



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

YEAR-END BLOWOUT!

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/PMAP LESS 10% – You decide your own prices.**
- **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: December 12 – January 1

Start 12/12 Order by 11/20

Start 12/23 order by 12/5

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 42.9 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@invigoratemedia.com (cell 636-524-1240)

Doug Nelson doug_nelson@invigoratemedia.com (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



GE Profile
DOUBLE SAVINGS!
10% OFF
GE Profile Kitchen Packages!
REBATES UP TO \$2000!



Gerrit's APPLIANCE
Year-End BLOWOUT
DEC. 12TH - JAN. 1ST
OUR BEST DEALS OF THE YEAR!



POSTMASTER: Please Deliver X1X, X1X, X1X OR CURRENT RESIDENT
Don't Take it to the Monster Mailer

Artwork Version: 01MM4457QE YearEnd

GE APPLIANCES
4-PIECE SLATE KITCHEN SUITE
\$3149
PACKAGE PRICE
REG 14396

SAVE \$1247 on the package!

25.6 CU. FT. FRENCH-DOOR REFRIGERATOR
• 1400 Series
• 1.6 Cu. Ft. Capacity

30" FREE-STANDING ELECTRIC RANGE
• 5.2 Cu. Ft. Capacity
• 1.6 Cu. Ft. Capacity

1.6 CU. FT. OVER-THE-RANGE MICROWAVE OVEN
• Auto and Time Defrost
• 1.6 Cu. Ft. Capacity

DISHWASHER WITH FRONT CONTROLS
• 1.6 Cu. Ft. Capacity
• 1.6 Cu. Ft. Capacity

295% BIGGER Than our Jumbo Postcard!

As low as
39.9¢ Includes Postage



**DOUBLE
SAVINGS!**

10% OFF

GE Profile Kitchen Packages!

**REBATES UP TO
\$2000!**



Year-End
BLOWOUT

DEC. 12TH – JAN. 1ST

**OUR BEST DEALS
OF THE YEAR!**

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**

PRESORT STANDARD
U.S. POSTAGE
PAID
INVIGORATE
MEDIA

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

Artwork Version: 01MM4457GE_YearEnd



GE APPLIANCES

**4-PIECE SLATE
KITCHEN SUITE**

\$3149

PACKAGE PRICE

REG \$4396

**25.6 CU. FT. FRENCH-DOOR
REFRIGERATOR**

- Spill-Proof Shelves
GFE26JMMES

**30" FREE-STANDING
ELECTRIC RANGE**

- 5.3 Cu. Ft. Capacity
JB645EKES

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

- Auto and Time Defrost
JVM3160EFES

**DISHWASHER WITH
FRONT CONTROLS**

- WiFi Connect
GDF630PMMES



**SAVE
\$1247
on the
package!**

**Made in
AMERICA**

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



GE APPLIANCES

REG \$1908

\$1079

SAVE \$829



1.7 CU.FT. OVER-THE-RANGE MICROWAVE
• Weight & Time Defrost
• Sensor Cooking Controls
JVM6175SKSS

30" SLIDE-IN ELECTRIC RANGE
• Dual-Element Bake
• Self-Clean Oven
JS645SLSS



GE APPLIANCES

REG \$2278

\$1529

SAVE \$749



30" BUILT-IN KNOB CONTROL ELECTRIC COOKTOP
• Keep Warm Setting
• Four Radiant Cooking Elements
JP3030DJBB

30" BUILT-IN SINGLE WALL OVEN
• WiFi Connect
• Glass Touch Controls
JTS3000SNSS

12 MONTHS SPECIAL FINANCING*



Profile

**STAINLESS STEEL
KITCHEN SUITE**

\$2969
PACKAGE PRICE

REG \$4256



SAVE \$1287
on the package!



25.6 CU. FT. FRENCH-DOOR REFRIGERATOR

• Spill-Proof Shelves
GFE26JSMSS

30" FREE-STANDING ELECTRIC RANGE

• 5.3 Cu. Ft. Capacity
JB645RKSS

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

• Auto and Time Defrost
JVM316ORFSS

DISHWASHER WITH FRONT CONTROLS

• WiFi Connect
GDF630PSMSS

\$529



GE APPLIANCES

\$529



**SAVE \$400
ON THE PAIR!**

4.5 CU.FT. WASHER
• Stainless Steel Basket
• Deep Clean Cycle
GTW465ASNWW

7.2 CU.FT. ELECTRIC DRYER
• Auto Dry
• Aluminized Alloy Drum
GTD42EASJWW

\$679



GE APPLIANCES

\$679



**SAVE \$500
ON THE PAIR!**

4.6 CU.FT. WASHER
• Tide Pods™ Dispense
• Dual Action Agitator
GTW725BPNDG

7.4 CU.FT. ELECTRIC DRYER
• HE Sensor Dry
• Aluminized Alloy Drum
GTD72EBPNDG



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 \$10,000 Shopping Spree 1:350,000; \$250 Visa® Gift Card 3:XX,XXX; Additional Discounts on minimum purchase of \$499 and above, Excluding GE Cafe and GE Profile Appliances: \$25 XX:XX,XXX; \$30 XX:XX,XXX; \$50 XX:XX,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. 01MM4457GE_YearEnd 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

Gerri's APPLIANCE
Year-End BLOWOUT
DEC. 12TH - JAN. 1ST

OUR BEST DEALS OF THE YEAR!

4-PIECE SLATE KITCHEN SUITE
\$3149 PACKAGE PRICE
SAVE \$1247 on the package!

25.6 CU. FT. FRIG. & FREEZER
• 24" Deep
• 18" Wide
• 18" High

30" FREE-STANDING ELECTRIC RANGE
• 24" Deep
• 18" Wide
• 18" High

18 CU. FT. OVER-THE-RANGE MICROWAVE OVEN
• 24" Deep
• 18" Wide
• 18" High

DISPOSABLES WITH FRONT CONTROLS
• 24" Deep
• 18" Wide
• 18" High

Profile STAINLESS STEEL KITCHEN SUITE
\$2969 PACKAGE PRICE
SAVE \$1287 on the package!

25.6 CU. FT. FRIG. & FREEZER
• 24" Deep
• 18" Wide
• 18" High

30" FREE-STANDING ELECTRIC RANGE
• 24" Deep
• 18" Wide
• 18" High

18 CU. FT. OVER-THE-RANGE MICROWAVE OVEN
• 24" Deep
• 18" Wide
• 18" High

DISPOSABLES WITH FRONT CONTROLS
• 24" Deep
• 18" Wide
• 18" High

12 MONTHS SPECIAL FINANCING*

\$1079 SAVE \$829
\$1529 SAVE \$749

17 CU. FT. OVER-THE-RANGE MICROWAVE
• 24" Deep
• 18" Wide
• 18" High

30" BUILT-IN KNOB CONTROL ELECTRIC COOKTOP
• 24" Deep
• 18" Wide
• 18" High

30" BUILT-IN SINGLE WALL OVEN
• 24" Deep
• 18" Wide
• 18" High

25.6 CU. FT. FRIG. & FREEZER
• 24" Deep
• 18" Wide
• 18" High

30" FREE-STANDING ELECTRIC RANGE
• 24" Deep
• 18" Wide
• 18" High

18 CU. FT. OVER-THE-RANGE MICROWAVE OVEN
• 24" Deep
• 18" Wide
• 18" High

DISPOSABLES WITH FRONT CONTROLS
• 24" Deep
• 18" Wide
• 18" High

25.6 CU. FT. FRIG. & FREEZER
• 24" Deep
• 18" Wide
• 18" High

30" FREE-STANDING ELECTRIC RANGE
• 24" Deep
• 18" Wide
• 18" High

18 CU. FT. OVER-THE-RANGE MICROWAVE OVEN
• 24" Deep
• 18" Wide
• 18" High

DISPOSABLES WITH FRONT CONTROLS
• 24" Deep
• 18" Wide
• 18" High

POSTMASTER: Please Deliver EXLT, EXLT, EXLT
OR CURRENT RESIDENT

Don't Miss
15 Minutes! See
Capital City 110 6009

Artwork Version: 01LM44560GE_YearEndBlowout

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

SAVE BIG ON ALL GE & GE PROFILE WALL OVENS & COOKTOPS! EVEN ON SPECIAL ORDERS!

Now 2 Great Locations!

WINDING STONE
2001 2nd Street Southeast, Atlanta, GA 30316 • (404) 522-3036
HOURS: 10 AM - 6 PM Mon-Sat • 10 AM - 5 PM Sun

KENTWOOD STORE
2001 2nd Street Southeast, Atlanta, GA 30316 • (404) 522-3036
HOURS: 10 AM - 6 PM Mon-Sat • 10 AM - 5 PM Sun

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

As low as
42.9¢
Includes Postage

255% BIGGER Than our Jumbo Postcard!

FAMILY OWNED & OPERATED SINCE 1948
Gerri's
APPLIANCE & TV'S

Year-End BLOWOUT

DEC. 12TH - JAN. 1ST

OUR BEST DEALS OF THE YEAR!



GE APPLIANCES

4-PIECE SLATE KITCHEN SUITE

\$3149
PACKAGE PRICE

REG ¹4396



**SAVE
\$1247
on the
package!**



**25.6 CU. FT.
FRENCH-DOOR
REFRIGERATOR**
• Spill-Proof Shelves
GFE26JMMES

**30" FREE-STANDING
ELECTRIC RANGE**
• 5.3 Cu. Ft. Capacity
JB645EKES
**1.6 CU. FT.
OVER-THE-RANGE
MICROWAVE OVEN**
• Auto and Time Defrost
JVM3160EFES

**DISHWASHER WITH
FRONT CONTROLS**
• Wi-Fi Connect
GDF630PMMES



Profile



GE PROFILE DOUBLE SAVINGS!

- 10% OFF GE Profile Kitchen Packages!
- REBATES UP TO \$2000!



Profile

STAINLESS STEEL \$2969
PACKAGE PRICE

REG ¹4256



**SAVE
\$1287
on the
package!**

**25.6 CU. FT.
FRENCH-DOOR
REFRIGERATOR**
• Spill-Proof Shelves
GFE26JSMSS

**30" FREE-STANDING
ELECTRIC RANGE**
• 5.3 Cu. Ft. Capacity
JB645RKSS
**1.6 CU. FT.
OVER-THE-RANGE
MICROWAVE OVEN**
• Auto and Time Defrost
JVM3160RFSS

**DISHWASHER WITH
FRONT CONTROLS**
• Wi-Fi Connect
GDF630PMSMS



REG #1908

\$1079**SAVE \$829****1.7 CU.FT. OVER-THE-RANGE MICROWAVE**

- Weight & Time Defrost
- Sensor Cooking Controls

JVM6175SKSS

30" SLIDE-IN ELECTRIC RANGE

- Dual-Element Bake
- Self-Clean Oven

J5645SLSS



REG #2278

\$1529**SAVE \$749****30" BUILT-IN KNOB CONTROL ELECTRIC COOKTOP**

- Keep Warm Setting
- Four Radiant Cooking Elements

JP3030DJB

30" BUILT-IN SINGLE WALL OVEN

- WiFi Connect
- Glass Touch Controls

JTS3000SNSS

12 MONTHS SPECIAL FINANCING***\$529** **\$529****SAVE \$400
ON THE PAIR!**

REG #729

REG #729

4.5 CU.FT. WASHER

- Stainless Steel Basket
- Deep Clean Cycle

GTW46SASWW

7.2 CU.FT. ELECTRIC DRYER

- Auto Dry
- Aluminized Alloy Drum

GTD42EASJWW

\$679 **\$679****SAVE \$500
ON THE PAIR!**

REG #949

REG #949

4.6 CU.FT. WASHER

- Tide Pods™ Dispense
- Dual Action Agitator

GTW4725BPNDG

7.4 CU.FT. ELECTRIC DRYER

- HE Sensor Dry
- Aluminized Alloy Drum

GTD72EBPNDG

**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: 01LM4456GE_YearEndBlowout

**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. 01LM4456GE_Year End Blowout tkelley ©2019 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

MODEL LIST : MONSTER MAILER

**Some models may not appear on smaller mailers*

December 12 – January 1
YEAR END BLOWOUT

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	GE	Model #	Slate Kitchen	REG	\$4396	SALE	\$3149	SAVE	\$1247
Brand		Model #	GFE26JMMES	REG		SALE		SAVE	
Brand		Model #	JB645EKES	REG		SALE		SAVE	
Brand		Model #	JVM3160EFES	REG		SALE		SAVE	
Brand		Model #	GDF630PMMES	REG		SALE		SAVE	
Brand	GE	Model #	Set	REG	\$1908	SALE	\$1079	SAVE	\$829
Brand	GE	Model #	JVM6175SKSS	REG		SALE		SAVE	
Brand	GE	Model #	JS645SLSS	REG		SALE		SAVE	
Brand	GE	Model #	Set	REG	\$2278	SALE	\$1529	SAVE	\$749
Brand	GE	Model #	JP3030DJBB	REG		SALE		SAVE	
Brand	GE	Model #	JTS3000SNSS	REG		SALE		SAVE	
Brand	GE	Model #	Stainless Kitchen	REG	\$4256	SALE	\$2969	SAVE	\$1287
Brand		Model #	GFE26JSMSS	REG		SALE		SAVE	
Brand		Model #	JB645RKSS	REG		SALE		SAVE	
Brand		Model #	JVM3160RFSS	REG		SALE		SAVE	
Brand		Model #	GDF630PSMSS	REG		SALE		SAVE	
Brand	GE	Model #	GTW465ASNWW	REG	\$729	SALE	\$529	SAVE	\$200
Brand	GE	Model #	GTD42EASJWW	REG	\$729	SALE	\$529	SAVE	\$200
Brand	GE	Model #	GTW725BPNDG	REG	\$949	SALE	\$679	SAVE	\$270
Brand	GE	Model #	GTD72EBPNDG	REG	\$949	SALE	\$679	SAVE	\$270



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 - \$2,593 ☐ 2. 10,000 - \$4,439

☐ 1. 5,000 - \$2,743 ☐ 2. 10,000 - \$4,739

Additional Mailers, Add: MONSTER - 39.9¢ each • LEGAL LIMIT MAX - 42.9¢ 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:** \$ _____