



**invigorate!**  
marketing & media

**Up to 85% CO-OP + FREE CO-OP FILING!**  
**MARKETING PLAYBOOK ASSET APPROVED**

# May is Maytag Month!

**The Biggest Maytag Sale of the Year!**

**85% CO-OP Whirlpool Exclusive dealers & 70% CO-OP Multi-Manufacturer dealers**

**Targeted Direct Mail is #1 Most Effective Method for Driving Immediate Sales. #1 R.O.I.**

- Option - Reduce prices up to 10% and remain co-op compliant
- We will re-approve any changes with HUB to avoid any surprises
- We will file your HUB claim for 85% or 70% if checked on order form

## **Event Dates May 2 – June 5**

|                           |                          |
|---------------------------|--------------------------|
| <b>Begin Event May 2</b>  | <b>Order by April 10</b> |
| <b>Begin Event May 9</b>  | <b>Order by April 17</b> |
| <b>Begin Event May 16</b> | <b>Order by April 23</b> |

## **Mailer Choices**

1. **The Monster Mailer tri-fold** Arrives in mail 6" x 10.5" and opens to 10.5" x 17" Only **39.9 Cents**.
2. **The Legal Limit MAX Postcard** 11"x 14" - The Largest Piece of Mail Allowed by Law! Only **41.9 Cents**.
3. **The Jumbo Card** 6" x 9" Only **36.9 Cents**.
4. **Private Sale Letter & Envelope** 8 1/2" x 11" Only **39.9**

**All orders Include** art with Edits, 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 store customer list – no charge to clean list - ask for details.

**We will file your HUB co-op paper work for you if indicated on order form at end of this PDF.**

**Add the "Scratch Off" Promotion to either mailer/3 Cents extra.** – Includes Scratch Off Sticker with Prize Numbers, \$10,000 Group Insurance Policy, (3) Kitchen-Aid Stand Mixers (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.

**Contact 800-770-5219**

|                     |   |                          |
|---------------------|---|--------------------------|
| <b>Bill Menkhus</b> | <b>bill_menkhus@invigoratemedia.com</b> | <b>Cell 636-524-1240</b> |
| <b>Doug Nelson</b>  | <b>doug_nelson@invigoratemedia.com</b>  | <b>Cell 636-578-8130</b> |

# 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  
**39.9¢** Includes  
Postage



**KitchenAid®**

CELEBRATING  
A CENTURY

THAT'S  
THE MARK  
OF A MAKER®

RECEIVE UP TO  
**\$1600**

BY MAIL WITH PURCHASE OF SELECT  
KITCHENAID® BRAND APPLIANCES\*

Valid Jan. 1 - July 10, 2019

**KitchenAid®**

**STAINLESS STEEL  
KITCHEN SUITE**



22.7 cu.ft. Counter-Depth  
Side-by-Side Refrigerator  
with Exterior Ice & Water  
KRSC503ESS



2.0 cu.ft. Over-the-  
Range Microwave  
with Sensor Functions  
KMHS120ESS



6.4 cu.ft. Electric  
Range with Even-  
Heat™ True Convection  
KFEK500ESS



46 DBA  
Dishwasher with  
ProWash™ Cycle  
KDFE104HPS

MSRP \$6346

**\$5095**

**SAVE \$1251**  
ON THE PACKAGE AFTER  
SAVINGS & \$200 REBATE

**CHRISTIE'S**  
*Appliance Co.*

**MAY IS  
MAYTAG**  
M O N T H

**MAY 2 - JUNE 5**

**BEST DEALS OF THE YEAR**  
ON MAYTAG APPLIANCES!

**Scratch & Win™**

Match your number in our store to see if you're our grand prize winner!



- \$10,000 Shopping Spree
- KitchenAid® Stand Mixer
- \$25 - \$50 Additional Instant Savings  
on purchases \$499 and 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  
Crystat City, MO 63019*

**Artwork Version: 01MM4295WP\_MayIsMaytag**

**MAYTAG®**

**FINGERPRINT RESISTANT  
STAINLESS STEEL KITCHEN**



25 cu.ft. French Door  
Refrigerator with  
PowerCold® Feature  
MFI2570FEZ



1.7 cu.ft. Compact Over-  
the-Range Microwave  
with Flush Hidden Vent  
MMV1174FZ



5.3 cu.ft. Electric  
Range with Precision  
Cooking™ System  
MER6600FZ  
MGR6600FZ - Gas add \$111

MSRP \$4466

**\$2899**



**SAVE \$1567**  
ON THE PACKAGE AFTER  
SAVINGS & \$400 REBATE

**10 YEAR**  
LIMITED PARTS  
WARRANTY



**DEPENDABILITY LASTS.**  
THESE DEALS WON'T.

**MAYTAG®**  
UP TO **\$700**

VIA PREPAID CARD BY MAIL WHEN YOU  
PURCHASE SELECT MAYTAG® APPLIANCES\*

MAY 2 - JUNE 5, 2019



Whirlpool®

## STAINLESS STEEL KITCHEN SUITE

Whirlpool®

## BLACK STAINLESS STEEL KITCHEN SUITE



**25 cu.ft. Side-by-Side Refrigerator** with Frameless Glass Shelves  
WRS325SDHZ

**5.3 cu.ft. Electric Range** with FlexHeat™ Dual Radiant Element  
WFE505W0HS  
WFG505M0BS - Gas add \$111



**1.7 cu.ft. Microwave Hood Combination** with Electronic Touch Controls  
WMH31017HS

**Stainless Steel Dishwasher** with 1-Hour Wash Cycle  
WDF520PADM

MSRP \$3366

**\$2724**

**SAVE \$642 ON THE PACKAGE!**



**25 cu.ft. French Door Refrigerator** with Exterior Ice & Water Dispenser  
WRF555SDHV

**5.3 cu.ft. Electric Range** with FlexHeat™ Dual Radiant Element  
WFE525S0HV



**1.9 cu.ft. Steam Microwave** with Sensor Cooking  
WMH32519HV

**Stainless Steel Tub Dishwasher** with 1-Hour Wash Cycle  
WDT750SAHV

MSRP \$4816

**\$4140**

**SAVE \$676 ON THE PACKAGE!**

**12 MONTHS SPECIAL FINANCING!\***

**SAVE UP TO 50%**  
ON CLOSEOUTS, SCRATCH-N-DENTS, ONE-OF-A-KINDS & MORE!\*

**MAYTAG® \$777 each**  
MSRP \$999



**SAVE \$444 ON THE PAIR!**

**NEW**

**10 YEAR LIMITED PARTS WARRANTY**

**4.5 cu.ft. Front Load Washer** with Extra Power and 12-hr Fresh Spin™ Option  
MHW5630HW

**7.3 cu.ft. Electric Dryer** with Extra Power and Quick Dry Cycle  
MED5630HW



**We Sell It & Service It**

**BUYING POWER** – We are a member of a \$15 Billion buying organization. The majority of our appliances are priced at or below home improvement store prices. Don't sacrifice quality service before or after the sale.

**BUY FROM A LOCALLY OWNED BUSINESS!**

**AMANA® \$443 each**  
MSRP \$599



**SAVE \$312 ON THE PAIR!**

**3.5 cu.ft. Top Load Washer** with Dual Action Agitator  
NTW4516FW

**6.5 cu.ft. Electric Dryer** with Wrinkle Prevent Option  
NED4655EW

**Whirlpool® \$899 each**  
MSRP \$999



**SAVE \$200 ON THE PAIR!**

**LOAD & GO™ DISPENSER**  
Simply add detergent once & skip refills for 20 loads!

**NEW!**

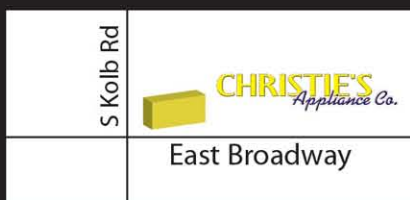
**4.5 cu.ft. Front Load Washer** with Load & Go™ Dispenser  
WFW5620HW

**7.4 cu.ft. Electric Dryer** with Wrinkle Shield™ Option  
WED5620HW

Selling & Servicing Major Appliances in Tucson Since 1956

**CHRISTIE'S Appliance Co.**

**7255 E. Broadway at S. Kolb • (520) 296-7218**



\*See store for complete details on all offers, financing and rebates. Visit maytag.com for warranty details. \*Applies only to refurbished, reconditioned, damaged or scratch & dent products. Limited Warranty. See associate for details. \*\*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: 1:250,000; KitchenAid® Stand Mixer: 3:100,000; Additional Discounts on minimum purchase of \$499 and above: \$25 XXXXX; \$30 XXXXX; \$50 XXXXX. 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 resident 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. ©/TM ©2019. All rights reserved. HUB Pre-Approval XXXXXX. 01MM4295WP\_MaytagMaytag cheilert ©2019 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.



# The Legal Limit **MAX!** Postcard

Anything bigger would be criminal.

**14 INCHES WIDE  
HUGE!**

**CHRISTIE'S**  
*Appliances Co.*

**MAY IS MAYTAG MONTH**  
MAY 2 - JUNE 5  
**BEST DEALS OF THE YEAR**  
ON MAYTAG APPLIANCES!

**MAYTAG FINGERPRINT RESISTANT STAINLESS STEEL KITCHEN**

20 cu. ft. French Door Refrigerator with PowerCold® Fresh Guard™ \$2899  
SAVE \$1567  
ON THE PACKAGE AFTER SAVINGS & \$500 REBATE

1.7 cu. ft. Compact Over-the-Range Microwave with Flash-Heating™ \$1099  
SAVE \$1567  
ON THE PACKAGE AFTER SAVINGS & \$500 REBATE

5.5 cu. ft. Electric Range with Precision Cooking™ System \$1099  
SAVE \$1567  
ON THE PACKAGE AFTER SAVINGS & \$500 REBATE

Stainless Steel Tub Dishwasher with PowerWash™ Cycle \$1099  
SAVE \$1567  
ON THE PACKAGE AFTER SAVINGS & \$500 REBATE

**UP TO \$700 REBATE** VIA PREPAID CARD BY MAIL WHEN YOU PURCHASE SELECT MAYTAG APPLIANCES MAY 2 - JUNE 5

**Whirlpool STAINLESS STEEL KITCHEN SUITE**

20 cu. ft. Side-by-Side Refrigerator with PowerLock® Fresh Guard™ \$2724  
SAVE \$642  
ON THE PACKAGE

1.7 cu. ft. Microwave \$1099  
SAVE \$1567  
ON THE PACKAGE

5.5 cu. ft. Electric Range with TrueCon® Dual Radiant Element \$1099  
SAVE \$1567  
ON THE PACKAGE

Stainless Steel Dishwasher with PowerWash™ Cycle \$1099  
SAVE \$1567  
ON THE PACKAGE

**Whirlpool BLACK STAINLESS STEEL KITCHEN SUITE**

20 cu. ft. French Door Refrigerator with PowerLock® Fresh Guard™ \$4140  
SAVE \$1676  
ON THE PACKAGE

1.7 cu. ft. Microwave \$1099  
SAVE \$1567  
ON THE PACKAGE

5.5 cu. ft. Electric Range with TrueCon® Dual Radiant Element \$1099  
SAVE \$1567  
ON THE PACKAGE

Stainless Steel Dishwasher with PowerWash™ Cycle \$1099  
SAVE \$1567  
ON THE PACKAGE

**KitchenAid STAINLESS STEEL KITCHEN SUITE**

20 cu. ft. French Door Refrigerator with PowerLock® Fresh Guard™ \$5095  
SAVE \$1251  
ON THE PACKAGE AFTER SAVINGS & \$500 REBATE

1.7 cu. ft. Microwave \$1099  
SAVE \$1567  
ON THE PACKAGE

5.5 cu. ft. Electric Range with TrueCon® Dual Radiant Element \$1099  
SAVE \$1567  
ON THE PACKAGE

Stainless Steel Dishwasher with PowerWash™ Cycle \$1099  
SAVE \$1567  
ON THE PACKAGE

**Scratch & Win**

Match your number in our store to see if you're our grand prize winner!

- \$10,000 Shopping Spree
- KitchenAid® Stand Mixer
- \$25 - \$50 Additional Instant Savings

**12 MONTHS SPECIAL FINANCING\***

**MAYTAG \$777 each**

4.5 cu. ft. Front Load Washer with Extra Power and 12 hr. Fresh Steam™ Cycle \$777

7.5 cu. ft. Electric Dryer with Extra Power and 12 hr. Fresh Steam™ Cycle \$777

**SAVE \$444 ON THE PAIR**

**CHRISTIE'S**  
*Appliances Co.*  
7255 E. Broadway at S. Kalo • (202) 296-7218

**SAVE 15-45%** ON CLOSURE, SCRATCH-N-DENTS, ONE-OF-A-KINDS & MORE!

**11 INCHES TALL**

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

As low as **41.9¢**  
Includes Postage

**255% BIGGER** Than our Jumbo Postcard!

**CHRISTIE'S**  
*Appliance Co.*



MAY 2 – JUNE 5

**BEST DEALS OF THE YEAR**  
ON MAYTAG APPLIANCES!

**MAYTAG®**

**FINGERPRINT RESISTANT  
STAINLESS STEEL KITCHEN**

**25 cu.ft. French Door  
Refrigerator with  
PowerCold® Feature**  
MFI2570FEZ

**1.7 cu.ft. Compact  
Over-the-Range  
Microwave with Flush  
Hidden Vent**  
MMV1174FZ

**5.3 cu.ft. Electric  
Range with Precision  
Cooking™ System**  
MER6600FZ  
MGR6600FZ - Gas add \$111

**Stainless Steel Tub  
Dishwasher with  
PowerBlast® Cycle**  
MDB4949SHZ



MSRP \$4466

**\$2899**



**SAVE \$1567**  
ON THE PACKAGE AFTER  
SAVINGS & \$400 REBATE

**10 YEAR**  
LIMITED PARTS  
WARRANTY

UP  
TO **\$700 REBATE**

VIA PREPAID CARD BY MAIL WHEN YOU PURCHASE SELECT  
MAYTAG® APPLIANCES\* MAY 2 - JUNE 5, 2019

**Whirlpool®**

**STAINLESS STEEL  
KITCHEN SUITE**

**Whirlpool®**

**BLACK STAINLESS STEEL  
KITCHEN SUITE**



**25 cu.ft. Side-by-Side  
Refrigerator with  
Frameless Glass Shelves**  
WRS325SDHZ



**1.7 cu.ft. Microwave  
Hood Combination with  
Electronic Touch Controls**  
WMH31017HS



**5.3 cu.ft. Electric Range  
with FlexHeat™ Dual  
Radiant Element**  
WFE505W0HS  
WFG505M0BS - Gas add \$111

MSRP \$3366

**\$2724**

**SAVE \$642**  
ON THE PACKAGE!

**Stainless Steel  
Dishwasher with  
1-Hour Wash Cycle**  
WDF520PADM



**25 cu.ft. French Door  
Refrigerator with Exterior  
Ice & Water Dispenser**  
WRF555SDHV



**1.9 cu.ft. Steam  
Microwave with  
Sensor Cooking**  
WMH32519HV



**5.3 cu.ft. Electric Range  
with FlexHeat™ Dual  
Radiant Element**  
WFE525SDHV

MSRP \$4816

**\$4140**

**SAVE \$676**  
ON THE PACKAGE!

**Stainless Steel Tub  
Dishwasher with  
1-Hour Wash Cycle**  
WDT750SAHV



**KitchenAid®**

CELEBRATING A CENTURY

THAT'S THE MARK OF A MAKER®

**RECEIVE UP TO \$1600**

BY MAIL WITH PURCHASE OF SELECT KITCHENAID® BRAND APPLIANCES\*

Valid Jan. 1 - July 10, 2019

**KitchenAid® STAINLESS STEEL KITCHEN SUITE**



22.7 cu.ft. Counter-Depth Side-by-Side Refrigerator with Exterior Ice & Water  
KRSC503ESS



2.0 cu.ft. Over-the-Range Microwave with Sensor Functions  
KMHS120ESS



6.4 cu.ft. Electric Range with Even-Heat™ True Convection  
KFE6500ESS



**SAVE \$1251**  
ON THE PACKAGE AFTER SAVINGS & \$200 REBATE

MSRP \*6346  
**\$5095**

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: 01LM4294WP\_MayIsMaytag

**AMANA® \$443 each** MSRP \*599



**SAVE \$312** ON THE PAIR!

3.5 cu.ft. Top Load Washer with Dual Action Agitator  
NTW4516FW

6.5 cu.ft. Electric Dryer with Wrinkle Prevent Option  
NED4655EW

**Whirlpool® \$899 each** MSRP \*999



**LOAD & GO™ DISPENSER**  
Simply add detergent once & skip refills for 20 loads!

**SAVE \$200** ON THE PAIR!

**NEW!**

4.5 cu.ft. Front Load Washer with Load & Go™ Dispenser  
WFW5620HW

7.4 cu.ft. Electric Dryer with Wrinkle Shield™ Option  
WED5620HW



**12 MONTHS SPECIAL FINANCING\***

**MAYTAG® \$777 each** MSRP \*999



**SAVE \$444** ON THE PAIR!

**NEW**

**10 YEAR** LIMITED PARTS WARRANTY

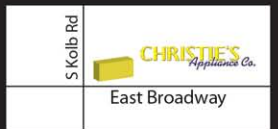
4.5 cu.ft. Front Load Washer with Extra Power and 12-hr Fresh Spin™ Option  
MHWS630HW

7.3 cu.ft. Electric Dryer with Extra Power and Quick Dry Cycle  
MED5630HW

Selling & Servicing Major Appliances in Tucson Since 1956

**CHRISTIE'S Appliance Co.**

7255 E. Broadway at S. Kolb • (520) 296-7218



**SAVE 15-45%**  
ON CLOSEOUTS,  
SCRATCH-N-DENTS,  
ONE-OF-A-KINDS  
& MORE!\*

\*See store for complete details of all offers, financing and rebates. Visit maytag.com for warranty details. \*Applies only to refurbished, reconditioned, damaged or scratch & dent products. Limited Warranty. See associate for details. ©/™ © 2019. All rights reserved. HUB Pre-Approval XXXXXX. 01LM4294WP\_MayIsMaytag chellett ©2019 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

# The Jumbo Postcard



**CHRISTIE'S**  
*Appliance Co.*



MAY 2 - JUNE 5

**BEST DEALS OF THE YEAR**  
ON MAYTAG APPLIANCES!

**SAVE 15-45%**

ON CLOSEOUTS, SCRATCH-N-DENTS, ONE-OF-A-KINDS & MORE!

**AMANA**

**Whirlpool**

**MAYTAG**

**KitchenAid**

**MAYTAG® FINGERPRINT RESISTANT  
STAINLESS STEEL KITCHEN**

MSRP  
\$4466

**\$2899**

**SAVE  
\$1567**

ON THE PACKAGE  
AFTER SAVINGS &  
\$400 REBATE



25 cu.ft. French  
Door Refrigerator  
with PowerCold®  
Feature  
MFI2570FEZ



1.7 cu.ft. Compact  
Over-the-Range  
Microwave with  
Flush Hidden Vent  
MMV1174FZ



5.3 cu.ft. Electric  
Range with Precision  
Cooking™ System  
MER6600FZ  
MGR6600FZ - Gas add \$111



Stainless Steel  
Tub Dishwasher  
with PowerBlast®  
Cycle  
MDB4949SHZ

UP  
TO **\$700 REBATE**

VIA PREPAID CARD BY MAIL WHEN  
YOU PURCHASE SELECT MAYTAG®  
APPLIANCES\* MAY 2 - JUNE 5, 2019

Whirlpool®

**\$899** MSRP \*999 each



**4.5 cu.ft. Front Load Washer with Load & Go™ Dispenser**  
WFW5620HW

**7.4 cu.ft. Electric Dryer with Wrinkle Shield™ Option**  
WED5620HW

MAYTAG®

**\$777** MSRP \*999 each



**4.5 cu.ft. Front Load Washer with Extra Power and 12-hr Fresh Hold® Option**  
MHW5630HW

**7.3 cu.ft. Electric Dryer with Extra Power and Quick Dry Cycle**  
MED5630HW

KitchenAid®

CELEBRATING A CENTURY



RECEIVE UP TO

**\$1600**

BY MAIL WITH PURCHASE OF SELECT KITCHENAID® BRAND APPLIANCES\*

Valid Jan. 1 - July 10, 2019

**12 MONTHS SPECIAL FINANCING!\***

Dealer Name  
Street Address  
City, State ZIP

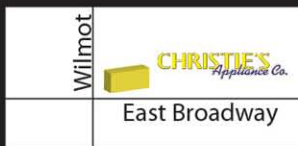
**POSTMASTER: Please Deliver X/XX, X/XX, X/XX OR CURRENT RESIDENT**

PRESORT STANDARD  
U.S. POSTAGE  
**PAID**  
INVIGORATE  
MEDIA

Selling & Servicing Major Appliances in Tucson Since 1956

**CHRISTIE'S**  
*Appliance Co.*

**6355 E. Broadway at Wilmot • (520) 296-7218**



\*See store for complete details of all offers, financing and rebates. Visit maytag.com for warranty details. \*Applies only to refurbished, reconditioned, damaged or scratch & dent products. Limited Warranty. See associate for details. ©/™ © 2019. All rights reserved. HUB Pre-Approval XXXXXX. 01JP4296WP\_MayIsMaytag cheiert ©2019 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

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

**Artwork Version: 01JP4296WP\_MayIsMaytag**



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**8 1/2" x 11" Letter**

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# MAY IS

# MAYTAG

# MONTH

## PRIVATE SALE

Thursday, May 9  
3pm-8pm

**CHRISTIE'S**  
*Appliance Co.*

7255 E. Broadway Blvd.  
Tucson, AZ 85710  
**775-782-5099**



Artwork Version: LE4293WP

**AMANA**

**Whirlpool**

**ONE DAY ONLY!**

**MAYTAG**

**KitchenAid**

Dear Friends & Family,

Take good care of this letter! It entitles you to take part in our Private Sale at **Christie's Appliance** on **Thursday, May 9th, from 3pm-8pm**.

**For 1 Day ONLY** you will have an opportunity to take advantage of our **BEST DEALS** of the Year! Receive our Lowest Prices of the Year on all brands including **Maytag®, Whirlpool®, KitchenAid® & Amana®**. Now is the time to save on every Laundry & Kitchen Appliance. For example...in addition to our Years Lowest Prices, **Receive up to a \$700 Rebate** on select Maytag® appliances and **up to a \$1,600 Rebate** on select KitchenAid® appliances!

**Save 15-40%** on select closeout and discontinued merchandise.

This **PRIVATE SALE** is for Letter Holders **ONLY** and will **NOT** be advertised anywhere else. Discounted prices will only be available during these hours. Bring a friend and register for a chance to win a brand new KitchenAid® Stand Mixer.

As always, we are there to serve you after the sale.

Hope to see you then!

*Dealer Staff*



**KitchenAid**

**In-Store Drawing  
for a KitchenAid®  
Stand Mixer!**

See sales associate for details.

**Preferred Friends** ADMISSION  
TICKET

**Register for your chance to WIN  
a KitchenAid® Stand Mixer!**

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

Please present this ticket for admission. One KitchenAid® Stand Mixer to be given away during the sale. Valid Thursday, May 9, 2019 ONLY.

**Preferred Family** ADMISSION  
TICKET

**Register for your chance to WIN  
a KitchenAid® Stand Mixer!**

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

Please present this ticket for admission. One KitchenAid® Stand Mixer to be given away during the sale. Valid Thursday, May 9, 2019 ONLY.

**12 MONTHS  
SPECIAL FINANCING  
AVAILABLE!\***

**Whirlpool**

**INVESTED IN  
AMERICA**

**AN AMERICAN COMPANY FOR OVER 100 YEARS**

Employing More U.S. Workers Than Any Other  
Major Appliance Manufacturer  
**Designed, Engineered & Assembled in the U.S.A.**



# MODEL LIST : MONSTER MAILER

May 2 - June 5  
May Is Maytag

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

**Prices are set at MAP or Current Promo MAP. If you would like to advertise at 10% less than MAP (the lowest Co-Opable price), please check [HERE...](#) ☐ **10% Off****

|       |                            |            |           |        |            |            |       |
|-------|----------------------------|------------|-----------|--------|------------|------------|-------|
| Brand | KitchenAid Kitchen Package |            | MSRP      | \$6346 | SALE PRICE | \$5095     |       |
| Brand | Model #                    | KRSC503ESS | MSRP      |        | SALE PRICE |            |       |
| Brand | Model #                    | KMHS120ESS | MSRP      |        | SALE PRICE |            |       |
| Brand | Model #                    | KFEG500ESS | MSRP      |        | SALE PRICE |            |       |
| Brand | Model #                    | KDFE104HPS | MSRP      |        | SALE PRICE |            |       |
| Brand | Maytag Kitchen Package     |            | MSRP      | \$4466 | SALE PRICE | \$2899     |       |
| Brand | Model #                    | MFI2570FEZ | MSRP      |        | SALE PRICE |            |       |
| Brand | Model #                    | MMV1174FZ  | MSRP      |        | SALE PRICE |            |       |
| Brand | Model #                    | MER6600FZ  | MSRP      |        | SALE PRICE |            |       |
| Brand | Model #                    | MDB4949SHZ | MSRP      |        | SALE PRICE |            |       |
| Brand | Whirlpool Kitchen Package  |            | MSRP      | \$3366 | SALE PRICE | \$2724     |       |
| Brand | Model #                    | WRS325SDHZ | MSRP      |        | SALE PRICE |            |       |
| Brand | Model #                    | WMH31017HS | MSRP      |        | SALE PRICE |            |       |
| Brand | Model #                    | WFE505W0HS | MSRP      |        | SALE PRICE |            |       |
| Brand | Model #                    | WDF520PADM | MSRP      |        | SALE PRICE |            |       |
| Brand | Whirlpool Kitchen Package  |            | MSRP      | \$4816 | SALE PRICE | \$4140     |       |
| Brand | Model #                    | WRF555SDHV | MSRP      |        | SALE PRICE |            |       |
| Brand | Model #                    | WMH32519HV | MSRP      |        | SALE PRICE |            |       |
| Brand | Model #                    | WFE525S0HV | MSRP      |        | SALE PRICE |            |       |
| Brand | Model #                    | WDT750SAHV | MSRP      |        | SALE PRICE |            |       |
| Brand | Maytag                     | Model #    | MHW5630HW | MSRP   | \$999      | SALE PRICE | \$777 |
| Brand | Maytag                     | Model #    | MED5630HW | MSRP   | \$999      | SALE PRICE | \$777 |
| Brand | Amana                      | Model #    | NTW4516FW | MSRP   | \$599      | SALE PRICE | \$443 |
| Brand | Amana                      | Model #    | NED4655EW | MSRP   | \$599      | SALE PRICE | \$443 |
| Brand | Whirlpool                  | Model #    | WFW5620HW | MSRP   | \$999      | SALE PRICE | \$899 |
| Brand | Whirlpool                  | Model #    | WED5620HW | MSRP   | \$999      | SALE PRICE | \$899 |



**Monster Mailer • Legal Limit Max • Jumbo Postcard • Letter**

# 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: \_\_\_\_\_ **Whirlpool Dealers** - Want us to file your HUB co-op paperwork on your behalf?: ☐ YES!

Whirlpool Rep: \_\_\_\_\_ **HUB Log-in Username:** \_\_\_\_\_ **Password:** \_\_\_\_\_

**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**

Monster Mailer ☐ 1. 5,000 - \$2,443 ☐ 2. 10,000 - \$4,139

Legal Limit MAX! ☐ 1. 5,000 - \$2,543 ☐ 2. 10,000 - \$4,339

Letter (8.5"x11") ☐ 1. 5,000 - \$2,443 ☐ 2. 10,000 - \$4,139

Jumbo Postcard Pricing:

☐ 1. 1,000 - \$799 ☐ 2. 2,000 - \$1,399

☐ 3. 3,000 - \$1,799 ☐ 4. 4,000 - \$2,099

☐ 5. 5,000 - \$2,293 ☐ 6. 10,000 - \$3,839

**Additional Mailers, ADD:** MONSTER - 39.9¢ each • LEGAL LIMIT MAX - 41.9¢ each

JUMBO POSTCARD - 36.9¢ each (on quantities over 5,000) • LETTER - 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 2018 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" • Jumbo Postcard 6" x 9" • Letter 8.5" x 11" | • Single Family Home Postage

Monster Mailer/Jumbo Postcard/Letter: 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:** \$ \_\_\_\_\_

### Transaction Information

**Adv. Compliance Review #:** 215334  
**Trade Customer #:** 000INVIGPA  
**Trade Customer Name:** 000INVIGPA  
**Status:** Compliant  
**Status Date:** 03/26/2019  
**Created Date:** 03/25/2019

### Policy Compliance and Approver Comments

#### Tags:

| Category | Code | Description         | Model |
|----------|------|---------------------|-------|
| Approval | A1   | Approved as claimed |       |

#### Approver Comments:

### Activity Information

**Program:** 2019 Whirlpool Portfolio  
**Media Type:** Direct Mail  
**Activity Start Date:** 05/02/2019  
**Activity End Date:** 06/05/2019  
**Expected Reimbursement %:** 70  
**Reference Comments:** 01LM4294WP\_MayIsMaytag  
**Models:**

| Model                 | Ad Price   | MAP           | Type | Offer | Offer Value         | Implied Price |
|-----------------------|------------|---------------|------|-------|---------------------|---------------|
| KitchenAid<br>Generic |            | N/A           | N/A  |       | \$1,600.00          |               |
| Maytag Generic        |            | N/A           | N/A  |       | \$700.00            |               |
| MFI2570FEZ            |            | \$1999.00     | PMAP |       |                     |               |
| MMV1174FZ             |            | \$259.00      | PMAP |       |                     |               |
| MER6600FZ             |            | \$721.00      | PMAP |       |                     |               |
| MDB4949SHZ            |            | \$588.00      | PMAP |       |                     |               |
| Suite                 | \$2,899.00 | N/A           | N/A  |       |                     |               |
| MGR6600FZ             |            | \$777.00      | PMAP |       |                     |               |
| Suite                 | \$3,010.00 | N/A           | N/A  |       |                     |               |
| 1 2 3 4               |            | Page size: 10 |      |       | 32 items in 4 pages |               |