

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

Labor Day Savings!

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 22 – September 11 Begin August 22 - Order by August 7 Begin August 29 - Order by August 13

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.**

<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 - 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@invigoratemedia.com (cell 636-524-1240)
Doug Nelson doug_nelson@invigoratemedia.com (cell 636-578-8130)

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



— 10.5 INCHES **WIDE** —



295% BIGGER Than our Jumbo Postcard!

As low as

1996 Includes
Postage

7 INCHES TALI









4-PIECE STAINLESS KITCHEN SUITE

SAVE \$971 on the package!



25.3 CU. FT. SIDE-BY-SIDE

- REFRIGERATOR • LED Lighting
- \bullet 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



SAVE 15% TO 50%

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

Scratch

• \$10,000 Shopping Spree



• \$250 Visa® Gift Card

• \$25-\$50 Additional Instant Discounts

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

DEALER NAME Street Address City, State ZIP

930

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

PRESORT STANDARD U.S.POSTAGE PAID INVIGORATE MEDIA

115 Mississippi Qu≥ Crystat City, MO 63019

Artwork Version: 01MM4365GE LaborDay

SAVE **UP TO** 1200 ON GE PROFILE **KITCHEN**

APPLIANCES!*

Profile

PA AMERICA

STAINLESS STEEL KITCHEN SUITE









22.2 CU. FT. FRENCH DOOR REFRIGERATOR

- Counter-Depth
- Hands-Free Autofill PYE22KSKSS

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

- Sensor Cooking Controls
- Chef Connect PVM9179SKSS

30" SLIDE-IN FRONT CONTROL GAS RANGE

- WiFi Connect
- 21,000 BTU Tri-Ring Burner PGS930SELSS

24" STAINLESS STEEL DISHWASHER

- · Dry Boost
- Deep Clean Silverware Jets PDT715SYNFS

COME IN TODAY TO CHECK OUT THESE GREAT DEALS!





17.3 CU. FT. FROST FREE

• Clear Slide-Out Freezer Bins





17.5 CU. FT. TOP FREEZER REFRIGERATOR

- #1 in Quality & Dependability
- Adjustable Spillproof Glass Shelves

12 MONTHS SPECIAL FINANCING*





GE APPLIANCES 4-PIECE STAINLESS STEEL KITCHEN SUITE





AMERICA

(0



22.2 CU. FT. FRENCH-DOOR REFRIGERATOR

- Counter-Depth Design
- Second Icemaker Option GYF22HSKSS

30" SLIDE-IN **ELECTRIC CONVECTION RANGE**

- Fast Preheat
- Fifth Element Warming Zone JS760SLSS

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

- Sensor Cooking Controls
- Easy Clean with Steam Clean Option JVM7195SKSS

24" STAINLESS STEEL DISHWASHER

- Dry Boost
- Bottle Jets GDT645SSNSS





4.5 CU.FT. WASHER

- Stainless Steel Basket
- Deep Clean Cycle GTW465ASNWW

7.2 CU.FT. ELECTRIC DRYER

- Auto Dry
- Aluminized Alloy Drum GTD42EASJWW



GE APPLIANCES



4.6 CU.FT. WASHER

- Deep Fill
- Stain Pretreat GTW500ASNWS

7.2 CU.FT. ELECTRIC DRYER

- HE Sensor Dry
- Extended Tumble GTD45FASJWS



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 rebelse. *Temployees of retailer, mail-house, associale sponsors and ad agency as well as their family members of the same household are not eligible. Restrictions apply. No purches necessary. Odds of winning \$10,000 Shopping Spree 1:350,000; \$250 Visa® GIII Card 3XX,XXX, \$40ditional Discounts on minimum purchase necessary. Odds of winning \$10,000 Shopping Spree 1:350,000; \$250 Visa® GIII Card 3XX,XXX, \$50 XXXXXXXX. Mail piece must be \$499 and above, Excluding 6E offaet and GE Profite Appliances: \$25 XXXXXXXX, \$30 XXXXX,XXX, \$50 XXXXXXXXX. 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 via U.S. Mail. Winning numbers are predetermined. Winning numbers will not be disclosed over the telephone. Only valid during event dates and hours. Volid WHERE PROHIBITED BY LAW. 01MM4365GE_LaborDay cheltert @2019 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

The Legal Limit MAX! Postcard

Anything bigger would be criminal.





14 INCHES WIDE

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

As low as Includes Postage

255% BIGGER Than our Jumbo Postcard!

INCHES



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



4-PIECE STAINLESS KITCHEN SUITE

AMERICA









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 IR645PKSS

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



4-PIECE STAINLESS STEEL **KITCHEN SUITE**





AMERICA





\$2070

on the

package!

22.2 CU. FT. FRENCH-DOOR REFRIGERATOR

- · Counter-Depth Design
- · Second Icemaker Option GYE22HSKSS

30" SLIDE-IN FLECTRIC

- CONVECTION RANGE
- · Fast Preheat · Fifth Element Warming Zone

1.9 CU. FT. **OVER-THE-RANGE**

- MICROWAVE OVEN · Sensor Cooking Controls
- · Easy Clean with Steam Clean Option

JVM7195SKSS 24" STAINLESS STEEL DISHWASHER

· Dry Boost

JS760SLSS

· Bottle Jets GDT645SSNSS



AMERICA

STAINLESS STEEL **KITCHEN SUITE**











22.2 CU. FT. 1.7 CU. FT. CONVECTION FRENCH DOOR **OVER-THE-RANGE** REFRIGERATOR MICROWAVE OVEN

AMERICA

- · Counter-Depth • Hands-Free Autofill PYE22KSKSS
 - Sensor Cooking Controls · Chef Connect PVM9179SKSS

30" SLIDE-IN FRONT CONTROL GAS RANGE

• WiFi Connect

PGS930SELSS

• 21,000 BTU Tri-Ring Burner

24" STAINLESS • Dry Boost

• Deep Clean Silverware Jets

PDT715SYNFS

STEEL DISHWASHER

SAVE UP TO \$1200

ON GE PROFILE KITCHEN APPLIANCES!







SAVE \$130

17.5 CU. FT. TOP FREEZER REFRIGERATOR

- #1 in Quality & Dependability
- · Adjustable Spillproof Glass Shelves

GTS18GTHWW

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

Artwork Version: 01LM4364GE LaborDay

12 MONTHS SPECIAL FINANCING*



SAVE \$370

ON THE PAIR!



S GE APPLIANCES \$540



4.5 CU.FT. WASHER

- · Stainless Steel Basket
- Deep Clean Cycle GTW465ASNWW

REG \$729

REG \$699 7.2 CU.FT. ELECTRIC DRYER

- · Auto Dry
- · Aluminized Alloy Drum GTD42EASJWW

4.6 CU.FT. WASHER · Deep Fill

- HE Sensor Dry
- Stain Pretreat GTW500ASNWS
- Extended Tumble GTD45FASJWS



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. GE Brands are limited to 10% savings. See store for complete details of all offers, financing and rebates, 01LM4364GE_LaborDay cheitert ©2019 Invigorate Media, LLC. All Rights Reserved, 800-770-5219.



ORDERS!

MODEL LIST: MONSTER MAILER

*Some models may not appear on smaller mailers

Brand <u>GE</u>	_ Model #	Stainless Kitchen	REG		_ SALE _		_SAVE _	\$971
Brand	_ Model #	GSS25GSHSS	REG	\$1599	_ SALE _	\$1099	_SAVE _	
Brand	_ Model #	JB645RKSS	REG	\$759	_ SALE _	\$549	_SAVE _	
Brand	_ Model #	JVM3160RFSS	REG	\$289	_ SALE _	\$188	_SAVE _	
Brand	_ Model #	GDF510PSMSS	REG	\$559	_ SALE _	\$399	_SAVE _	
Brand GE Profile	_ Model #	Stainless Kitchen	REG		_ SALE _		_SAVE _	\$1700
Brand	_ Model #	PYE22KSKSS	REG	\$3199	_ SALE _	\$2529	_SAVE _	
Brand	_ Model #	PVM9179SKSS	REG	\$649	_ SALE _	\$539	_SAVE _	
Brand	_ Model #	PGS930SELSS	REG	\$2699	_ SALE _	\$2099	_SAVE _	
Brand	_ Model #	PDT715SYNFS	REG	\$1019	_ SALE _	\$699	_SAVE _	
Brand <u>GE</u>	_ Model #	FUF17DLRWW	REG	\$899	_ SALE _	\$799	_SAVE _	\$100
Brand <u>GE</u>	_ Model #	GTS18GTHWW	REG	\$709	_ SALE _	\$579	_SAVE _	\$130
Brand <u>GE</u>	_ Model #	Stainless Kitchen	REG		_ SALE _		_SAVE _	\$2070
Brand	_ Model #	GYE22HSKSS	REG	\$3129	_ SALE _	\$2199	_SAVE _	
Brand	_ Model #	JS760SLSS	REG	\$1909	_ SALE _	\$1099	_SAVE _	
Brand	_ Model #	JVM7195SKSS	REG	\$469	_ SALE _	\$359	_SAVE _	
Brand	_ Model #	GDT645SSNSS	REG	\$819	_ SALE _	\$599	_SAVE _	
Brand <u>GE</u>	_ Model #	GTW465ASNWW	REG	\$729	_ SALE _	\$529	_SAVE _	\$200
Brand <u>GE</u>	_ Model #	GTD42EASJWW	REG	\$699	_ SALE _	\$529	_SAVE _	\$170
Brand <u>GE</u>	_ Model #	GTW500ASNWS	REG	\$779	_ SALE _	\$549	_SAVE _	\$230
Brand <u>GE</u>	_ Model #	GTD45EASJWS	REG	\$749	_ SALE _	\$549	_SAVE _	\$200
Brand	_ Model #		REG		_ SALE _		_SAVE _	
Brand	_ Model #		REG		_ SALE _		_SAVE _	



Monster Mailer • Legal Limit Max

Order Form

Email orders to: ORDER@InvigorateMedia.com or Fax orders to: **636-794-3223**

	intario	etingo	nedia	Sales: 1	-800-//0-5219	Doug Nelson or	Bill Menkhus		
Busir	ness Name:	ss Name: Contact Name:							
Address:			C	ity:		State:	Zip:		
Phor	ne:		Cell:		Email:				
Buyiı	ng Group Affiliation:			GE Rep N	ame:				
GE D	Pealers - Want us to fi	le your <i>l</i>	ACB co-op paperwork or	n your behalf?: 🗖 `	YES! GE Custom	er Number:			
Step	Sale Dates			Step Ple	ase I ist Artı	work Versio	n Number		
1	Indicate your sale dates here:				Please List Artwork Version Number Artwork Version in white address panel, ie Version: LL2041WP; 01MM954X)				
	Indicate number here:								
	Do you want "	Scrat	ch Off" Promo? [☐ Yes ☐ No					
Step	Quantity Single	Family	<u> Homes</u> : Select One	•	Price with S	cratch Off Pac	:kage:		
3	Monster Mailer □ 1. 5,000 - \$2,443 □ 2. 10,000				4,139 1 1. 5,000 - \$2,593 2 1. 10,000 - \$4,439				
	Legal Limit MAX	! □ 1.	5,000 - \$2,543 🗖 2 . 1	0,000 - \$4,339	1 . 5,000 - 3	\$2,693 🗖 2 . 10	,000 - \$4,639		
	Additional Mailers	s, Add: N	MONSTER - 39.9¢ each	• LEGAL LIMIT MA	X - 41.9¢ each				
Step 4	Financing offer ter	ms - #		; With	Payments? YES	S or NO; Minimu	g, Rebates, Free Delivery,etc. um Purchase: \$		
(oonsibility foo	icts of God, strikes, shipping fail		eatured merchandise.	nvigorate Media shall	ocessed without a signature) not be responsible for nondelivery or rect mail costs are based on US postal		
Step 6	·		odes - Complete Be	low OR [∃2. Let us run	a radius arou	nd your store		
	Call us	for fr	ee consultatio	on on selec	ting your	mailing lis	t		
1.		2.	3.		4.		5.		
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Pric	ing Includes	\$50,	000+Househol	d Median In	come				
• Sing	le Family Home Mailing L	ist	Monster 10.5" x 17" • 1	egal Limit Max! 11" x 1	4"	• Single	Family Home Postage		
			ne List OR Dealer's Customer Lis me List OR Dealer's Customer Lis			Ad	d'I 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: \$