

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

# **Holiday Sales Event!**

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.

- Models are at PROMO MAP = Lowest Price. Normal MAP models can be less 10%
- Make ANY Changes to art. Your art will be pre-approved by HUB
- We will file your HUB claim for 85% or 70% if checked on order form

#### **Event Dates December 12 - 22 Order by November 20**

#### **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. From \$799 all Inclusive.
- 4. Private Sale Letter & Envelope 8/12 x 11" Only 39.9 cents.

<u>All orders Include</u> 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.

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

Bill Menkhus bill\_menkhus@invigoratemedia.com Cell 636-524-1240

Doug Nelson doug\_nelson@invigoratemedia.com Cell 636-578-8130

Proven by Monsterous Results 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

19 9 Includes
Postage

17 INCHES TALI





Scratch & Win

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

Dealer Name Street Address City, State ZIP

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

U.S.POSTAGE PAID INVIGORATE MEDIA

CRystat City, MO 63019

December 12th - 22nd

Artwork Version: 03MM4449WP\_Holiday

# **MAYTAG**<sup>®</sup>



## **4-PIECE CAST IRON BLACK KITCHEN SUITE**

25 cu.ft. Side-by-Side Refrigerator with Exterior Ice and Water Dispenser MSS25C4MGK

1.9 cu.ft. Over-the-Range Microwave with **Dual Crisp Function** MMV4207JK

6.4 cu.ft. Electric Range with True Convection and Power Preheat MER8800HK MGR8800HK - Gas add \$111

**Top Control Powerful** Dishwasher with PowerBlast® Cycle MDB7959SHK







SAVE \$117' ON THE PACKAGE!



# We Sell It & Service It

**BUYING POWER** – We are a member of a \$19 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!**



## **MAYTAG**<sup>®</sup>



#### FINGERPRINT RESISTANT STAINLESS STEEL KITCHEN







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

1.9 cu.ft. Compact Overthe-Range Microwave with Stainless Steel Cavity 5.3 cu.ft. Electric Range with Precision Cooking™ System MER6600FZ MGR6600FZ - Gas add \$111

Stainless Steel Tub Dishwasher with PowerBlast® Cycle

#### AMANA

Refrigerator with Dual Pad External Ice &

Water Dispense

#### STAINLESS STEEL KITCHEN SUITE



1.6 cu.ft. Over-the-Range Microwave with Add 0:30

999



4.8 cu.ft. Electric Range with Extra-Large Oven Window AER6303MFS AGR5330BAS - Gas

Stainless Steel **Dishwasher** with Triple Filter Wash System

# irligool 11111 Lolicay Saving on all Whirlpool Kitchen Appliances!

## 12 MONTHS SPECIAL FINANCING!

# Whirlpool

# \$674 each



4.3 cu.ft. Top Load Washer with Deep Water Wash Cycle

7.0 cu.ft. **Electric Dryer** with Wrinkle Shield™ Plus

## Whirlpool



4.5 cu.ft. Closet-**Depth Front Load** Washer with Load & Go™ Dispenser

7.4 cu.ft. Electric Dryer with Intuitive Touch Controls

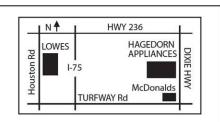
## **MAYTAG<sup>®</sup>**



4.7 cu.ft. Top Load Washer with Deep Fill Option & PowerWash® Cycle 7.0 cu.ft. Electric Dryer with Steam-**Enhanced Cycles** 



4432 Dixie Highway • Erlanger, KY 41018 • 859-342-6060



www.hagedornappliance.com



# 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** 





#### 12 MONTHS SPECIAL FINANCING!"

**MAYTAG**<sup>®</sup>



**4-PIECE CAST IRON BLACK KITCHEN SUITE** 

MSRP \$3976

25 cu.ft. Side-by-Side Refrigerator with Exterior Ice and Water Dispenser MSS25C4MGK

10 YEAR 1.9 cu.ft. Over-the-

Range Microwave with Dual Crisp Function MMV4207JK

**SAVE \$1177** ON THE PACKAGE!

6.4 cu.ft. Electric Range

with True Convection and

Power Preheat

MER8800HK MGR8800HK - Gas add \$111

**\$2799** 

Top Control Powerful Dishwasher with PowerBlast® Cycle MDB7959SHK

#### **MAYTAG**<sup>®</sup>



**FINGERPRINT RESISTANT** STAINLESS STEEL KITCHEN



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





1.9 cu.ft. Compact Overthe-Range Microwave with Stainless Steel Cavity MMV1175JZ

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

Stainless Steel Tub Dishwasher with PowerBlast® Cycle MDB4949SHZ

### AMANA° STAINLESS STEEL KITCHEN SUITE

\$1999 SAVE \$657 ON THE PACKAGE!

25 cu.ft. Side-by-Side Refrigerator with Dual Pad External Ice & Water Dispenser ASI2575GRS

4.8 cu.ft. Electric Range with Extra-Large Oven Window AER6303MFS AGR530BAS - Gas

SAVE \$150 ON THE

1.6 cu.ft. Over-the-Range Microwave with Add 0:30 Seconds

Stainless Steel Dishwasher with Triple Filter Wash System ADB1400AGS 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 Nalson 115 Mississippi Qua Crystat City, MO 63019

Artwork Version: 03LM4448WP\_Holiday



\$674 MSRP 7740

4.3 cu.ft. Top Load Washer with Deep Water Wash Cycle

7.0 cu.ft.
Electric Dryer
with Wrinkle
Shield™ Plus
wedsoodbw

Whirlpool

\$809 each



SAVE \$180 ON THE

SHOWN WITH OPTIONAL PEDESTALS

4.5 cu.ft. Closet-Depth Front Load Washer with Load & Go™ Dispenser

7.4 cu.ft. Electric Dryer with Intuitive Touch Controls WED5620HW



MAYTAG<sup>®</sup> \$

899 each



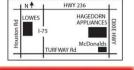
SAVE \$200 ON THE PAIR!

4.7 cu.ft. Top Load Washer with Deep Fill Option & PowerWash® Cycle

> 7.0 cu.ft. Electric Dryer with Steam-Enhanced Cycles MEDB766FW



4432 Dixie Highway • Erlanger, KY 41018 • 859-342-6060



www.hagedornappliance.com

"See store for complete details of all offers, financing and rebates. Visit maytag.com for warranty details. ®/™ © 2019. All rights reserved. HUB Pre-Approval XXXXXX, 03LM4448WP\_Holiday cheitert ©2019 Invigorate Media, LLC, All Rights Reserved. 800-770-5219.





### **MAYTAG**°

# FINGERPRINT RESISTANT STAINLESS STEEL KITCHEN

MSRP \$4246 \$2999









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

**5.3 cu.ft. Electric Range** with Precision Cooking<sup>™</sup> System

MER6600FZ

MGR6600FZ - Gas add \$111

1.9 cu.ft. Compact Over-the-Range Microwave with Stainless Steel Cavity MMV1175JZ

Stainless Steel Tub Dishwasher with PowerBlast® Cycle
MDB49499HZ

# Whirlpool

# **LAUNDRY**

**PAIRS** 

674 each



4.3 cu.ft. Top Load Washer with Deep Water Wash Cycle WTW5000DW

7.0 cu.ft. **Electric Dryer** with Wrinkle Shield™ Plus WFD5000DW

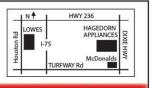


4.5 cu.ft. Closet-**Depth Front Load** Washer with Load & Go™ Dispenser WFW5620HW

7.4 cu.ft. **Electric Drver** with Intuitive **Touch Controls** WFD5620HW



4432 Dixie Highway • Erlanger, KY 41018 • 859-342-6060



www.hagedornappliance.com

\*See store for complete details of all offers, financing and rebates. Visit maytag.com for warranty details. ®/™ © 2019. All rights reserved. HUB Pre-Approval XXXXXX. 03JP4450WP\_Holiday cheltert ©2019 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

### **KitchenAid**°

RECEIVE **UP TO** 



BY MAIL WITH PURCHASE OF SELECT KITCHENAID® BRAND APPLIANCES' Valid September 26 - December 31, 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

Artwork Version: 03JP4450WP Holiday

# -Alternate Jumbo Card-

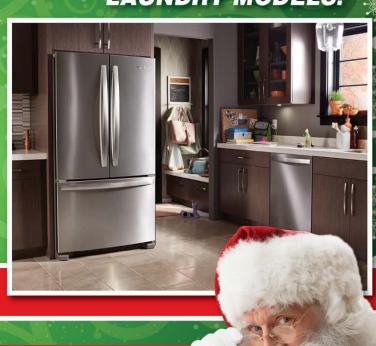
# CHRISTIE'S Appliance Co.

# HUGE SAVINGS

ON ALL KITCHEN & LAUNDRY MODELS!

# HADDY HOLLIDAY SAVINGS

December 12th - 22nd



AMANA Whirlpool MAYTAG KitchenAid

# Whirlpool

#### LAUNDRY PAIRS

\$674 each



4.3 cu.ft. Top Load Washer with Deep Water Wash Cycle wtwsooodw 7.0 cu.ft.
Electric Dryer
with Wrinkle
Shield™ Plus

\$809 each



4.5 cu.ft. Closet-Depth Front Load Washer with Load & Go™ Dispenser 7.4 cu.ft. Electric Dryer with Intuitive Touch Controls WED5620HW



\*See store for complete details of all offers, financing and rebates. Visit maytag.com for warranty details. ®/™ © 2019. All rights reserved. HUB Pre-Approval XXXXXX JP4454WP\_Holiday cheitert ©2019 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

### **KitchenAid**°

\$1600



BY MAIL WITH PURCHASE OF SELECT KITCHENAID® BRAND APPLIANCES' Valid September 26 - December 31, 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

Doug Telson 115 Mississippi Que Crystat City, MO 63019

Artwork Version: JP4454WP\_Holiday







1770 Hwy 395 Minden, NV 89423 775-782-5099

Artwork Version: LE4455WP

#### THURSDAY, DECEMBER 12TH 3PM-8PM

AMANA Whirlpool MAYTAG KitchenAid

Dear Friends & Family,

You are invited to our annual Holiday Headstart Private Sale!

## **5 HOURS ONLY!**

Thursday, December 12th from 3PM to 8PM

Take advantage of our BEST DEALS of the Year on all brands including Maytag®, Whirlpool®, KitchenAid® & Amana®! Now is the time to save on every Laundry & Kitchen Appliance. In addition to our Year's Lowest Prices, receive rebates on qualified appliance models throughout the store.

This PRIVATE SALE is for Letter Holders ONLY and will NOT be advertised anywhere else. Bring a friend and register for a chance to win a brand new KitchenAid® Stand Mixer!

Make plans to attend. As always, we are here to serve you after the sale.

Hope to see you then!

KitchenAid You could win a KitchenAid® Stand Mixer!





#### Preferred Friends ADMISSION TICKET

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

Name:

Address:

Phone:

Please present this ticket for admission to STORE NAME. One KitchenAid® Stand Mixer to be given away during the sale. Valid Thursday, December 12, 2019 ONLY.

Dealer Staff

ON CLOSEOUTS!

HAUL AWAY

Preferred Family

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

Name:

Address:

Phone:

Please present this ticket for admission to STORE NAME. One KitchenAid® Stand Mixer to be given away during the sale. Valid Thursday, December 12, 2019 ONLY.

\*See store for complete details on all claims, offers, financing & rebales. ۴ © 2019. All rights reserved. HUB approval XXXXX, LE4455WP © 2019 Invigorate Media. 1-800-770-5219.

# **MODEL LIST: MONSTER MAILER**

\*Some models may not appear on smaller mailers

# Prices are set at lowest co-opable prices. If you replace any of these models with models set at regular MAP, those can be priced 10% less.

Brand _	Maytag Kitchen	Package		MSRP_	\$3976	SALE PRICE _	\$2799
Brand _		_ Model # _	MSS25C4MGK	MSRP_		SALE PRICE _	
Brand _		_ Model # _	MMV4207JK	MSRP_		SALE PRICE	
Brand _		_ Model # _	MER8800HK or MC	GR8800HK	,	SALE PRICE	
Brand _		_ Model # _	MDB7959SHK	MSRP_		SALE PRICE	
Brand _	Maytag Kitchen	Package		MSRP_	\$4246	SALE PRICE _	\$2999
Brand _		_ Model # _	MFI2570FEZ	MSRP_		SALE PRICE _	
Brand _		_ Model # _	MMV1175JZ	MSRP_		SALE PRICE	
Brand _		_ Model # _	MER6600FZ or MG	R6600FZ		SALE PRICE	
Brand _		_ Model # _	MDB4949SHZ	MSRP_		SALE PRICE	
Brand _	Amana Kitchen	Package		MSRP_	\$2656	SALE PRICE	\$1999
Brand _		_ Model # _	ASI2575GRS	MSRP_		SALE PRICE _	
Brand _		_ Model # _	AMV2307PFS	MSRP_		SALE PRICE _	
Brand _		_ Model # _	AER6303MFS or A	GR5330BA	NS .	SALE PRICE	
Brand _		_ Model # _	ADB1400AGS	MSRP_		SALE PRICE	
Brand _	Whirlpool	_ Model # _	WTW5000DW	MSRP_	\$749	SALE PRICE	\$674
Brand _	Whirlpool	_ Model # _	WED5000DW	MSRP_	\$749	SALE PRICE	\$674
Brand _	Whirlpool	_ Model # _	WFW5620HW	MSRP_	\$899	SALE PRICE	\$809
Brand _	Whirlpool	_ Model # _	WED5620HW	MSRP_	\$899	SALE PRICE _	\$809
Brand _	Maytag	_ Model # _	MVWB766FW	MSRP_	\$999	SALE PRICE	\$899
Brand _	Maytag	_ Model # _	MEDB766FW	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 Menkhus

	IIIdir	cetting o media	Jaic.	3. 1-000-770	JZ IJ Dou	j iveisori or	DIII WICTIKITUS		
Busir	ness Name:			_ Contact N	ame:				
Addr	ess:		City:			State: _	Zip:		
Phon	ie:	Cell:		Ema	ail:				
Buyir	ng Group:		Wh	irlpool Rep:					
Whir	r <b>ipool Dealers</b> - Wa	ant us to file your HU	B co-op paperwork o	n your beha	If?  YES	!			
	-	sive? TYES! HUB I		•			sword:		
ĺ	•	<del>_</del>							
Step 1	Step Sale Dates Please List Artwork Ve						sion Number		
	Indicate your sa	le dates here:		Artwork Version in white address panel, ie Version: LL2041WP; 01MM954X)					
		Indicate number here:							
	Do you want '	"Scratch Off" Pro	omo? 🛘 Yes 🗖	No (Scrat	ch Off Pron	no: Add 3 (	cents per mailer)		
Step	Quantity Single	Family Homes: <b>Sel</b>	ect One	<u>.</u>	Jumbo Pos	stcard Pri	cing:		
3	Monster Mailer	<b>1.</b> 5,000 - \$2,44	3 <b>2</b> . 10,000 - \$4,	139 <b>[</b>	<b>1.</b> 1,000	- \$799	<b>2.</b> 2,000 - \$1,399	9	
	Legal Limit MAX	(! <b>1.</b> 5,000 - \$2,54	3 <b>🗖 2</b> . 10,000 - \$4,5	339	<b>3.</b> 3,000	- \$1,799	<b>4.</b> 4,000 - \$2,099	9	
	Letter (8.5"x11")	1. 5,000 - \$2,44	3 <b>2.</b> 10,000 - \$4,	139	<b>5.</b> 5,000	- \$2,293	<b>6.</b> 10,000 - \$3,85	39	
		s, ADD: MONSTER - 3 - 36.9¢ each (on quantiti							
Step	Financing & Spe	ecial Offers: All offe	ers are solely the r	etailer's re	esponsibil	<i>ity.</i> ie. Fina	ncing, Rebates, Free De	elivery,etc.	
Financing & Special Offers: All offers are solely the retailer's responsibility. ie. Financing, Rebates, Free Financing offer terms - # of Months ie. 6, 12, 18; With Payments? YES or NO; Minimum Purchase:						nimum Purchase: \$_			
List your special offers here:									
Step	Signature (REOL	IIRED)•			(Your order	will not be	processed without a	signatura)	
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 material	s owing to acts of God, strikes, e subject to change without no	shipping failures, timeliness of						
Step 6	Select ONE: □1	. Zip Codes - Com	plete Below <b>O</b>	<b>R</b> □ 2. L	et us run a	a radius a	round your store		
	Call us	for free cons	ultation on se	electing	your n	nailing	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									
		/Letter: Targeted Homeowner cowner Income List OR Dealer's		ner List: Add 5¢			Add'l 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: \$