



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!



Gerrit's APPLIANCE
Spring Savings Event
March 15th-28th

FRIGIDAIRE GALLERY

\$1,629
4-PIECE PACKAGE
MSRP \$2,530! **SAVE \$907**

25 Cu. Ft. Top Freezer Refrigerator
30" Electric Range
4" x 6" x 6" Dishwasher
30" Electric Oven

FRIGIDAIRE GALLERY

\$2,379
4-PIECE STAINLESS STEEL PACKAGE
MSRP \$3,408 **SAVE \$1,029**

25 Cu. Ft. Side-by-Side Refrigerator
30" Electric Range
4" x 6" x 6" Dishwasher
30" Electric Oven

FRIGIDAIRE GALLERY

\$2,649
4-PIECE PACKAGE
BLACK STAINLESS STEEL
MSRP \$4,048 **SAVE \$1,399**

25 Cu. Ft. Side-by-Side Refrigerator
30" Electric Range
4" x 6" x 6" Dishwasher
30" Electric Oven

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

Customer Name: _____
Street Address: _____
City/State/Zip: _____

POSTMASTER: Please Deliver XXX, XXX, XXX OR CURRENT RESIDENT

Doug Nelson
15 Mississippi Ave
Crystal City MD 21030

Artwork Version: 01LM015FG_SpringSale

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

on purchase and use of qualifying Frigidaire brand appliances

Electrolux

Get back up to \$100
with purchase of an Electrolux laundry pair
see website or mail-in rebate for a complete rebate claim form and rebate details
March 15, 2018 - March 30, 2018

Now \$1,298
After \$100 Rebate

Now \$1,698
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

**Gerri's
APPLIANCE**

*Spring
Savings
Event*

March 15th-28th

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!



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. 01LM4015FG_SpringSale Itelley © 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: 01LM4015FG_SpringSale



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



- 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
ERLS175TF/EM175TF

NOW \$1698
After \$100 Rebate

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

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:** \$ _____