



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**  
FGHB2668TF

**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 31<sup>ST</sup> thru  
NOVEMBER 29<sup>TH</sup>**

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: 01MM4170FG\_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**



**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

## 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



## 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)

**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.

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. 01MM4170FG\_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

TRUST OWNERS & OPERATORS SINCE 1961

**Gerri's  
APPLIANCE**

# BLACK FRIDAY SAVINGS EVENT

OCTOBER 31<sup>ST</sup> - NOVEMBER 29<sup>TH</sup>

## FRIGIDAIRE

SAVE  
54%

### \$2,646

4-PIECE PACKAGE  
BLACK STAINLESS STEEL

MSRP \$4,726 (SAVE \$2,080)

24" 6 Cu. Ft. French Door Refrigerator  
#E10648077873

36" Electric Range  
#E10648077873

1.6 Cu. Ft. Over-the-Range Microwave  
#E10648077873

14" Built-In Dishwasher  
#E10648077873

## FRIGIDAIRE

### \$1,956

4-PIECE PACKAGE  
STAINLESS STEEL

MSRP \$2,160 (SAVE \$120)

SAVE  
58%

24" 6 Cu. Ft. French Door Refrigerator  
#E10648077873

36" Electric Range  
#E10648077873

1.6 Cu. Ft. Over-the-Range Microwave  
#E10648077873

14" Built-In Dishwasher  
#E10648077873

## FRIGIDAIRE GALLERY

Single-Built  
"Gourmet" Series

SAVE  
54%

### \$3,046

4-PIECE PACKAGE  
STAINLESS STEEL

MSRP \$3,206 (SAVE \$160)

SAVE  
53%

24" 6 Cu. Ft. French Door Refrigerator  
#E10648077873

36" Electric Range  
#E10648077873

1.6 Cu. Ft. Over-the-Range Microwave  
#E10648077873

14" Built-In Dishwasher  
#E10648077873

[illegible]

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 31<sup>ST</sup> - NOVEMBER 29<sup>TH</sup>

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

**\$1,956**

**4-PIECE PACKAGE  
STAINLESS STEEL**

SAVE  
38%

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



- 25.5 Cu. Ft. Side-by-Side Refrigerator FFSS2615TS
- 30" Electric Range FFEF3054TS  
Extra Charge for gas
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- 24" Built-In Dishwasher FFCD2418US

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GALLERY

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Stainless Steel  
Resists fingerprints and cleans easily.



**\$3,046**

**4-PIECE PACKAGE  
STAINLESS STEEL**

SAVE  
43%

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



# KITCHEN Upgrade EVENT

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October 25 - November 29, 2018

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PROFESSIONAL



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# \$4629

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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

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

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



We're proud of our association with the largest buying organization in the country, which lets 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 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. 01LM4169FG\_BlackFriday (kelly © 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: 01LM4169FG\_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

## 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

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