



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

Winter Clearance!

GE + GE PROFILE

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

- **ACB Pre-Approved – Prices 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: January 2- 22

Start 1/2 Order by 12/16

Start 1/9 Order by 12/20

Start 1/16 Order by 12/27

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@invigoratemediacom (cell 636-524-1240)

Doug Nelson doug_nelson@invigoratemediacom (cell 636-578-8130)

Proven by Monsterous Results

10.5 INCHES WIDE

17 INCHES TALL



295% BIGGER Than our Jumbo Postcard!

As low as

39.9¢ Includes Postage



GE APPLIANCES

4-PIECE BLACK SLATE KITCHEN SUITE



\$4076
PACKAGE PRICE

SAVE \$1970
on the package!

25.6 CU. FT. FRENCH-DOOR REFRIGERATOR
• Second Icemaker Option
GFE26JEMDS

1.9 CU. FT. OVER-THE-RANGE MICROWAVE OVEN
• Easy Clean with Steam Clean Option
JVM7195FLDS

30" SLIDE-IN ELECTRIC CONVECTION RANGE
• Fast Preheat
JS760FLDS

24" STAINLESS STEEL DISHWASHER
• Dry Boost
GDT645SFNDS



FAMILY OWNED & OPERATED SINCE 1948
Gerrit's
APPLIANCE & TV's

Winter Clearance



January 2nd – 22nd

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 1499 & 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: 01MM4485GE_WinterClearance



GE APPLIANCES

4-PIECE SLATE KITCHEN SUITE



\$2541
PACKAGE PRICE

SAVE \$1235
on the package!

25.1 CU. FT. SIDE-BY-SIDE REFRIGERATOR
• Adjustable Door Bins
GSS251MNES

30" ELECTRIC CONVECTION RANGE
• 5.3 Cu. Ft. Capacity
JB655EKES

1.6 CU. FT. OVER-THE-RANGE MICROWAVE OVEN
• Auto and Time Defrost
JVM3160EFES

DISHWASHER WITH FRONT CONTROLS
• WiFi Connect
GDF630PMMES

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



\$2999

SAVE \$800

REG \$3799

**27.6 CU. FT. FRENCH
DOOR REFRIGERATOR**

- LED Light Tower
- Fingerprint Resistant

PVD28BYNFS



\$1699

SAVE \$1000

REG \$2699

**30" SLIDE-IN FRONT
CONTROL GAS RANGE**

- Edge-To-Edge Cooktop
- Chef Connect

PGS930SELSS



\$1099

SAVE \$550

REG \$1649

**30" BUILT-IN SINGLE
WALL OVEN**

- WiFi Connect
- Glass Touch Controls

JTS3000SNSS

12 MONTHS SPECIAL FINANCING*



STAINLESS STEEL KITCHEN SUITE



\$2399

REG \$3199



\$569

REG \$649

\$909

REG \$1209



\$699

REG \$1019

\$4576

PACKAGE PRICE

**SAVE \$1500
on the package!**

**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" ELECTRIC
CONVECTION RANGE**

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

PB911SJSS

**24" STAINLESS STEEL
DISHWASHER**

- Dry Boost
- Deep Clean Silverware Jets

PDT715SYNFS

\$529



\$499



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

REG \$729

REG \$699

4.5 CU.FT. WASHER

- Stainless Steel Basket
- Deep Clean Cycle

GTW465ASNWW

7.2 CU.FT. ELECTRIC DRYER

- Auto Dry
- Aluminized Alloy Drum

GTD42EASJWW

\$599



\$599



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

REG \$849

REG \$849

4.6 CU.FT. WASHER

- Tide Pods™ Dispense
- Dual Action Agitator

GTW725BSNWS

7.4 CU.FT. ELECTRIC DRYER

- HE Sensor Dry
- Aluminized Alloy Drum

GTD72EBSNWS



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. 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; \$499 Visa® Gift Card 3:XX,XXX; Additional Discounts on minimum purchase of \$499 and above, Excluding GE Cafe and GE Profile Appliances: \$25 XXXX,XXX; \$30 XXXXX,XXX; \$50 XXXXX,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. 01MM4485GE_Winter Clearance tkalley ©2019 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

The Legal Limit **MAX!** Postcard

Anything bigger would be criminal.

14 INCHES **WIDE**
HUGE!



Gerri's Appliance
Winter Clearance
January 2nd - 22nd

OUR BEST DEALS OF THE YEAR!

4-PIECE SLATE KITCHEN SUITE **\$2541** PACKAGE PRICE
SAVE **\$1235** on the package!

25 CU. FT. SIDE-BY-SIDE REFRIGERATOR **\$1199**
• 24" Wide
• 24" Deep
• 24" High

30" ELECTRIC COOKTOP RANGE **\$224**
• 24" Wide
• 24" Deep
• 24" High

18 CU. FT. OVER-THE-RANGE MICROWAVE OVEN **\$639**
• 24" Wide
• 24" Deep
• 24" High

4-PIECE BLACK SLATE KITCHEN SUITE **\$4076** PACKAGE PRICE
SAVE **\$1976** on the package!

25 CU. FT. SIDE-BY-SIDE REFRIGERATOR **\$1799**
• 24" Wide
• 24" Deep
• 24" High

30" ELECTRIC COOKTOP RANGE **\$399**
• 24" Wide
• 24" Deep
• 24" High

18 CU. FT. OVER-THE-RANGE MICROWAVE OVEN **\$1199**
• 24" Wide
• 24" Deep
• 24" High

24" STAINLESS STEEL DISHWASHER **\$679**
• 24" Wide
• 24" Deep
• 24" High

Profile STAINLESS STEEL KITCHEN SUITE **\$4576** PACKAGE PRICE
SAVE **\$1500** on the package!

22 CU. FT. SIDE-BY-SIDE REFRIGERATOR **\$2399**
• 24" Wide
• 24" Deep
• 24" High

30" ELECTRIC COOKTOP RANGE **\$569**
• 24" Wide
• 24" Deep
• 24" High

18 CU. FT. OVER-THE-RANGE MICROWAVE OVEN **\$969**
• 24" Wide
• 24" Deep
• 24" High

24" STAINLESS STEEL DISHWASHER **\$699**
• 24" Wide
• 24" Deep
• 24" High



Gerri's Appliance
12 MONTHS SPECIAL FINANCING*

27 CU. FT. FRENCH DOOR REFRIGERATOR **\$2999**
SAVE **\$800**

30" SLIDE-IN FRONT CONTROL GAS RANGE **\$1699**
SAVE **\$1000**

30" BUILT-IN SINGLE WALL OVEN **\$1099**
SAVE **\$550**

48 CU. FT. WASHER **\$529**
SAVE **\$400** ON THE PAIR!

24 CU. FT. ELECTRIC DRYER **\$499**
SAVE **\$400** ON THE PAIR!

48 CU. FT. WASHER **\$599**
SAVE **\$400** ON THE PAIR!

24 CU. FT. ELECTRIC DRYER **\$599**
SAVE **\$400** ON THE PAIR!

Now 2 Great Locations!

WINDING STORE
2401 24th Street Northeast, Kentwood, MI 49521 • (248) 832-3636
HOURS: 10 AM - 6 PM Mon-Sat • 12 PM - 5 PM Sun

KENTWOOD STORE
2021 24th Street Northeast, Kentwood, MI 49521 • (248) 832-4331
HOURS: 10 AM - 6 PM Mon-Sat • 12 PM - 5 PM Sun

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!

POSTMASTER: Please Deliver EXTE. ONLY, EXCE. OR CURRENT RESIDENT

*Don't Miss
15 Minutes! See
Capital City 1100 6009*

Artwork Version: 01LM4484GE_Winter Clearance

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

As low as
42.9¢
Includes Postage

255% BIGGER Than our Jumbo Postcard!

11 INCHES TALL

FAMILY OWNED & OPERATED SINCE 1948

Gerri's
APPLIANCE & TV's

Winter Clearance

January 2nd – 22nd

OUR BEST DEALS OF THE YEAR!



GE APPLIANCES

4-PIECE SLATE KITCHEN SUITE

\$2541
PACKAGE PRICE



SAVE \$1235
on the package!

25.1 CU. FT. SIDE-BY-SIDE REFRIGERATOR
• Adjustable Door Bins
GSS25IMNES

30" ELECTRIC CONVECTION RANGE
• 5.3 Cu. Ft. Capacity
JB655EKES

1.6 CU. FT. OVER-THE-RANGE MICROWAVE OVEN
• Auto and Time Defrost
JVM3160EFES

DISHWASHER WITH FRONT CONTROLS
• Wi-Fi Connect
GDF630PMES



GE APPLIANCES

4-PIECE BLACK SLATE KITCHEN SUITE

\$4076
PACKAGE PRICE



SAVE \$1970
on the package!

25.6 CU. FT. FRENCH-DOOR REFRIGERATOR
• Second Icemaker Option
GFE26JEMDS

30" SLIDE-IN ELECTRIC CONVECTION RANGE
• Fast Preheat
JS760FLDS

1.9 CU. FT. OVER-THE-RANGE MICROWAVE OVEN
• Easy Clean with Steam
Clean Option
JVM7195FLDS

24" STAINLESS STEEL DISHWASHER
• Dry Boost
GDT645SFNDS



Profile

STAINLESS STEEL KITCHEN SUITE

\$4576
PACKAGE PRICE



SAVE \$1500
on the package!

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" ELECTRIC CONVECTION RANGE
• Wi-Fi Connect
• 21,000 BTU Tri-Ring
Burner
PB9115JSS

24" STAINLESS STEEL DISHWASHER
• Dry Boost
• Deep Clean
Silverware Jets
PDT17ISSYFSS



GE APPLIANCES

\$2999

SAVE \$800

REG \$3799

27.6 CU. FT. FRENCH DOOR REFRIGERATOR

- LED Light Tower
- Fingerprint Resistant

PVD28BYNFS



GE APPLIANCES

\$1699

SAVE \$1000

REG \$2699

30" SLIDE-IN FRONT CONTROL GAS RANGE

- Edge-To-Edge Cooktop
- Chef Connect

PGS930SELSS



GE APPLIANCES

\$1099

SAVE \$550

REG \$1649

30" BUILT-IN SINGLE WALL OVEN

- WiFi Connect
- Glass Touch Controls

JTS3000SNS

12 MONTHS SPECIAL FINANCING*

\$529



GE APPLIANCES

\$499



SAVE \$400 ON THE PAIR!

REG \$729

REG \$699

4.5 CU.FT. WASHER

- Stainless Steel Basket
- Deep Clean Cycle

GTW46SASNWW

7.2 CU.FT. ELECTRIC DRYER

- Auto Dry
- Aluminized Alloy Drum

GTD42EASJWW

\$599



GE APPLIANCES

\$599



SAVE \$500 ON THE PAIR!

REG \$849

REG \$849

4.6 CU.FT. WASHER

- Tide Pods™ Dispense
- Dual Action Agitator

GTW725BSNWS

7.4 CU.FT. ELECTRIC DRYER

- HE Sensor Dry
- Aluminized Alloy Drum

GTD72EBSNWS



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: 01LM4484GE_Winter Clearance



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. 01LM4484GE_Winter Clearance tkelley ©2019 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

MODEL LIST : MONSTER MAILER

**Some models may not appear on smaller mailers*

January 2 – 22
Winter Clearance

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 #	Black Slate Kitchen	REG	\$6046	SALE	\$4076	SAVE	\$1970
Brand		Model #	GFE26JEMDS	REG		SALE		SAVE	
Brand		Model #	JS760FLDS	REG		SALE		SAVE	
Brand		Model #	JVM7195FLDS	REG		SALE		SAVE	
Brand		Model #	GDT645SFNDS	REG		SALE		SAVE	
Brand	GE	Model #	Slate Kitchen	REG	\$3776	SALE	\$2541	SAVE	\$1235
Brand		Model #	GSS25IMNES	REG		SALE		SAVE	
Brand		Model #	JB655EKES	REG		SALE		SAVE	
Brand		Model #	JVM3160EFES	REG		SALE		SAVE	
Brand		Model #	GDF630PMMES	REG		SALE		SAVE	
Brand	GE	Model #	PVD28BYNFS	REG	\$3799	SALE	\$2999	SAVE	\$800
Brand	GE	Model #	PGS930SELSS	REG	\$2699	SALE	\$1699	SAVE	\$1000
Brand	GE	Model #	JTS3000SNSS	REG	\$1649	SALE	\$1099	SAVE	\$550
Brand	GE Profile	Model #	Stainless Kitchen	REG	\$6076	SALE	\$4576	SAVE	\$1500
Brand		Model #	PYE22KSKSS	REG		SALE		SAVE	
Brand		Model #	PVM9179SKSS	REG		SALE		SAVE	
Brand		Model #	PB911SJSS	REG		SALE		SAVE	
Brand		Model #	PDT715SYNFS	REG		SALE		SAVE	
Brand	GE	Model #	GTW465ASNWW	REG	\$729	SALE	\$529	SAVE	\$200
Brand	GE	Model #	GTD42EASJWW	REG	\$699	SALE	\$499	SAVE	\$200
Brand	GE	Model #	GTW725BSNWS	REG	\$849	SALE	\$599	SAVE	\$250
Brand	GE	Model #	GTD72EBSNWS	REG	\$849	SALE	\$599	SAVE	\$250



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:** \$ _____