



Pre-Approved Advertising!
Option- FREE \$5,000 Lucky Number Promotion!

Contact Invigorate Media 800-770-5219

Black Friday Savings Event!

FRIGIDAIRE + GALLERY + PRO+ ELECTROLUX

BEST DEALS OF THE YEAR!

Targeted Direct Mail is #1 for R.O.I. #1 for Driving Immediate Store Traffic & Sales

Make any art changes - models/brands/prices - you & your field manager decide!

Dates: October 31 – November 29 Pre-Black Friday & Black Friday

Start October 31	Order by October 12
Start November 7	Order by October 17
Start November 14	Order by October 24
Start November 20	Order by October 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 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 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, - we will "clean" it for free. Extra Postage applies.

FREE OFFER! Option Add the "Lucky Number" Promotion – Normally 3 Cents extra
Includes Lucky Number Consecutive Numbers on mailers, \$5,000 Group Insurance Policy, (3) \$250 Store Gift Cards (zero dealer liabilities), 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

FRIGIDAIRE

\$1,956

4-PIECE PACKAGE
STAINLESS STEEL

MSRP \$3,166 | **SAVE \$1,210**

SAVE
38%



25.5 Cu. Ft. Side-by-Side Refrigerator
FFSS2615TS

30" Electric Range
FFEF3054TS
Extra Charge for gas

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

24" Built-In Dishwasher
FFCD2418US



FRIGIDAIRE
GALLERY

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

\$3,046

4-PIECE PACKAGE
STAINLESS STEEL

MSRP \$5,306 | **SAVE \$2,260**

SAVE
43%



26.8 Cu. Ft. French Door Refrigerator
FGHB2688TF

30" Electric Range
FGEF3036TF
Extra Charge for gas

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

24" Built-In Dishwasher
FGID2476SF

Bring in this
Lucky Number
to see if you've won a

\$5,000

Shopping Spree

or a

\$250

Store Gift Card

BLACK FRIDAY
SAVINGS
EVENT

OCTOBER 31ST thru
NOVEMBER 29TH

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
Crystat City, MO 63019

Artwork Version: 03MM4172FG_Black Friday

FRIGIDAIRE

SAVE
44%

\$2,646

4-PIECE PACKAGE
BLACK STAINLESS STEEL

MSRP \$4,726 | **SAVE \$2,080**



26.8 Cu. Ft. French Door Refrigerator
FFHB2750TD

30" Electric Range
FFEF3054TD
Extra Charge for gas

1.6 Cu. Ft. Over-the-Range Microwave
FFMV1645TD

24" Built-In Dishwasher
FFID2426TD

KITCHEN Upgrade EVENT

FRIGIDAIRE
PROFESSIONAL.

1, 2, FREE!

Buy a refrigeration product and a cooking product and get a stainless tub dishwasher free*

via online or mail-in rebate for a prepaid MasterCard® Card up to \$879

October 25 - November 29, 2018



FRIGIDAIRE
PROFESSIONAL.

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



\$4629

3-PIECE PACKAGE

MSRP \$7,097 | **SAVE \$2,468**
AFTER REBATE

26.7 Cu. Ft. French Door Counter-Depth Refrigerator

- SpacePro™ Flip-Up Shelves
 - PureAir Ultra® Filtration
- FPBS2778UF

30" Front Control Freestanding Electric Range

- PowerPlus™ Convection
 - PowerPlus™ Preheat
- FPEH3077RF

24" Built-In Dishwasher

- EvenDry™ System
 - Flexible Upper-Rack
- FPID2498SF

12 MONTHS SPECIAL FINANCING!*

 **Electrolux**

Get back up to \$100

**with purchase of
an Electrolux
laundry pair**

via online or mail-in rebate
for a prepaid MasterCard®
Card¹ on select laundry pairs

Valid October 31 -
November 29, 2018



**SAVE \$700
on the pair**

Extra charge for gas

Pedestals Sold Separately

\$1898

**FOR THE PAIR
AFTER REBATE**

MSRP \$2698 pair

Also Available in White
EFLS627UW/EFME627UW

\$1798

**FOR THE PAIR
AFTER REBATE**

**4.4 Cu. Ft.
Front Load
Washer**
EFLS627UTT

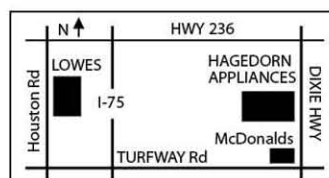
- Perfect Steam™
- LuxCare® Wash
- SmartBoost®

**8.0 Cu. Ft.
Front Load
Electric Dryer**
EFME627UTT

- Perfect Steam™
- PredictiveDry™
- 15-Minute Fast Dry

SINCE 1941
HAGEDORN
APPLIANCES

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



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 Card. Cards are issued by Citibank, N.A. pursuant to a license from MasterCard International and managed by Citi® 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. 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. 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. 03MM4172FG_Black Friday tkelley © 2018 Invigorate Media. All Rights Reserved. 800-770-5219.

The Legal Limit **MAX!** Postcard

Anything bigger would be criminal.

14 INCHES **WIDE**
HUGE!

11 INCHES **TALL**

HAGEDORN APPLIANCES

BLACK FRIDAY SAVINGS EVENT
OCTOBER 31ST - NOVEMBER 29TH

FRIGIDAIRE **SAVE 44%**

\$2,646
4-PIECE PACKAGE
BLACK STAINLESS STEEL
MSRP \$4,729 | SAVE \$2,083

28 Cu. Ft. French Door Refrigerator
27" Electric Range
27" Electric Dishwasher
1.6 Cu. Ft. Over-the-Range Microwave

FRIGIDAIRE GALLERY **SAVE 43%**

\$3,046
4-PIECE PACKAGE
STAINLESS STEEL
MSRP \$5,300 | SAVE \$2,254

28 Cu. Ft. French Door Refrigerator
27" Electric Range
27" Electric Dishwasher
1.6 Cu. Ft. Over-the-Range Microwave

FRIGIDAIRE PROFESSIONAL

Upgrade event

1, 2, FREE!
Buy a refrigerator (model) with a cooking product and get a stainless steel refrigerator (model) free or in-store credit for a selected HomeCare®. Limit one per customer. Ends November 23, 2018.

\$4629
3-PIECE PACKAGE
MSRP \$7,097 | SAVE \$2,468 AFTER REBATE

26 1/2 Cu. Ft. French Door Refrigerator
27" Electric Range
27" Electric Dishwasher

12 MONTHS SPECIAL FINANCING!

HAGEDORN APPLIANCES
4437 Olden Highway • Chicago, IL 60631 • 855-342-6666
www.hagedornphoto.com

BRAND SOURCE

Electrolux **\$1898**
FOR THE PAIR AFTER REBATE
Also Available in White

4.4 Cu. Ft. Front Load Washer
3.0 Cu. Ft. Front Load Electric Dryer

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

As low as
39.9¢
Includes Postage

255% BIGGER Than our Jumbo Postcard!



BLACK FRIDAY SAVINGS EVENT

OCTOBER 31ST - NOVEMBER 29TH

FRIGIDAIRE

SAVE
44%

\$2,646

**4-PIECE PACKAGE
BLACK STAINLESS STEEL**

MSRP \$4,726 | **SAVE \$2,080**



26.8 Cu. Ft. French Door
Refrigerator
FFHB2750TD

30" Electric Range
FFEF3054TD
Extra Charge for gas

1.6 Cu. Ft.
Over-the-Range
Microwave
FFMV1645TD

24" Built-In
Dishwasher
FFID2426TD

FRIGIDAIRE
GALLERY

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

\$3,046

**4-PIECE PACKAGE
STAINLESS STEEL**

MSRP \$5,306 | **SAVE \$2,260**



26.8 Cu. Ft. French
Door Refrigerator
FGHB2868TF

30" Electric Range
FGEF3036TF
Extra Charge for gas

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

24" Built-In
Dishwasher
FGID2476SF

FRIGIDAIRE

\$1,956

**4-PIECE PACKAGE
STAINLESS STEEL**

MSRP \$3,166 | **SAVE \$1,210**

SAVE
38%



25.5 Cu. Ft. Side-by-Side
Refrigerator
FFSS2615TS

30" Electric Range
FFEF3054TS
Extra Charge for gas

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

24" Built-In
Dishwasher
FFCD2418US

KITCHEN Upgrade EVENT

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Buy a refrigeration product and a cooking product and get a stainless tub dishwasher free*

via online or mail-in rebate for a prepaid MasterCard® Card up to \$879

October 25 - November 29, 2018

FRIGIDAIRE
PROFESSIONAL



FRIGIDAIRE
PROFESSIONAL

Smudge-Proof™
Stainless Steel
Resists fingerprints and cleans easily

\$4629

3-PIECE PACKAGE

MSRP \$7,097 | SAVE \$2,468
AFTER REBATE

26.7 Cu. Ft. French
Door Counter-Depth
Refrigerator

- SpacePro™ Flip-Up Shelves
- PureAir Ultra® Filtration

FPBS2778UF

30" Front Control
Freestanding Electric Range

- PowerPlus™ Convection
- PowerPlus™ Preheat

FPEH3077RF

24" Built-In Dishwasher

- EvenDry™ System
- Flexible Upper-Rack

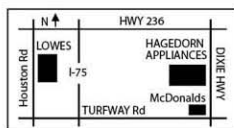
FPID2498SF



12 MONTHS SPECIAL FINANCING!



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



www.hagedornappliance.com



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 63019

Artwork Version: 03LM4171FG_Black Friday



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

Valid October 31 - November 29, 2018



Electrolux

\$1898

FOR THE PAIR
AFTER REBATE

MSRP \$2698 pair

Also Available in White
EFLS627UIW/EFME627UIW

\$1798

FOR THE PAIR
AFTER REBATE



SAVE \$700
on the pair

Extra charge for gas

Pedestals Sold Separately

4.4 Cu. Ft.
Front Load
Washer
EFLS627UITT

- Perfect Steam™
- LuxCare® Wash
- SmartBoost®

8.0 Cu. Ft.
Front Load
Electric Dryer
EFME627UITT

- Perfect Steam™
- PredictiveDry™
- 15-Minute Fast Dry

*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. 03LM4171FG_BlackFriday Ikeley © 2018 Invigorate Media. All Rights Reserved. 800-770-5219

MODEL LIST : LEGAL MAX

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

October 31 - November 29
BLACK FRIDAY SAVINGS EVENT

[illegible]



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: _____ 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: 01LM2041WP; 01MM954WP)

Indicate number here: _____

Do you want Lucky Number Promo? ☐ Yes ☐ No

FREE OFFER! Option Add the **Lucky Number Promotions - Normally 3 cents extra.**

Includes Lucky Number Consecutive Numbers on mailers, \$5,000 Group Insurance Policy, (3) \$250 Store Gift Cards (zero dealer liabilities), Mounted Prize Board & extra mailers for walk in traffic.

Step 3

Quantity Single Family Homes: **Select One**

Monster Mailer ☐ 1. 5,000 - \$2,343 ☐ 2. 10,000 - \$3,939

Legal Limit MAX! ☐ 1. 5,000 - \$2,443 ☐ 2. 10,000 - \$4,139

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

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:** \$ _____