



**Up to 90% CO-OP + FREE CO-OP FILING!
MARKETING PLAYBOOK ASSET APPROVED**

LABOR DAY Sales Event!

Includes Reassuring Notice on Virus

90% CO-OP Whirlpool Exclusive dealers & 75% CO-OP Multi-Manufacturer dealers

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

- **Lowest Co-opable Prices used - PROMO MAP less 10% & MAP less 10%.**
- **You decide your prices.**
- **Make ANY Changes to models & prices Your art will be pre-approved by HUB**
- **We will file your HUB claim for 90% or 75% if checked on order form**

Event August 27 – September 16

Start August 27 Order by August 13

Start September 3 Order by August 19

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.**
- 3. The Jumbo Card 6" x 9" Only 36.9 Cents. From \$799 all Inclusive.**

All orders Include 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@invigoratemedias.com Cell 636-524-1240

Doug Nelson doug_nelson@invigoratemedias.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



295% BIGGER Than our
Jumbo Postcard!

As low as
39.9¢ Includes
Postage

KitchenAid®

MAKE IT
YOUR OWN



\$1700*

*VISA® PREPAID CARD BY MAIL
WHEN YOU PURCHASE SELECT
KITCHENAID BRAND APPLIANCES

Valid July 12 - Dec. 31, 2020

Whirlpool® **\$649** each MSRP \$699



SAVE \$500 ON THE PAIR!

SHOWN WITH OPTIONAL PEDESTALS

4.5 cu.ft. Front Load Washer with Load & Go™ Dispenser – Holds enough laundry soap for 20 LOADS
WFW5620HW

7.4 cu.ft. Electric Dryer with Sanitize Cycle & Intuitive Touch Controls
WED5620HW

Whirlpool® **\$679** each MSRP \$699



LOAD & GO™ DISPENSER

Simply add detergent once & skip refills for 20 loads!



SAVE \$440 ON THE PAIR!

4.8 cu.ft. Smart Capable Top Load Washer with Intuitive Controls
WTW6120HW

7.4 cu.ft. Smart Capable Electric Dryer with AccuDry™ Sensor Drying System
WED6120HW

SINCE 1941
HAGEDORN
APPLIANCES

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Scratch & Win™

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

- \$10,000 Shopping Spree
- KitchenAid® Stand Mixer
- \$25 - \$50 Additional Instant Savings on purchases \$499 and 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: 03MM4591WP_LaborDay

Whirlpool®

\$629 each MSRP \$799



SAVE \$340 ON THE PAIR!

4.7 cu.ft. Top Load Washer with Adaptive Wash Technology with Active Bloom™ Wash Action
WTW5105HW

7.4 cu.ft. Top Load Electric Dryer with Intuitive Controls
WED5100HW

**WE ARE
HERE
FOR YOU**

We will remain open for emergency appliance delivery/installation & repair to major home appliances. No Contact delivery service procedure can be initiated by phone. Research new appliances using our web site and by calling our expert sales staff. We maintain a 6' safe distance when entering your home to repair or install your appliances. Our employees follow strict sanitizing procedures. We will get through this together!

MAYTAG® **\$679** MSRP \$999 each

MAYTAG® **\$699** MSRP \$999 each

NEW



SAVE \$640 ON THE PAIR!

4.7 cu.ft. Smart Capable Top Load Washer with Extra Power Button & Heavy Duty Cycle
MVW6230HW

7.4 cu.ft. Smart Capable Electric Dryer with Extra Power Button & Advanced Moisture Sensing
MED6230HW

BOOSTS STAIN FIGHTING ON ANY WASH CYCLE

Some stains dissolve best in hot water. Others in cold. With the push of a button, Maytag fights both in a single load.



SAVE \$600 ON THE PAIR!

4.8 cu.ft. Front Load Washer with Extra Power & 16-Hr Fresh Hold® Option
MHW6630HW

7.3 cu.ft. Electric Dryer with Extra Power & Quick Dry Cycle
MED6630HW

SHOWN WITH OPTIONAL PEDESTALS

HUGE SAVINGS ON SELECT KITCHEN PACKAGES!

Whirlpool®

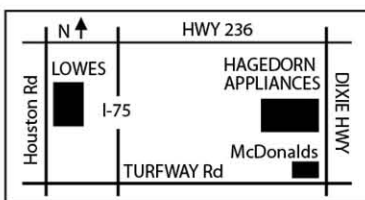
MAYTAG®

AMANA®

KitchenAid®



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



www.hagedornappliance.com

12 MONTHS
SPECIAL FINANCING!

*See store for complete details on all offers, financing and rebates. Visit maytag.com for warranty details. **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; KitchenAid® Stand Mixer 3:XX,XXX; Additional Discounts on minimum purchase of \$499 and above: \$25 XX,XXX,XXX; \$30 XX,XXX,XXX; \$50 XX,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 resident 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. ©/™ ©2019. All rights reserved. HUB Pre-Approval XXXXXX. 03MM4591WP_LaborDay Tealloy ©2020 Invigorate 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
42.9¢
Includes Postage

255% BIGGER Than our Jumbo Postcard!

SINCE 1941
HAGEDORN
APPLIANCES

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MAYTAG® \$679 each MSRP \$999

MAYTAG® \$699 each MSRP \$999



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WE ARE HERE FOR YOU

We will remain open for emergency appliance delivery/installation & repair to major home appliances. No Contact delivery service procedure can be initiated by phone. Research new appliances using our web site and by calling our expert sales staff. We maintain a 6' safe distance when entering your home to repair or install your appliances. Our employees follow strict sanitizing procedures. We will get through this together!

Whirlpool®

\$629 each MSRP \$799



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W7W5105H-W

7.4 cu.ft. Top Load Electric Dryer with Intuitive Controls
WED5100HW

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\$649 each MSRP \$999

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LOAD & GO™ DISPENSER
Simply add detergent once & skip refills for 20 loads!

SAVE \$500 ON THE PAIR!

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SHOWN WITH OPTIONAL PEDESTALS



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HUGE SAVINGS ON SELECT KITCHEN PACKAGES!

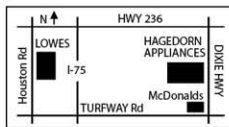
Whirlpool® MAYTAG® AMANA® KitchenAid®



12 MONTHS SPECIAL FINANCING!*



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. ®/™ © 2020. All rights reserved. HUB Pre-Approval XXXXXX. 01LM4587WP_Labor Day tkellej ©2020 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

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: 03LM4590WP_Labor Day



KitchenAid®

REBATE
RECEIVE UP TO
\$1700*



*Visa® Prepaid card by mail when you purchase select KitchenAid Brand Appliances July 12 - Dec. 31, 2020

The Jumbo Postcard



LABOR DAY

Sales Event

**August 27th -
September 16th**



AMANA® Whirlpool® MAYTAG KitchenAid®

**WE ARE HERE
FOR YOU**

HUGE SAVINGS
ON ALL **KITCHEN &
LAUNDRY MODELS!**



We will remain open for emergency appliance delivery/installation & repair to major home appliances. No Contact delivery service procedure can be initiated by phone. Research new appliances using our web site and by calling our expert sales staff. We maintain a 6' safe distance when entering your home to repair or install your appliances. Our employees follow strict sanitizing procedures. We will get through this together!

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KitchenAid®

RECEIVE UP TO

\$1700

*Visa® Prepaid card by mail when you purchase select KitchenAid Brand Appliances Valid July 12 - Dec. 31, 2020



12 MONTHS SPECIAL FINANCING!*

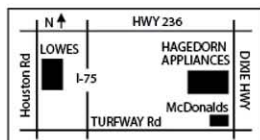
Dealer Name
Street Address
City, State ZIP

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

PRESORT STANDARD
U.S. POSTAGE
PAID
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Doug Nelson
115 Mississippi Ave
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SINCE 1941
HAGEDORN
APPLIANCES



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*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. 03JP4592WP_LaborDay tkley ©2020 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

Artwork Version: 03JP4592WP_LaborDay

MODEL LIST : MONSTER MAILER

**Some models may not appear on smaller mailers*

August 27th - Sept. 16th
Labor Day Sales Event

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	<u>Maytag</u>	Model #	<u>MVW6230HW</u>	MSRP	<u>\$999</u>	SALE PRICE	<u>\$679</u>
Brand	<u>Maytag</u>	Model #	<u>MED6230HW</u>	MSRP	<u>\$999</u>	SALE PRICE	<u>\$679</u>
Brand	<u>Maytag</u>	Model #	<u>MHW6630HW</u>	MSRP	<u>\$999</u>	SALE PRICE	<u>\$699</u>
Brand	<u>Maytag</u>	Model #	<u>MED6630HW</u>	MSRP	<u>\$999</u>	SALE PRICE	<u>\$699</u>
Brand	<u>Whirlpool</u>	Model #	<u>WTW5105HW</u>	MSRP	<u>\$799</u>	SALE PRICE	<u>\$629</u>
Brand	<u>Whirlpool</u>	Model #	<u>WED5100HW</u>	MSRP	<u>\$799</u>	SALE PRICE	<u>\$629</u>
Brand	<u>Whirlpool</u>	Model #	<u>WFW5620HW</u>	MSRP	<u>\$899</u>	SALE PRICE	<u>\$649</u>
Brand	<u>Whirlpool</u>	Model #	<u>WED5620HW</u>	MSRP	<u>\$899</u>	SALE PRICE	<u>\$649</u>
Brand	<u>Whirlpool</u>	Model #	<u>WTW6120HW</u>	MSRP	<u>\$899</u>	SALE PRICE	<u>\$679</u>
Brand	<u>Whirlpool</u>	Model #	<u>WED6120HW</u>	MSRP	<u>\$899</u>	SALE PRICE	<u>\$679</u>



Monster Mailer • Legal Limit Max • Jumbo Postcard

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: _____ Whirlpool Rep: _____

Whirlpool Dealers - Want us to file your HUB co-op paperwork on your behalf? ☐ YES!

Are you Whirlpool Exclusive? ☐ YES! **HUB Log-in Username:** _____ **Password:** _____

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 **(Scratch Off Promo: Add 3 cents per mailer)**

Step 3

Quantity Single Family Homes: **Select One**

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

Legal Limit MAX! ☐ 1. 5,000 - \$2,593 ☐ 2. 10,000 - \$4,439

Jumbo Postcard Pricing:

☐ 1. 1,000 - \$799 ☐ 2. 2,000 - \$1,399

☐ 3. 3,000 - \$1,799 ☐ 4. 4,000 - \$2,099

☐ 5. 5,000 - \$2,293 ☐ 6. 10,000 - \$3,839

Additional Mailers, ADD: MONSTER - 39.9¢ each

LEGAL LIMIT MAX - 42.9¢ each • JUMBO POSTCARD - 36.9¢ each (on quantities over 5,000)

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 2018 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" • Jumbo Postcard 6" x 9"

• Single Family Home Postage

Monster Mailer/Jumbo Postcard: 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

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:** \$ _____