢**  
Includes Postage

**255% BIGGER** Than our Jumbo Postcard!



SINCE 1941  
**HAGEDORN**  
APPLIANCES

*Spring Savings Event*

March 15<sup>th</sup>–28<sup>th</sup>

FRIGIDAIRE

**\$1,629**

**4-PIECE PACKAGE**

MSRP \$2,536 | **SAVE \$907**



18 Cu. Ft. Top Freezer Refrigerator  
FFTR1821TS

30" Electric Range  
FFEF3054TS  
Extra Charge for Gas

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

24" Built-In Dishwasher  
FFBD2412SS

FRIGIDAIRE  
GALLERY

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

FRIGIDAIRE  
GALLERY

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



**\$2,379**

**4-PIECE STAINLESS STEEL PACKAGE**

MSRP \$3,656 | **SAVE \$1,277**

25.5 Cu. Ft. Side-by-Side Refrigerator  
FGSS2635TF

30" Electric Range  
FGEF3036TF  
Extra Charge for Gas

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

24" Built-In Dishwasher  
FGID2466QF



**\$2,649**

**4-PIECE PACKAGE BLACK STAINLESS STEEL**

MSRP \$4,046 | **SAVE \$1,397**

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).



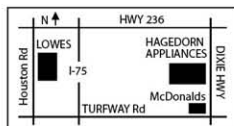
**FRIGIDAIRE**  
PROFESSIONAL.

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

## 12 MONTHS SPECIAL FINANCING!

SINCE 1941  
**HAGEDORN**  
APPLIANCES

4432 Dixie Highway • Erlanger, KY 41018 • 859-342-6060



[www.hagedornappliance.com](http://www.hagedornappliance.com)

**BRAND  
SOURCE®**

\*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® Cards. 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. 03LM4016FG\_SpringSale ©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 MD 63010

**Artwork Version: 03LM4016FG\_SpringSale**



**Electrolux**

**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  
March 15, 2018 - March 28, 2018



- 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**  
ERW317TW/FEDE317TW

**NOW \$1298**  
After \$100 Rebate

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



- 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**  
EFLS17STYFEM17ST

**NOW \$1698**  
After \$100 Rebate

## MODEL LIST : LEGAL MAX

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

**March 15 - 28**  
**SPRING SAVINGS 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 Menkhous

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:** \$ \_\_\_\_\_