



**Pre-Approved Advertising!**

Contact Invigorate Media 800-770-5219

# **The Blowout Sale!**

## **Celebrating 100 Years of Frigidaire!**

**FRIGIDAIRE + GALLERY + 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:      APRIL 5 – MAY 2**

**Start Event April 5 -    Order by March 23**

**Start Event April 12 -    Order Deadline March 29**

**Start Event April 18 -    Order Deadline April 4**

**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 Legal Limit **MAX!** Postcard

Anything bigger would be criminal.

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

11 INCHES **TALL**

**Gerri's APPLIANCE**

**THE BLOWOUT Sale** CELEBRATING **100 YEARS** FRIGIDAIRE

**APRIL 5 - MAY 2, 2018**

**GET UP TO \$250 BACK**  
We will refund up to \$250 of your purchase of a qualifying appliance. Excludes financing offers. See package for details.

**FRIGIDAIRE**

**\$1,879**

**4-PIECE STAINLESS STEEL PACKAGE**  
MSRP \$3,336 **SAVE \$1,457**  
**AFTER \$100 REBATE**

22.2 Cu. Ft. Refrigerator  
24" Electric Range  
48" Electric Dishwasher  
48" Electric Freezer

**FRIGIDAIRE GALLERY**

**\$2,799**

**4-PIECE PACKAGE**  
BLACK STAINLESS OR STAINLESS STEEL  
MSRP \$3,441 **SAVE \$1,647**  
**AFTER \$100 REBATE**

24.0 Cu. Ft. Refrigerator  
24" Electric Range  
48" Electric Dishwasher  
48" Electric Freezer

**FRIGIDAIRE**

**\$1429**

**4-PIECE PACKAGE**  
MSRP \$2,000 **SAVE \$571**  
**AFTER \$100 REBATE**

18 Cu. Ft. Top Freezer Refrigerator  
24" Electric Range  
48" Electric Dishwasher  
48" Electric Freezer

**FRIGIDAIRE**

**\$479**

**13.8 Cu. Ft. Upright Freezer**  
MSRP \$715 **SAVE \$236**  
**AFTER \$100 REBATE**

**\$599**

**20.2 Cu. Ft. Upright Freezer**  
MSRP \$900 **SAVE \$301**  
**AFTER \$100 REBATE**

**\$549**

**20.4 Cu. Ft. Top Freezer Refrigerator**  
MSRP \$999 **SAVE \$250**  
**AFTER \$100 REBATE**

**\$649**

**20.4 Cu. Ft. Top Freezer Refrigerator**  
MSRP \$1,099 **SAVE \$450**  
**AFTER \$100 REBATE**

**FRIGIDAIRE**

**6000**

**MSRP \$249**  
**SAVE \$200**  
**AFTER \$100 REBATE**

18.4 Cu. Ft. Chest Freezer

**6549**

**MSRP \$299**  
**SAVE \$250**  
**AFTER \$100 REBATE**

19.4 Cu. Ft. Chest Freezer

**12 MONTHS SPECIAL FINANCING!**

**Gerri's APPLIANCE**

**Now 2 Great Locations!**

**WYOMING STORE**  
2411 10th Avenue, Cheyenne, WY 82001  
Call 307.234.1234

**RENT WOOD STORE**  
2411 10th Avenue, Cheyenne, WY 82001  
Call 307.234.1234

**www.gerrisappliances.com**

**Electrolux**

**Get back up to \$100**  
with purchase of an Electrolux laundry pair  
See website or call us for details. Offer good on select models only.  
April 5, 2018 - June 4, 2018

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

**Now \$1,798**  
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!



THE  
**BLOWOUT**  
*Sale*

CELEBRATING  
**100 YEARS**  
FRIGIDAIRE

APRIL 5 - MAY 2, 2018

**GET UP TO \$250 BACK**

via mail-in rebate with purchase of a qualifying 4-piece freestanding kitchen suite package  
April 5 - May 2, 2018

FRIGIDAIRE

**\$1,879**

**4-PIECE STAINLESS STEEL PACKAGE**

MSRP \$3,336 | **SAVE \$1,457**  
**AFTER \$150 REBATE**



22.2 Cu. Ft. Side-by-Side Refrigerator  
FFSC2323TS

30" Electric Induction Range  
FFIF3054TS  
Gas Range FFGF3054TS add \$50

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

24" Built-In Dishwasher  
FFID2426TS

FRIGIDAIRE

**\$1429**

**4-PIECE PACKAGE**

MSRP \$2686 | **SAVE \$1257**  
**AFTER \$100 REBATE**



18 Cu. Ft. Top Freezer Refrigerator  
FFTR2021TS

30" Electric Range  
FFEF3052TS  
Same Price for Gas FFGF3052TS

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

24" Built-In Dishwasher  
FFBD2406NS

FRIGIDAIRE  
GALLERY

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

**\$2,799**

**4-PIECE PACKAGE  
BLACK STAINLESS OR  
STAINLESS STEEL**

MSRP \$5,446 | **SAVE \$2,647**  
**AFTER \$250 REBATE**



26.8 Cu. Ft. French Door Refrigerator  
FGHB2868TD/F

30" Gas Range  
FGEF3036TD/F  
Gas Range FGGF3036TD add \$30

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

24" Built-In Dishwasher  
FGID2466QD/F



# FRIGIDAIRE

# FRIGIDAIRE



**\$479**  
MSRP \$769  
**SAVE \$290**  
13.8 Cu. Ft.  
Upright  
Freezer  
FFFU14F2QW



**\$599**  
MSRP \$999  
**SAVE \$400**  
20.2 Cu. Ft.  
Upright  
Freezer  
FFFH20F2QW



**\$549**  
MSRP \$899  
**SAVE \$350**  
20.4 Cu. Ft.  
Top Freezer  
Refrigerator  
FFTR2021TB



**\$649**  
MSRP \$1,099  
**SAVE \$450**  
20.4 Cu. Ft.  
Top Freezer  
Refrigerator  
FFTR2021TD

## FRIGIDAIRE

Financing valid 4/5 - 4/25



**\$399**  
MSRP \$649  
**SAVE \$250**  
14.8 Cu. Ft.  
Chest  
Freezer  
FFC15M4TW



**\$549**  
MSRP \$899  
**SAVE \$350**  
19.8 Cu. Ft.  
Chest  
Freezer  
FFC20M4TW

# 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

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

**notionwide**  
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.

\*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 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. 01LM4037FG\_BlowoutSale 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, MD 63010

**Artwork Version: 01LM4037FG\_Blowout Sale**



**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  
April 5, 2018 - June 6, 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
- 15-Minute Fast Wash
- Instant Refresh Cycle revives fabrics
- 15-Minute Fast Dry

**Front Load Laundry Pair**  
EPLS617STYERME617STT

**NOW \$1798**  
After \$100 Rebate

## MODEL LIST : LEGAL MAX

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

**April 5 - May 2**  
**THE BLOWOUT SALE**

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