



Pre-Approved Advertising!

Contact Invigorate Media 800-770-5219

X13 Year End "Holiday Savings!" Frigidaire & Electrolux

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: December 20 – January 2

Order by December 7

Choose from Two Sizes & Prices

- 1. The Legal Limit MAX Postcard - 11" x 14" The Largest Piece of Mail Allowed by Law!
Only 39.9 Cents.**
- 2. JUMBO Postcard – 6" x 11" 35.9 Cents delivered. From \$749 All Inclusive!**

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.

Add the "Scratch Off" Promotion to either mailer/3 Cents extra. – Includes Scratch Off Sticker with Prize Numbers, \$10,000 Group Insurance Policy, (3) \$250 VISA Gift Cards (zero dealer liabilities), and your option to add your own default prizes such as a Free 10-Year Component warranty with purchase - or additional \$10 - \$50 Instant 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**

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

As low as
39.9¢
Includes Postage

255% BIGGER Than our Jumbo Postcard!

HOLIDAY
Savings
DEC 20, 2018 -
JAN 2, 2019

**SAVE
\$1,410**

ON THIS 4-PIECE
STAINLESS STEEL SUITE*

NOW \$2,396

MSRP \$3,806

Smudge-Proof™
STAINLESS STEEL
Resists fingerprints & cleans easily



CELEBRATING
100 YEARS
FRIGIDAIRE

**Find your style.
Lose the smudges.**

**24" BUILT-IN
DISHWASHER**
FGID2466QF

NOW \$399
SAVE \$250

**30" CONVECTION
FREESTANDING RANGE**
FGEF3036TF ELECTRIC
FGGF3036TF GAS**

NOW \$599
SAVE \$480

**1.7 CU. FT. OVER-THE-
RANGE MICROWAVE**
FGMV176NTF

NOW \$299
SAVE \$180

**22.2 CU. FT. SIDE-BY-SIDE
REFRIGERATOR**
FGSS2635TF

NOW \$1,099
SAVE \$500

*See in-store sales associate for details. At participating retailers.
**Additional charge for gas.

The Jumbo Postcard

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There's clean, and then there's Electrolux clean.

Exclusive SmartBoost® technology provides the most effective stain removal.*



EFL5627UTT / EFHE627UTT
Shown on optional pedestal EPWD257UTT sold separately

DEC 20, 2016 - JAN 2, 2017

NOW \$1,898 WAS \$2,698
SAVE \$800
FOR THE PAIR AFTER \$100 REBATE

Featuring the industry's
FIRST dispenser designed to
accept detergent packs.

*As tested in 2015 tested against leading competitors with suggested retail pricing of \$899.
This rebate is subject to receipt. Rebate is a prepaid receipt only. Cash value of \$100. Expires 12/31/2017. For more information, visit www.electrolux.com. Cards are issued by Citibank, N.A. pursuant to a license from
MasterCard International and managed by Citi® Payment Services. Cards will not have cash value and can be used anywhere MasterCard debit cards are accepted. MasterCard is a
registered trademark of MasterCard International Incorporated. The MasterCard Card logo is a registered trademark of MasterCard International Incorporated.



SAVE \$2,220

ON THIS 4-PIECE SUITE*
NOW \$3,476 MSRP \$5,696

21.7 CU. FT. FRENCH
DOOR REFRIGERATOR
FGHD2368TD
NOW \$1,899 SAVE \$1,400

30" CONVECTION
FREESTANDING RANGE
FGGF3059TD GAS
FGFP3059TD ELECTRIC
NOW \$829 SAVE \$250

24" BUILT-IN DISHWASHER
FGID2466GD
NOW \$449 SAVE \$350

1.7 CU. FT. OVER-THE-
RANGE MICROWAVE
FGMV176NTD
NOW \$299 SAVE \$220

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



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

*Doug Nelson
115 Mississippi Ave
Crystal City, MO 63019*

*See sales associate for complete details on all offers, promotions & financing. Not all merchandise available in all locations, available upon special order. 01JP4200FG
Holiday Savings tkelley © 2018 Invigorate Media. All Rights Reserved. 800-770-5219

Artwork Version: 01JP4200FG_Holiday Savings

MODEL LIST : LEGAL MAX

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

December 20 - January 2
HOLIDAY SAVINGS

[illegible]



Legal Limit Max • Jumbo Postcard

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 **(Scratch Off Promo: Add 3 cents per mailer)**

Step 3

Quantity Single Family Homes: **Select One**

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

Jumbo Postcard Pricing:

- ☐ 1. 1,000 - \$749 ☐ 2. 2,000 - \$1,349
☐ 3. 3,000 - \$1,749 ☐ 4. 4,000 - \$2,049
☐ 5. 5,000 - \$2,243 ☐ 6. 10,000 - \$3,739

Additional Mailers, Add: LEGAL LIMIT MAX - 39.9¢ each • JUMBO POSTCARD - 35.9¢ 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" • Jumbo Postcard 6" x 11"

• Single Family Home Postage

Jumbo Postcard: 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:** \$ _____