

Pre-Approved Advertising!

Contact Invigorate Media 800-770-5219

January Clearance Event! Frigidaire + Gallery + PRO + Electrolux

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

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

Promotion Dates January 10 - 23

Start: January 10 - Order by December 21 Start: January 16 - Order by December 27

Choose from Two Sizes & Prices

- 1. The Legal Limit MAX Postcard 11" x 14" The Largest Piece of Mail Allowed by Law! Only 40.9 Cents.
- 2. Monster Mailer Tri-fold High Gloss stock Arrives 6" x 10.5" & Opens to 10.5" x 17" 38.9 Cents.

<u>All orders Include</u> 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

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

As low as Includes Postage

255% BIGGER Than our Jumbo Postcard!

INCHES



FRIGIDAIRE.



4-PIECE PACKAGE STAINLESS STEEL

MSRP \$3,276 | SAVE \$1,150

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

30" Electric Range FFFF3054TS Extra Charge for gas

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

24" Built-In Dishwasher FFCD2418US

FRIGIDAIRE



4-PIECE PACKAGE STAINLESS STEEL

MSRP \$4,976 | SAVE \$1,900

26.8 Cu. Ft. French Door Refrigerator FFHB2750TS

30" Self-Cleaning Front Control Freestanding **Electric Range** FFEH3054US Extra Charge for gas

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

24" Built-In Dishwasher FFCD2418US

FRIGIDAIRE GALLERY.



\$3,846

4-PIECE PACKAGE BLACK STAINLESS STEEL

MSRP \$6,416 | **SAVE 40**%



21.7 Cu. Ft. French **Door Refrigerator** FGHD2368TD

30" Convection Range FGEF3059TD Extra Charge for gas

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

24" Built-In Dishwasher FGID2479SD



KITCHEN

JANUARY 3 - FEBRUARY 6, 2019

GET UP TO \$400

with the purchase of a Frigidaire Professional All Refrigerator and All Freezer pair via online or mail-in rebate for a prepaid MasterCard card*

BUY NOW

"Rebate is a prepaid MasterCard® Card up to \$400. See in-store sales associate for qualifying models and details. At participating retailers.

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: 01LM4217FG JanuaryClearance

FRIGIDAIRE PROFESSIONAL.

FRIGIDAIRE GALLERY.

\$3,176

4-PIECE PACKAGE

MSRP \$5,376 | SAVE 40%



26.8 Cu. Ft. French **Door Refrigerator** FGHB2868TF

30" Convection Freestanding **Electric Range** FGEF3036TF Extra Charge for gas

24" Built-In Dishwasher FGID2466QF

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



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

*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. 01LM4217FG_January Clearance tkelley © 2018 Invigorate Media. All Rights Reserved. 800-770-5219





Monster Mailer
Tri-Fold

Proven by Monsterous Results

Arrives in the mailbox as 6" x 10.5"
Opens to 10.5" x 17"





295% BIGGER

Than our Jumbo Postcard!

As low as

38.9¢ Includes
Postage

FRIGIDAIRE



\$2,126

4-PIECE PACKAGE STAINLESS STEEL

MSRP \$3,276 | SAVE \$1,150



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

30" Electric Range FFEF3054TS

1.6 Cu. Ft. Over-the-Range Microwave FFMV1645TS 24" Built-In Dishwasher FFCD2418US

FRIGIDAIRE GALLERY





\$3,846

4-PIECE PACKAGE BLACK STAINLESS STEEL

MSRP \$6,416 | SAVE 40%



21.7 Cu. Ft. French Door Refrigerator FGHD2368TD 30" Convection Range FGEF3059TD

Scratch & Win

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

 \bullet $^\$25$ - $^\$50$ Additional Instant Savings

24" Built-In Dishwasher FGID2479SD



January

Clearance Fvent

Dealer Name Street Address City, State ZIP

POSTMASTER: Please Deliver X/XX, X/XX, X/XX

OR CURRENT RESIDENT

• \$10,000 Shopping Spree

• \$250 Visa® Gift Card

PRESORT STANDARD
U.S.POSTAGE
PAID
INVIGORATE
MEDIA

Doug Nelson 115 Mississippi Que Crystat City, MO 63019

JANUARY 10[™] thru JANUARY 23RD

Artwork Version: 01MM4218FG_January Clearance



FRIGIDAIRE.

\$3,076

4-PIECE PACKAGE STAINLESS STEEL

MSRP \$4,976 | **SAVE \$1,900**



26.8 Cu. Ft. French Door Refrigerator FFHB2750TS

30" Self-Cleaning Front Control Freestanding Electric Range FFEH3054US Extra Charge for gas 1.6 Cu. Ft. Over-the-Range Microwave FFMV1645TS

24" Built-In Dishwasher FFCD2418US



JANUARY 3 - FEBRUARY 6, 2019

GET UP TO \$400

with the purchase of a Frigidaire Professional

All Refrigerator and All Freezer pair via online
or mail-in rebate for a prepaid MasterCard card*

BUY NOW

Rebate is a prepaid MasterCard Card up to \$400. See in-store sales associate for qualifying models and details. At participating retailers.

FRIGIDAIRE

PROFESSIONAL.







FRIGIDAIRE GALLERY.

\$3,176

4-PIECE PACKAGE

MSRP \$5,376 | **SAVE 40**%

26.8 Cu. Ft. French Door Refrigerator FGHB2868TF

30" Convection Freestanding Electric Range FGEF3036TF

Extra Charge for gas

24" Built-In Dishwasher

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





12 MONTHS SPECIAL FINANCING!

HURRY IN FOR THESE GREAT OFFERS



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

January 10th - January 23rd JANUARY CLEARANCE EVENT

MODEL LIST: LEGAL MAX

*Some models may not appear on smaller mailers

Brand FRIGIDAIRE PACKAGE	Model #	MSRP \$3276	SALE PRICE \$2126
Brand	Model # _FFSS2615TS	MSRP	SALE PRICE
Brand	Model # _FFEF3054TS	MSRP	SALE PRICE
Brand	Model # _FFMV1645TS	MSRP	SALE PRICE
Brand	Model # _FFCD2418US	MSRP	SALE PRICE
Brand FRIGIDAIRE	Model #	MSRP <u>\$4976</u>	SALE PRICE \$3076
Brand	Model # _FFHB2750TS	MSRP	SALE PRICE
Brand	Model # _FFEH3054US	MSRP	SALE PRICE
Brand	Model # _FFMV1645TS	MSRP	SALE PRICE
Brand	Model # _FFCD2418US	MSRP	SALE PRICE
Brand FRIGIDAIRE GALLERY	Model #	MSRP <u>\$6416</u>	SALE PRICE \$3846
Brand	Model # FGHD2368TD	MSRP	SALE PRICE
Brand	Model # _FGEF3059TD	MSRP	SALE PRICE
Brand	Model # FGMV176NTD	MSRP	SALE PRICE
Brand	Model # FGID2479SD	MSRP	SALE PRICE
Brand FRIGIDAIRE GALLERY	Model #	MSRP <u>\$5376</u>	SALE PRICE \$3176
Brand	Model # _FGHB2868TF	MSRP	SALE PRICE
Brand	Model # _FGEF3036TF	MSRP	SALE PRICE
Brand	Model # FGID2466QF	MSRP	SALE PRICE
Brand	Model # FGMV176NTF	MSRP	SALE PRICE
Brand ELECTROLUX LAUNDRY PAIR	Model # _EFLS627UTT	MSRP <u>\$2698</u>	SALE PRICE \$1898
Brand	Model # _EFME627UTT	MSRP	SALE PRICE
Brand	Model #	MSRP	SALE PRICE
Brand	Model #	MSRP	SALE PRICE
Brand	Model #	MSRP	SALE PRICE
Brand	Model #	MSRP	SALE PRICE



Monster Mailer • Legal Limit Max Order Form

 $\label{lem:email} \textit{Email orders to: } \textbf{ORDER@InvigorateMedia.com}$

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: _		Cell:		Email:			
Buyir	ng Group Affiliation:		Frigidaire R	ep Name:			
Step 1	Sale Dates Indicate your sale	le dates here:	2	Please List Art Artwork Version in white ie Version: LL2041WP; (address panel,	n Number	
Indicate number here:							
Do you want Scratch Off Promo? □ Yes □ No							
Step	Quantity Single I	-amily Homes: Select C)ne	Price with S	Scratch Off Pac	ckage:	
3	Monster Mailer	□ 1. 5,000 - \$2,393 □	2. 10,000 - \$4,03	39 🗖 1. 5,000 -	□ 1. 5,000 - \$2,543 □ 2. 10,000 - \$4,339		
	Legal Limit MAX	! 🗖 1. 5,000 - \$2,493 🗖	2. 10,000 - \$4,23	1 . 5,000 -	\$2,593 □ 2. 10	,000 - \$4,539	
	Additional Mailers	, Add: MONSTER - 38.9¢ ea	ch • LEGAL LIM	IT MAX - 40.9¢ each			
Financing & Special Offers: <i>All offers are solely the retailer's responsibility.</i> 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:							
Signature (REQUIRED):							
Step 6	Select ONE: □1.	Zip Codes - Complete	Below OR	☐ 2. Let us ru	n a radius arou	nd 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'1 SCFs: Add \$100							

Business Name:	Citv:	State:
DUSITIESS INATTIE.	City.	Siale.



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: \$_____ Model # REPLACE WITH: Brand Model # 2. **DELETE:** Brand CHANGE PRICE TO: \$ and/or CHANGE SAVE TO: \$ _____ 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: \$ _____ Model # REPLACE WITH: Brand Model # 7. **DELETE:** Brand CHANGE PRICE TO: \$ and/or CHANGE SAVE TO: \$ 8. **DELETE:** Brand Model # **REPLACE WITH:** Brand Model # CHANGE PRICE TO: \$ _____ and/or CHANGE SAVE TO: \$ _____ Model # REPLACE WITH: Brand Model # 9. **DELETE:** Brand CHANGE PRICE TO: \$_____ and/or CHANGE SAVE TO: \$____ ______ Model #______ **REPLACE WITH:** Brand ______ Model #_____ 10. **DELETE:** Brand 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: \$ _____ Model # REPLACE WITH: Brand Model # 13. **DELETE:** Brand CHANGE PRICE TO: \$ and/or CHANGE SAVE TO: \$