



Pre-Approved Advertising! + FREE ACB FILING
80% CO-OP ACB Pre-Approved

BIG SUMMER EVENT!

GE + GE PROFILE

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

- **ACB Pre-Approved – Model Prices are LOWEST ADV Prices for co-op = MSRP/PROMO MAP LESS 10% – Can Increase/Change any prices/models - We will re-approve any changes with ACB to avoid surprises.**
- **We will file your 80% ACB claim for you if checked on order form.**

Event Dates: August 1 – 21

Begin August 1 - Order by July 11

Begin August 8 - Order by July 18

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.**

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 - 3 Cents extra. – Includes Scratch Off Sticker with Prize Numbers, \$10,000 Group Insurance Policy, (3) \$250 VISA Gift Card (zero dealer liabilities), and your option to add your own default prizes such as a Free 10-Year Component warranty with purchase - or additional dollar savings, Mounted Prize Board & extra mailers for walk in traffic.

800-770-5219

Bill Menkhus bill_menkhus@invigoratemediacom (cell 636-524-1240)

Doug Nelson doug_nelson@invigoratemediacom (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
39.9¢ Includes
Postage

4-PIECE STAINLESS KITCHEN SUITE



REG \$3206

\$2349

SAVE \$857

25.3 CU. FT. SIDE-BY-SIDE REFRIGERATOR

- LED Lighting
- Adjustable Door Bins

GSS25GSHSS

30" FREE-STANDING ELECTRIC RANGE

- Two 9" / 6" Power Boil Elements
- Self Clean Oven

JB645RKSS

1.6 CU. FT. OVER-THE-RANGE MICROWAVE OVEN

- Convenience Cooking Controls
- Auto and Time Defrost

JVM3160RFSS

DISHWASHER WITH FRONT CONTROLS

- WiFi Connect
- 1 Hour Wash

GDF510PSMSS

FAMILY OWNED & OPERATED SINCE 1948

Gerrit's
APPLIANCE & TV's

BIG SUMMER Event

AUGUST 1ST - 21ST

SAVE 15% TO 50%*
ON CLOSEOUTS, SCRATCH-N-DENTS,
ONE-OF-A-KINDS AND MORE!

Scratch & Win**

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

• \$10,000 Shopping Spree
• \$250 Visa® Gift Card
• \$25-\$50 Additional Instant Discounts
on purchases \$499 & up

DEALER NAME
Street Address
City, State ZIP

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

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

PRESORT STANDARD
U.S. POSTAGE
PAID
INVIGORATE
MEDIA

Artwork Version: 01MM4355GE_Summer Sale

STAINLESS STEEL KITCHEN SUITE



REG \$7996

\$6799

SAVE \$1197

22.2 CU. FT. FRENCH DOOR REFRIGERATOR

- Counter-Depth
- Hands-Free Autofill

PYE22KSKSS

30" SLIDE-IN FRONT CONTROL GAS RANGE

- Edge-To-Edge Cooktop
- 21,000 BTU Tri-Ring Burner

PGS930SELSS

1.7 CU. FT. CONVECTION OVER-THE-RANGE MICROWAVE OVEN

- Sensor Cooking Controls
- Chef Connect

PVM9179SKSS

INTERIOR DISHWASHER

- Hidden Controls
- Deep Clean Silverware Jets

PDT845SSJSS

**COME IN
TODAY
TO CHECK
OUT THESE
GREAT
DEALS!**



REG \$1909

\$1099

SAVE \$810



30" SLIDE-IN ELECTRIC RANGE

- 5th Element Warming Zone
- Smooth-Glide Storage Drawer

J5760SLSS



REG \$1009

\$809

SAVE \$200



20.8 CU. FT. TOP FREEZER REFRIGERATOR

- Gallon Door Bin
- Adjustable Glass Freezer Shelf

GT621FSKSS



REG \$1179

\$899

SAVE \$280



30" BUILT-IN GAS COOKTOP

- Precise Simmer Burner
- Heavy-Bast, Edge-To-Edge Grates

JGP5030SLSS

\$1499

SAVE \$650



30" BUILT-IN CONVECTION SINGLE WALL OVEN

- Precision Temperature Probe
- Self-Clean

JGP5030SLSS



GE APPLIANCES

4-PIECE SLATE KITCHEN SUITE

REG \$6476

\$4299

SAVE \$2177



27.8 CU. FT. FRENCH-DOOR REFRIGERATOR

- TwinChill™ Evaporators
- Second Icemaker Option

GFE28GMKES

1.9 CU. FT. OVER-THE-RANGE MICROWAVE OVEN

- Sensor Cooking Controls
- Easy Clean with Steam Clean Option

JVM7195EKES

30" SLIDE-IN ELECTRIC CONVECTION RANGE

- Fast Preheat
- Fifth Element Warming Zone

J5760ELES

INTERIOR DISHWASHER

- Easy Touch Adjustable Upper Rack
- Hidden Controls

GDT655SMJES

\$479



GE APPLIANCES

\$479



**SAVE \$270
ON THE PAIR!**



REG \$629

REG \$599

4.2 CU.FT. WASHER

- Stainless Steel Basket
- Heavy-Duty Agitator

GTW335ASNWW

7.2 CU.FT. ELECTRIC DRYER

- Auto Dry
- Aluminized Alloy Drum

GTD33EASKWW

\$579



GE APPLIANCES

\$579



**SAVE \$490
ON THE PAIR!**



REG \$849



REG \$799

4.5 CU.FT. WASHER

- Deep Fill
- WiFi Connect

GTW685BSLWS

7.4 CU.FT. ELECTRIC DRYER

- HE Sensor Dry
- WiFi Connect

GTD65EBSJWS



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

*Applies only to refurbished, reconditioned, damaged or scratch & dent products. All prices are after discounts and coupons. GE Brands are limited to 10% savings. See store for complete details on all offers, financing and rebates. **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 1:10,000 Shopping Spree 1:250,000; \$250 Visa® Gift Card 3:XX,XXX; Additional Discounts on minimum purchase of \$499 and above. Excluding GE Cafe and GE Profile Appliances.: \$25 XXX,XXX; \$30 XXX,XXX; \$50 XXX,XXX. 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. 01MM4355GE_Summer Sale Kelley ©2019 Invisage Media, LLC. All Rights Reserved. 800-770-5219.

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
41.9¢
Includes Postage

255% BIGGER Than our Jumbo Postcard!

Than our Jumbo Postcard!



FAMILY OWNED & OPERATED SINCE 1948

Gerrit's
APPLIANCE & TV's

BIG SUMMER Event

AUGUST 1ST - 21ST

SAVE 15% TO 50%* ON CLOSEOUTS, SCRATCH-N-DENTS, ONE-OF-A-KINDS AND MORE!



STAINLESS STEEL KITCHEN SUITE

REG #7996

\$6799

SAVE \$1197



22.2 CU. FT. FRENCH DOOR REFRIGERATOR

- Counter-Depth
- Hands-Free Autofill

PYE22SKSS

1.7 CU. FT. CONVECTION OVER-THE-RANGE MICROWAVE OVEN

- Sensor Cooking Controls
- Chef Connect

PVM9179SKSS

30" SLIDE-IN FRONT CONTROL GAS RANGE

- Edge-To-Edge Cooktop
- 21,000 BTU Tri-Ring Burner

PGS930SELSS



INTERIOR DISHWASHER

- Hidden Controls
- Deep Clean Silverware Jets

PDT8455JSS



GE APPLIANCES

4-PIECE STAINLESS KITCHEN SUITE

REG #3206

\$2349

SAVE \$857



25.3 CU. FT. SIDE-BY-SIDE REFRIGERATOR

- LED Lighting
- Adjustable Door Bins

GSS25GSHSS

30" FREE-STANDING ELECTRIC RANGE

- Two 9"/6" Power Boil Elements
- Self Clean Oven

JB645RKSS

1.6 CU. FT. OVER-THE-RANGE MICROWAVE OVEN

- Convenience Cooking Controls
- Auto and Time Defrost

JVM3160RFSS

DISHWASHER WITH FRONT CONTROLS

- WiFi Connect
- 1 Hour Wash

GDFS10PSMSS



GE APPLIANCES

4-PIECE SLATE KITCHEN SUITE

REG #6476

\$4299

SAVE \$2177



27.8 CU. FT. FRENCH-DOOR REFRIGERATOR

- TwinChill™ Evaporators
- Second Iceemaker Option

GFE28MKES

30" SLIDE-IN ELECTRIC CONVECTION RANGE

- Fast Preheat
- Fifth Element Warming Zone

JS760ELES

1.9 CU. FT. OVER-THE-RANGE MICROWAVE OVEN

- Sensor Cooking Controls
- Easy Clean with Steam Clean Option

JVM719SEKES

INTERIOR DISHWASHER

- Easy Touch Adjustable Upper Rack
- Hidden Controls

GDT655MJES



GE APPLIANCES

REG #1909

\$1099**SAVE \$810****30" SLIDE-IN ELECTRIC RANGE**

- 5th Element Warning Zone
- Smooth-Glide Storage Drawer

J5760SLSS



GE APPLIANCES

REG #1009

\$809**SAVE \$200****20.8 CU. FT. TOP FREEZER REFRIGERATOR**

- Gallon Door Bin
- Adjustable Glass Freezer Shelf

GT52IFSKSS



GE APPLIANCES

REG #1179

\$899**SAVE \$280****30" BUILT-IN GAS COOKTOP**

- Precise Simmer Burner
- Heavy-Bast, Edge-To-Edge Grates

JGP5030SLSS

\$1499**SAVE \$650****30" BUILT-IN CONVECTION SINGLE WALL OVEN**

- Precision Temperature Probe
- Self-Clean

JGP5030SLSS

\$479

GE APPLIANCES

\$479**SAVE \$270 ON THE PAIR!**

REG #629

REG #599

4.5 CU.FT. WASHER

- Stainless Steel Basket
- Heavy-Duty Agitator

GTW3354SNWW

7.2 CU.FT. ELECTRIC DRYER

- Auto Dry
- Aluminized Alloy Drum

GTD33EASKWW

\$579

GE APPLIANCES

\$579**SAVE \$490 ON THE PAIR!**

REG #849

REG #799

4.5 CU.FT. WASHER

- Deep Fill
- WiFi Connect

GTW685SLWS

7.4 CU.FT. ELECTRIC DRYER

- HE Sensor Dry
- WiFi Connect

GTD68E5JWS

**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

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: 01LM4354GE_Summer Sale



SAVE BIG ON ALL

**GE & GE
PROFILE
WALL OVENS
& COOKTOPS!
EVEN ON
SPECIAL
ORDERS!**

*Applies only to refurbished, reconditioned, damaged or scratch & dent products. GE Brands are limited to 10% savings. See store for complete details of all offers, financing and rebates. 01LM4354GE Summer Sale tkelley ©2019 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

MODEL LIST : MONSTER MAILER

**Some models may not appear on smaller mailers*

August 1st - August 21st
SUMMER SALE!

Brand	GE	Model #	Slate Kitchen	REG	\$6476	SALE	\$4299	SAVE	\$2177
Brand		Model #	GFE28GMKES	REG		SALE		SAVE	
Brand		Model #	JS760ELES	REG		SALE		SAVE	
Brand		Model #	JVM7195EKES	REG		SALE		SAVE	
Brand		Model #	GDT655SMJES	REG		SALE		SAVE	
Brand	GE Profile	Model #	Stainless Kitchen	REG	\$7996	SALE	\$6799	SAVE	\$1197
Brand		Model #	PYE22KSKSS	REG		SALE		SAVE	
Brand		Model #	PVM9179SKSS	REG		SALE		SAVE	
Brand		Model #	PGS930SELSS	REG		SALE		SAVE	
Brand		Model #	PDT845SSJSS	REG		SALE		SAVE	
Brand	GE	Model #	Stainless Kitchen	REG	\$3206	SALE	\$2349	SAVE	\$857
Brand		Model #	GSS25GSHSS	REG		SALE		SAVE	
Brand		Model #	JB645RKSS	REG		SALE		SAVE	
Brand		Model #	JVM3160RFSS	REG		SALE		SAVE	
Brand		Model #	GDF510PSMSS	REG		SALE		SAVE	
Brand	GE	Model #	JS760SLSS	REG	\$1909	SALE	\$1099	SAVE	\$810
Brand	GE	Model #	GTS21FSKSS	REG	\$1009	SALE	\$809	SAVE	\$200
Brand	GE	Model #	JGP5030SLSS	REG	\$1179	SALE	\$899	SAVE	\$280
Brand	GE	Model #	JGP5030SLSS	REG	\$2149	SALE	\$1499	SAVE	\$650
Brand	GE	Model #	GTW335ASNWW	REG	\$629	SALE	\$479	SAVE	\$150
Brand	GE	Model #	GTD33EASKWW	REG	\$599	SALE	\$479	SAVE	\$120
Brand	GE	Model #	GTW685BSLWS	REG	\$849	SALE	\$579	SAVE	\$270
Brand	GE	Model #	GTD65EBSJWS	REG	\$799	SALE	\$579	SAVE	\$220



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: _____ GE Rep Name: _____

GE Dealers - Want us to file your ACB co-op paperwork on your behalf?: ☐ YES! **GE Customer Number:** _____

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

Step 3

Quantity Single Family Homes: **Select One**

Price with Scratch Off Package:

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

☐ 1. 5,000 - \$2,593 ☐ 2. 10,000 - \$4,439

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

☐ 1. 5,000 - \$2,693 ☐ 2. 10,000 - \$4,639

Additional Mailers, Add: MONSTER - 39.9¢ each • LEGAL LIMIT MAX - 41.9¢ 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:** \$ _____