



ACB Pre-Approved Advertising + FREE ACB Filing!

Contact Invigorate Media 800-770-5219

GE Appliances Memorial Day Sale!

GE + GE Profile + GE Cafe

Targeted Direct Mail is the **#1 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 - May 17 – June 6

Start May 17 - Order by April 30

Start May 24 - Order by May 8

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 37.9 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



4-PIECE BLACK SLATE KITCHEN SUITE



25.6 CU. FT. FRENCH DOOR REFRIGERATOR
• External Ice & Water
• External Electronic Temperature Controls
GFE26JMMES



30" FREE-STANDING ELECTRIC RANGE
• Fifth Element Warming Zone
• 12"/9" Dual Element
JB655EKES



1.7 CU. FT. OVER-THE-RANGE MICROWAVE OVEN
• Weight & Time Defrost
• Sensor Cooking Controls
JVM6175EKES



FRONT CONTROL DISHWASHER
• Bottle Jets
• Piranha™ Hard Food Disposer
GDF610PMJES



PROFILE™ STAINLESS STEEL KITCHEN SUITE



22.2 CU. FT. FRENCH DOOR REFRIGERATOR
• Hands-Free Autofill
• TwinChill™ Evaporators
PYE22KSKSS



2.1 CU. FT. OVER-THE-RANGE SENSOR MICROWAVE OVEN
• Sensor Cooking Controls
• Chef Connect
PVM9005JSS



30" FREE-STANDING GAS CONVECTION RANGE
• Edge-to-Edge Cooktop
• Chef Connect
PGB911SEJSS



STAINLESS STEEL INTERIOR DISHWASHER
• Hidden Controls
• Deep Clean Silverware Jets
PDT8255JSS



MEMORIAL DAY Sale

MAY 17TH - JUNE 6TH

SAVE UP TO 27% 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: 01MM4058GE_Memorial Day



GE APPLIANCES



25.3 CU. FT. SIDE-BY-SIDE REFRIGERATOR
• Arctic Ice Maker
• Advanced Water Filtration
GSE25SHSS



GE APPLIANCES



27.8 CU. FT. FRENCH DOOR REFRIGERATOR
• Advanced Water Filtration
• TwinChill™ Evaporators
GFD28GBLTS



GE APPLIANCES



30" BUILT-IN SINGLE WALL OVEN
• Ten-Pass Bake Element
• Eight-Pass Broil Element
JT3000SFSS

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



\$3059
SAVE \$341!

REG \$3400



REG \$900

\$832
SAVE \$68!

\$2899
SAVE \$301



REG \$3200



REG \$1200

\$1079
SAVE \$121!



CAFÉ™

4-PIECE STAINLESS STEEL 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

\$777



\$777

GE APPLIANCES

NEW Smart Dispense & Water Station



SAVE \$246 ON THE PAIR!

Made in AMERICA

REG \$900 EACH

GE® 4.6 CU.FT. TOP LOAD WASHER

- Deep Fill
- Auto Soak

GTW680BPLDG

GE® 7.4 CU.FT. ELECTRIC DRYER

- Alloy Drum
- HE Sensor Dry

GTD65EBPLDG

\$499



\$499

GE APPLIANCES



SAVE \$202 ON THE PAIR!

Made in AMERICA

REG \$600 EACH

GE® 3.8 CU.FT. TOP LOAD WASHER

- Heavy-Duty Agitator
- Deep Rinse

GTW460ASJWW

GE® 7.2 CU.FT. ELECTRIC DRYER

- Aluminized Alloy Drum
- 3 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 XXXXX.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. OMMAGS Memorial Day Rally ©2018 Invisage Media, LLC. All Rights Reserved. 800-770-5219.

The Legal Limit **MAX!** Postcard

Anything bigger would be criminal.

14 INCHES **WIDE**
HUGE!

Gerri's APPLIANCE

MEMORIAL DAY Sale
MAY 17TH - JUNE 6TH

SAVE UP TO 27% INSTANTLY
on select INDIVIDUAL APPLIANCES
Offer store for details.

SAVE UP TO \$1200 ON GE PROFILE™ APPLIANCES

4-PIECE BLACK SLATE KITCHEN SUITE

- 25.4 CU. FT. FRENCH DOOR REFRIGERATOR: \$1888
- 30" FREE-STANDING ELECTRIC RANGE: \$665
- 17 CU. FT. 5000-SERIES MICROWAVE OVEN: \$299
- PRINT CONTROL OVER-THET-RANGE SENSOR MICROWAVE OVEN: \$499

PROFILE™ STAINLESS STEEL KITCHEN SUITE

- 25.4 CU. FT. FRENCH DOOR REFRIGERATOR: \$2665
- 30" FREE-STANDING ELECTRIC RANGE: \$1169
- 17 CU. FT. 5000-SERIES MICROWAVE OVEN: \$989
- 30" FREE-STANDING GAS CONVECTION OVEN: \$499

STAINLESS STEEL MICROVE DISHWASHER

- 4 Wash Cycles
- 4 Dry Cycles
- 4 Wash Cycles
- 4 Dry Cycles

25.4 CU. FT. FRENCH DOOR REFRIGERATOR

- French Door Design
- 2nd Cool Zone
- 2nd Cool Zone

30" FREE-STANDING ELECTRIC RANGE

- 30" Free-Standing
- 30" Free-Standing
- 30" Free-Standing

17 CU. FT. 5000-SERIES MICROWAVE OVEN

- 17 Cu Ft
- 17 Cu Ft
- 17 Cu Ft

30" FREE-STANDING GAS CONVECTION OVEN

- 30" Free-Standing
- 30" Free-Standing
- 30" Free-Standing

SAVE UP TO \$1500 ON GE CAFE APPLIANCES

KEURIG® K-CUP BREWING SYSTEM
The unexpected convenience of hot single serve brewing at your bridge.

GE CAFE™ 4-PIECE STAINLESS STEEL KITCHEN SUITE

- 25.2 CU. FT. FRENCH DOOR REFRIGERATOR: \$3059
- 30" FREE-STANDING ELECTRIC RANGE: \$2899
- 17 CU. FT. 5000-SERIES MICROWAVE OVEN: \$832
- 30" SLIDE-IN FRONT CONTROL GAS RANGE: \$1079

25.2 CU. FT. FRENCH DOOR REFRIGERATOR

- Full Width, Electronic Temperature-controlled doors
- 4000 Series LED lights
- TotalCool™ Evaporator

30" FREE-STANDING ELECTRIC RANGE

- 30" Free-Standing
- 30" Free-Standing
- 30" Free-Standing

17 CU. FT. 5000-SERIES MICROWAVE OVEN

- 17 Cu Ft
- 17 Cu Ft
- 17 Cu Ft

30" SLIDE-IN FRONT CONTROL GAS RANGE

- 30" Slide-In
- 30" Slide-In
- 30" Slide-In

BUILT-IN DISHWASHER

- 30" Built-In
- 30" Built-In
- 30" Built-In

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

SAVE BIG ON ALL GE & GE PROFILE WALL OVENS & COOKTOPS! EVEN ON SPECIAL ORDERS!

SAVE \$200 ON THE PAIR!

SAVE \$200 ON THE PAIR!

Now 2 Great Locations!

WYOMING STORE
2010 20th Street, Cheyenne, WY 82001 • (307) 635-3026

WESTWOOD STORE
3000 20th Street, Cheyenne, WY 82001 • (307) 635-4131

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

As low as **39.9¢**
Includes Postage

255% BIGGER Than our Jumbo Postcard!

11 INCHES TALL



MEMORIAL DAY Sale

MAY 17TH - JUNE 6TH

SAVE UP TO 27% INSTANTLY
on select **INDIVIDUAL APPLIANCES**

**See store for details.*

SAVE UP TO \$1200 ON GE PROFILE™ APPLIANCES



GE APPLIANCES

4-PIECE BLACK SLATE KITCHEN SUITE



25.6 CU. FT. FRENCH DOOR REFRIGERATOR

- External Ice & Water
- External Electronic Temperature Controls

GFE26JMMES



\$665
SAVE \$135!



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

- Weight & Time Defrost
- Sensor Cooking Controls

JVM6175EKES



FRONT CONTROL DISHWASHER

- Bottle Jets
- Piranha™ Hard Food Disposer

GDF610PMJES



22.2 CU. FT. FRENCH DOOR REFRIGERATOR

- Hands-Free Autofill
- TwinChill™ Evaporators

PYE22KSKS



\$1169
SAVE \$131



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

- Sensor Cooking Controls
- Chef Connect

PVM9005JSS



30" FREE-STANDING GAS CONVECTION RANGE

- Edge-to-Edge Cooktop
- Chef Connect

PGB911SEJSS



PROFILE™ STAINLESS STEEL KITCHEN SUITE

STAINLESS STEEL INTERIOR DISHWASHER

- Hidden Controls
- Deep Clean Silverware Jets

PDT8255JSS



GE APPLIANCES



25.3 CU. FT. SIDE-BY-SIDE REFRIGERATOR

- Arctic Ice Maker
- Advanced Water Filtration

GSE25HSHSS



GE APPLIANCES



27.8 CU. FT. FRENCH DOOR REFRIGERATOR

- Advanced Water Filtration
- TwinChill™ Evaporators

GFD28BLTS



GE APPLIANCES



30" BUILT-IN SINGLE WALL OVEN

- Ten-Pass Bake Element
- Eight-Pass Broil Element

JT3000SPSS

SAVE UP TO \$1500 ON GE CAFÉ APPLIANCES

Dealer Name
Street Address
City, State Zip

PRESORT STANDARD
U.S. POSTAGE
PAID
INVIGORATE
MEDIA

**POSTMASTER: Please Deliver X/XX, X/XX, X/XX
OR CURRENT RESIDENT**



KEURIG® K-CUP BREWING SYSTEM

The unexpected convenience of hot single serve brewing at your fridge



\$3059
SAVE \$341!



\$832
SAVE \$68!

\$2899
SAVE \$301



\$1079
SAVE \$121!



4-PIECE STAINLESS STEEL KITCHEN SUITE

22.2 CU. FT. FRENCH DOOR REFRIGERATOR

- Full-Width, Electronic temperature-controlled drawer with colored LED lights
- TwinChill™ Evaporators
- CVE22USHS5

30" SLIDE-IN FRONT CONTROL GAS RANGE

- Edge-to-Edge Cooktop
- Warming Drawer
- CGS986SELSS

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

- Convection Rack
- Chef Connect
- CVM9179SLSS

BUILT-IN DISHWASHER

- Hidden Controls
- Deep Clean Silverware Jets
- CDT835SSJSS

\$777 **\$777**
GE APPLIANCES



**SAVE \$246
ON THE PAIR!**

GE® 4.6 CU.FT. TOP LOAD WASHER

- Deep Fill
- Auto Soak
- GTW680BLDG

GE® 7.4 CU.FT. ELECTRIC DRYER

- Alloy Drum
- HE Sensor Dry
- GTD65EBPLDG

\$499 **\$499**
GE APPLIANCES



**SAVE \$202
ON THE PAIR!**

GE® 3.8 CU.FT. TOP LOAD WASHER

- Heavy-Duty Agitator
- Deep Rinse
- GTW460ASJWW

GE® 7.2 CU.FT. ELECTRIC DRYER

- Aluminized Alloy Drum
- 3 Heat Selections
- GTD42EASJWW



Artwork Version: 01LM4057GE_Memorial Day



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

HOURS: M, W, F 9am-8pm • TU & TH 9am-5:30pm • SAT 9am-3pm

KENTWOOD STORE

3850 29th Street Southeast • Kentwood, MI 49508 • (616) 532-4111

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. 01LM4057GE Memorial Day tkelley ©2018 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

MODEL LIST : MONSTER MAILER

**Some models may not appear on smaller mailers*

May 17 - June 6
Memorial Day Sale

Brand	GE	Model #	Kitchen	REG		SALE		SAVE	
Brand		Model #	GFE26JMMES	REG	\$2400	SALE	\$1888	SAVE	\$512
Brand		Model #	JB655EKES	REG	\$800	SALE	\$665	SAVE	\$135
Brand		Model #	JVM6175EKES	REG	\$350	SALE	\$299	SAVE	\$51
Brand		Model #	GDF610PMJES	REG	\$650	SALE	\$499	SAVE	\$151
Brand	GE Profile	Model #	Kitchen	REG		SALE		SAVE	
Brand		Model #	PYE22KSKSS	REG	\$3100	SALE	\$2665	SAVE	\$435
Brand		Model #	PVM9005SJSS	REG	\$600	SALE	\$499	SAVE	\$101
Brand		Model #	PGB911SEJSS	REG	\$1300	SALE	\$1169	SAVE	\$131
Brand		Model #	PDT825SSJSS	REG	\$1100	SALE	\$989	SAVE	\$111
Brand	GE	Model #	GSE25HSHSS	REG	\$1700	SALE	\$1332	SAVE	\$368
Brand	GE	Model #	GFD28GBLTS	REG	\$3200	SALE	\$2554	SAVE	\$646
Brand	GE	Model #	JT3000SFSS	REG	\$1400	SALE	\$999	SAVE	\$401
Brand	GE Café	Model #	Kitchen	REG		SALE		SAVE	
Brand		Model #	CYE22USHSS	REG	\$3400	SALE	\$3059	SAVE	\$341
Brand		Model #	CVM9179SLSS	REG	\$900	SALE	\$832	SAVE	\$68
Brand		Model #	CGS986SELSS	REG	\$3200	SALE	\$2899	SAVE	\$301
Brand		Model #	CDT835SSJSS	REG	\$1200	SALE	\$1079	SAVE	\$121
Brand	GE	Model #	GTW680BPLDG	REG	\$900	SALE	\$777	SAVE	\$123
Brand	GE	Model #	GTD65EBPLDG	REG	\$900	SALE	\$777	SAVE	\$123
Brand	GE	Model #	GTW460ASJWW	REG	\$600	SALE	\$499	SAVE	\$101
Brand	GE	Model #	GTD42EASJWW	REG	\$600	SALE	\$499	SAVE	\$101



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:** \$ _____

From: geappliances@acbcoop.com

Date: April 11, 2018 at 11:20:14 AM CDT

To: doug_nelson@invigoratemedia.com

Subject: Prior Approval Notification

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 #: 3MT76-00022278

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

Media: Tabloids, Direct Mail and Other Printed Material

Status: Approved*

Approved Date: 04/11/2018

Start Date: 05/17/2018

End Date: 06/06/2018

Audit Description(s): Approved for content only.;

ACB Comment:

Prior approvals only validate that the ad content meets co-op requirements.

Prior approval does not guarantee claim payment if claim submission procedures and documentation do not meet coop requirements.

If you have any questions concerning this prior approval, please contact us at 866-569-0209.

Thank you.