



## Marketing Playbook Pre-Approved Assets

### **\$500 Off Two Premium Private Sale Mailers!**

#### **Private Sales Regularly Generate 3-4 Weeks Sales in a Single Day**

\$500 Off Invoice - "Save The Date" on 10,000+ Premium Look & Feel – Fancy A7 Envelope & high-end bi-fold invite enclosed. "Think Wedding Invitation".

\$500 Off Invoice - Bi-Fold Postcard 8 ½" x 11" Printed on Premium Cover Stock.

Or the LOW Priced 8 1/2" x 11" letter & envelope ONLY 39.9 cents.

- Mail to Neighbors - Home Owners that live close to store - We provide data for you.
- Mine your own customer list - Send us your customer list - We Merge, DeDup & Update home owner movers using our software at No Charge. Extra postage applies.
- No need to call out specific prices - The "Promise of Special Savings" Pulls.
- Our option - Raffle off a KitchenAid Stand Mixer the day of your sale - We ship it to you prior to sale so you can raffle it off. See order form.
- Our option - Add "Lucky Number" to letter - Consecutive numbers listed on each letter for a fully insured \$5,000 Shopping Spree Prize. One 18" x 24" Mounted Prize Board with winning number included. See order form.
- Order 3-4 weeks prior to sale date.
- All orders Include Art with edits, Single Family Postage, Printing, Our Mailing List with Home Owner Median Incomes to "Target", Addressing, inserting into envelope & Shipping to Dealer's Local Post Office for In-Home Delivery.

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

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



# *“Save the Date” Premium Private Sale*

## **Luxurious “Look & Feel”**

*6.25" x 11.5" Premium 80# Gloss Cover folded  
& inserted into an A7 White Wove Envelope*



REGULAR  
**47.9¢**  
Includes Postage

**KitchenAid®**



*Register for a  
Chance to Win*

A KITCHENAID®  
STAND MIXER!

*Semi-Annual*  
**VIP SALE**

JOIN US  
**WEDNESDAY**  
**MAY 13, 2020**  
1PM – 8PM

**Artwork Version: SD3538X**



YOU ARE CORDIALLY INVITED TO ATTEND OUR

*Semi-Annual*  
**VIP SALE**

7 HOURS ONLY

WEDNESDAY | MAY 13<sup>TH</sup>, 2020 | 1PM - 8PM





JOIN US  
WEDNESDAY, MAY 13<sup>TH</sup>  
1PM - 8PM

# Semi-Annual VIP SALE

12 MONTHS  
SPECIAL  
FINANCING!\*

WE PAY YOUR  
SALES TAX!  
excludes Jenn-Air Brand appliances

MANUFACTURER  
REBATES  
AVAILABLE!

**COME SEE OUR NEWLY REMODELED KITCHEN DISPLAYS FROM**



Dear Friends and Family,

We hope you will join us for our **Semi-Annual VIP Sale** on **May 13**, from **1pm to 8pm**.

For **7 hours only**, you will have an opportunity to take advantage of some of our **LOWEST PRICES & BEST DEALS OF THE YEAR!** We are a member of a Multi-Billion dollar buying organization and have negotiated Special Offers on appliance brands including **Maytag, Whirlpool, KitchenAid and Amana**. Save on laundry & kitchen appliance models, including Special Orders. You will get our best prices and still qualify for ALL Manufacturer Rebates.

This VIP Sale will not be advertised on television, radio or in the newspaper. These discounted prices will only be available during these sale hours. **Also take advantage of 12 Months Special Financing during the sale.**

We are here to serve you after the sale. It pays to buy from a locally owned business!

*Dealer Staff*

Previous sales excluded

\*See store for complete details on all claims, offers, financing & rebates.

**Gerrit's Appliance | 2410 28th St. SW | Wyoming, MI | 616-532-3626**

## Preferred Friends

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

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please present this ticket for admission to **STORE NAME**. One KitchenAid® Stand Mixer to be given away during the sale. Valid Wednesday, May 13, 2020 ONLY.

## Preferred Family

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

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please present this ticket for admission to **STORE NAME**. One KitchenAid® Stand Mixer to be given away during the sale. Valid Wednesday, May 13, 2020 ONLY.



**KitchenAid®**



*Register for a  
Chance to Win*

**KitchenAid® 100th Anniversary Edition  
Queen of Hearts Stand Mixer!**

*\*See store for details.*

ANNIVERSARY SALE

73<sup>rd</sup>

JOIN US  
WEDNESDAY, APRIL 15<sup>TH</sup>  
FROM 5PM-9PM

Since 1946

**Stewart's**

TV & APPLIANCE

YOU ARE CORDIALLY INVITED TO ATTEND OUR

73<sup>rd</sup> ANNIVERSARY SALE

1 NIGHT ONLY

WEDNESDAY, APRIL 15<sup>TH</sup> | 5PM – 9PM





12 MONTHS  
SPECIAL  
FINANCING!\*

MANUFACTURER'S REPS  
WILL BE ON HAND  
FROM 5PM-9PM

SPECIAL IN-STORE  
DISCOUNTS  
ONE NIGHT ONLY!

Dear Stewart's Preferred Customer,

Stewart's TV & Appliance wants to say "Thank you" for being one of **OUR MOST VALUED CUSTOMERS** by inviting you to our **ANNIVERSARY SALE** on Wednesday, **APRIL 15th from 5pm-9pm!** COOKING DEMOS, COCKTAILS AND HORS D'OEUVRES!

### THE MORE YOU BUY, THE MORE YOU SAVE!

Spend \$499...

Get \$50 Off

Spend \$999...

Get \$100 Off

Spend \$1,499...

Get \$150 Off

Spend \$1,999...

Get \$200 Off

Spend \$2,999...

Get \$300 Off

This promotion will also be valid on our bargain basement models (closeouts, display models, overstock and scratch and dents). Not good with any other in-store rebates.

Special in-store discounts on select items – **ONE NIGHT ONLY!** Manufacturer's reps will be on hand to answer any questions & demonstrate products as well as our sales staff. Bring a friend and register to win a **Special 100 Anniversary Edition KitchenAid Queen of Hearts Mixer!**

As a special **BONUS** to you, Stewart's will be offering **No Interest for 12 Months** on a purchase of \$399 or more.

Make plans now to attend!

See you than,

*Stewart's TV & Appliance*

\*See store for complete details on all financing, offers & rebates. 15933 cheitert ©2020. Invigorate Media, LLC. 800-770-5219

Stewart's TV & Appliance | 468 Cleveland St | Elyria, OH 44035 | 440-365-7321

#### ADMISSION TICKET

##### PREFERRED FAMILY

Since 1946  
**Stewart's**  
TV & APPLIANCE

Register to WIN a Special 100 Anniversary Edition KitchenAid® Queen of Hearts Mixer

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please present this ticket for admission. One entry per customer. One Mixer to be given away during the sale. Valid Wednesday, April 15, 2020 Only.

#### ADMISSION TICKET

##### PREFERRED FRIENDS

Since 1946  
**Stewart's**  
TV & APPLIANCE

Register to WIN a Special 100 Anniversary Edition KitchenAid® Queen of Hearts Mixer

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please present this ticket for admission. One entry per customer. One Mixer to be given away during the sale. Valid Wednesday, April 15, 2020 Only.

# Bi-Fold Postcard

8.5" x 11" folds down to 5.5" x 8.5"  
Printed on Heavy Cover Stock



8.5 INCHES WIDE

ONE DAY ONLY • Thursday, March 26th • 10am-7pm

**MAYTAG** Whirlpool  
**AMANA**  
**KitchenAid**  
**JENN-AIR**  
**Electrolux**  
**FRIGIDAIRE**  
**GE APPLIANCES**

Dear Friends and Family,

We hope you will join us for our **Customer Appreciation Sale** on March 26th, from 10am to 7pm.

For **ONE DAY ONLY**, you will have an opportunity to take advantage of some of our **LOWEST PRICES & BEST DEALS OF THE YEAR!** We are a member of a Multi-Billion dollar buying organization and have negotiated Special Offers on appliance brands including Maytag, Whirlpool, KitchenAid, Amana, Jenn-Air, Electrolux, Frigidaire, GE and more! Save on laundry & kitchen appliance models, including Special Orders. You will get our best prices and still qualify for ALL Manufacturer Rebates.

This VIP Sale will not be advertised on television, radio or in the newspaper. Take advantage of **12 Months Special Financing** during the sale.

We are here to serve you after the sale, it pays to buy from a locally owned business!

*Dealer Staff*  
Previous sales excluded

Selling & Servicing Major Appliances in Tucson Since 1956

**CHRISTIE'S** *Appliance Co.*

7255 E. Broadway at S. Kolb • (520) 296-7218

\*See store for complete details of all offers, financing and rebates. ©2010 All rights reserved. 1010 Pricer Appliance EXCERPT. All prices subject to change without notice. All rights reserved. 1010 Pricer Appliance EXCERPT.

11 INCHES TALL

REGULAR  
**46.9¢**  
Includes Postage

**SPECIAL  
SALE PRICE  
ONLY  
41.9¢**



Dealer Name  
Street Address  
City, State ZIP

PRESORT STANDARD  
U.S. POSTAGE  
**PAID**  
INVIGORATE  
MEDIA

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

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

**Artwork Version: BF4039X**



**CHRISTIE'S**  
*Appliance Co.*

*Customer Appreciation  
Sale*

**Thursday, March 26th • 10am-7pm**





**ONE DAY ONLY • Thursday, March 26th • 10am–7pm**

**MAYTAG®** Whirlpool®

**AMANA®**

**KitchenAid®**

**JENN-AIR®**

**Electrolux**

**FRIGIDAIRE®**

**GE APPLIANCES**

Dear Friends and Family,

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For **ONE DAY ONLY**, you will have an opportunity to take advantage of some of our **LOWEST PRICES & BEST DEALS OF THE YEAR!** We are a member of a Multi-Billion dollar buying organization and have negotiated Special Offers on appliance brands including Maytag, Whirlpool, KitchenAid, Amana, Jenn-Air, Electrolux, Frigidaire, GE and more! Save on laundry & kitchen appliance models, including Special Orders. You will get our best prices and still qualify for ALL Manufacturer Rebates.

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*Dealer Staff*  
Previous sales excluded

Selling & Servicing Major Appliances in Tucson Since 1956

**CHRISTIE'S**  
*Appliance Co.*

**7255 E. Broadway at S. Kolb • (520) 296-7218**

S Kolb Rd



**CHRISTIE'S**  
*Appliance Co.*

East Broadway

\*See store for complete details of all offers, financing and rebates. ®/™ © 2019. All rights reserved. HUB Pre-Approval XXXXXX. BF4039X cheitert ©2020 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

**Smith**  
Furniture & Appliance

125 East Main St.  
Pleasant, US 12345  
**(800) 555-4319**

PRESORT STANDARD  
U.S. POSTAGE  
**PAID**  
INVIGORATE  
MEDIA

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

**12 MONTHS  
SPECIAL  
FINANCING\***

**FREE  
DELIVERY &  
HAUL AWAY**

**HUGE  
STOREWIDE  
SAVINGS**

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

**Artwork Version: BF4322X**

**Smith**  
Furniture & Appliance

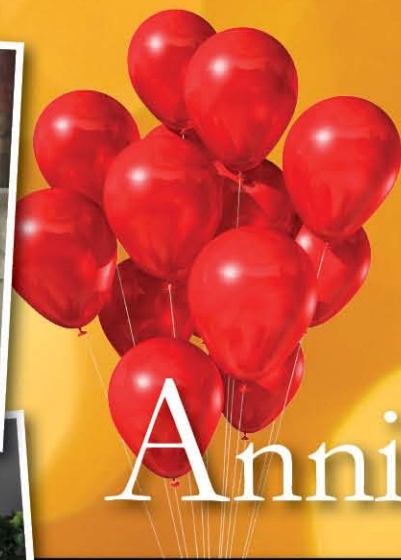
**25<sup>th</sup>**

**Anniversary Sale**



**2 DAYS ONLY!  
May 6<sup>th</sup> & 7<sup>th</sup>**





# 25<sup>th</sup> Anniversary Sale

MAY 6<sup>th</sup> & 7<sup>th</sup> • 8am–8pm



Bassett



Dear Friends & Family,

You are invited to our **25th Anniversary Sale** on **May 6 & 7** from **8am–8pm**.

Take advantage of our **BEST DEALS of the Year** on all of your favorite brands! Now is the time to save on every mattress, bedroom set, dining, sofa and accessory! In addition to our **Year's Lowest Prices**, receive rebates on qualified models throughout the store.

This PRIVATE SALE is for **Letter Holders ONLY** and will NOT be advertised anywhere else. **SPECIAL FINANCING & DISCOUNTED PRICES** will only be available during these sale hours!

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

Hope to see you then!

*Dealer Staff*

**Smith**  
Furniture & Appliance

125 East Main St.  
Pleasant, US 12345  
**(800) 555-4319**

STORE HOURS: M–F 8AM–5:30PM • SAT 8AM–12PM

**12 MONTHS  
SPECIAL  
FINANCING\***

\*See store for complete details of all offers, financing and rebates. ®/™ © 2019. All rights reserved. BF4322X\_Anniversary chellert ©2020 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

# The

# PRIVATE

# Sale

# Letter

## Personal Selling Begins Here

Christie's Appliance  
7255 E. Broadway Blvd.  
Tucson, AZ 85710

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

Doug Nelson  
115 Mississippi Ave., Suite 2  
Crystal City, MO 63019

*You're  
Invited...*



8.5 INCHES WIDE

11 INCHES TALL

## CUSTOMER APPRECIATION SALE

**CHRISTIE'S**  
*Appliance Co.*

7255 E. Broadway Blvd.  
Tucson, AZ 85710  
**775-782-5099**

**7 HOURS ONLY!**  
Thursday, April 16<sup>th</sup>  
1pm-8pm

AMANA Whirlpool MAYTAG KitchenAid

Dear Friends & Family,

You are invited to our annual **Customer Appreciation Sale!**

**7 Hours Only!**  
Thursday, April 16<sup>th</sup> from 1PM to 8PM

Take advantage of our BEST DEALS of the Year on all brands including Amana®, Whirlpool®, Maytag® & KitchenAid®! 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 enter our in-store drawing 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!

*Dealer Staff*



**KitchenAid**  
In-Store Drawing  
for a KitchenAid®  
Stand Mixer!

**12 MONTHS  
SPECIAL  
FINANCING\***

**SAVE BIG  
ON CLOSEOUTS!**

**FREE  
DELIVERY &  
HAUL AWAY**



**Preferred Friends** ADDITIONAL  
TICKET  
Register for your chance to WIN  
a KitchenAid® Stand Mixer!

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

\*This promotion requires purchase of \$1,000 or more. See details at Christie's Appliance. \*See store for details.

**Preferred Family** ADDITIONAL  
TICKET  
Register for your chance to WIN  
a KitchenAid® Stand Mixer!

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

\*This promotion requires purchase of \$1,000 or more. See details at Christie's Appliance. \*See store for details.

\*This drawing requires purchase of \$1,000 or more. See details at Christie's Appliance. \*See store for details.

**8.5" x 11" Color Letter With Envelope Only 39.9¢**



# CUSTOMER APPRECIATION

# SALE

**CHRISTIE'S**  
*Appliance Co.*

7255 E. Broadway Blvd.  
Tucson, AZ 85710

**775-782-5099**

**7 HOURS ONLY!**

**Thursday, April 16<sup>th</sup>**

**1pm–8pm**

**Artwork Version: LE3424WP**

**AMANA®** **Whirlpool®** **MAYTAG®** **KitchenAid®**

Dear Friends & Family,

You are invited to our annual **Customer Appreciation Sale!**

**7 Hours Only!**

**Thursday, April 16th from 1PM to 8PM**

Take advantage of our **BEST DEALS** of the Year on all brands including **Amana®**, **Whirlpool®**, **Maytag®** & **KitchenAid®**! 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 **enter our in-store drawing 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!

*Dealer Staff*



**KitchenAid®**

**In-Store Drawing  
for a KitchenAid®  
Stand Mixer!**

See sales associate for details.

**12 MONTHS  
SPECIAL  
FINANCING\***

**SAVE BIG  
ON CLOSEOUTS!**

**FREE  
DELIVERY &  
HAUL AWAY**

**Preferred Friends**

ADMISSION  
TICKET

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

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

Please present this ticket for admission at **STORE NAME**. One KitchenAid® Stand Mixer to be given away during the sale. Valid Thursday, April 16, 2020 ONLY.

**Preferred Family**

ADMISSION  
TICKET

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

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

Please present this ticket for admission at **STORE NAME**. One KitchenAid® Stand Mixer to be given away during the sale. Valid Thursday, April 16, 2020 ONLY.

\*See store for complete details on all claims, offers, financing & rebates. ®/™ © 2019. All rights reserved. HUB approval 246242. LE3424WP © 2020 Invigorate Media. 1-800-770-5219.



# 35th Anniversary Sale

May 6<sup>th</sup> & 7<sup>th</sup>

**CHRISTIE'S**  
*Appliance Co.*

7255 E. Broadway • Tucson, AZ 85710  
520-296-7218

Bring in this  
**Lucky Number**  
to see if you've  
won our

**\$5,000 Shopping Spree!**

**12  
MONTHS  
SPECIAL  
FINANCING\***

**HUGE  
SAVINGS  
ON CLOSE-  
OUTS!**

**FREE  
DELIVERY  
& HAUL  
AWAY**

Dear Friends & Family,

**Artwork Version: LE3425WP**

You are invited to our 35th Anniversary Sale!

**2 DAYS ONLY!**

**Wednesday, May 6 & Thursday, May 7**

Take advantage of our BEST DEALS of the Year on all brands including **Amana®**, **Whirlpool®**, **Maytag®** & **KitchenAid®**! 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 in this letter to check your lucky number. You may have won a **\$5,000 Shopping Spree!**

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

Hope to see you then!

*Dealer Staff*



**AMANA®** **Whirlpool®**  
**MAYTAG®** **KitchenAid®**

\*See store for complete details on all claims, offers, financing & rebates. ®/™ © 2019. All rights reserved.  
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**DOUBLE-SIDED LETTER**

# ALL SIZES MATTRESS EVENT!



OFFICIAL MATTRESS  
NATIONAL SLEEP  
FOUNDATION  
sleepfoundation.org

**TWIN, FULL,  
QUEEN or KING**  
**YOUR CHOICE ONE LOW PRICE!**

Limited sets included in sale.

**Serta**  
*perfect sleeper*  
Queen Sets As Low As:  
**\$499**  
.....**PLUS**.....



<p><b>Serta</b> <i>perfect sleeper</i> Wellgate - Firm <b>\$799</b> Each Piece Any Size</p>	<p><b>Serta</b> <i>perfect sleeper</i> Outlook Hill - Firm <b>\$899</b> Each Piece Any Size</p>	<p><b>Serta</b> <i>perfect sleeper</i> Swan Harbor - Firm or Plush <b>\$999</b> Each Piece Any Size</p>
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Purchase Serta®  
Perfect Sleeper and  
Start Getting Rewarded!

**Serta** Perfect  
Rewards!

**Save \$100s** on everyday products and services  
plus up to \$100 off your next Serta® mattress purchase.<sup>2</sup>

## HURRY IN TO ENJOY THESE AMAZING SAVINGS!

Selling & Servicing Major Appliances in Tucson Since 1956

**CHRISTIE'S**  
*Appliance Co.*

7255 E. Broadway at S. Kolb • (520) 296-7218

S Kolb Rd



**CHRISTIE'S**  
Appliance Co.

East Broadway



# Moonlight Madness

**CHRISTIE'S**  
*Appliance Co.*

7255 E. Broadway Blvd.  
Tucson, AZ 85710

**775-782-5099**

Artwork Version: LE3426WP

**ONE NIGHT ONLY! May 13<sup>th</sup> • 5pm–9pm**

**AMANA® Whirlpool® MAYTAG® KitchenAid®**

Dear Friends & Family,

You are invited to our annual **Moonlight Madness Sale!**

**ONE NIGHT ONLY!**  
**Wednesday, May 13th from 5pm–9pm**

Take advantage of our **BEST DEALS** of the Year on all brands including **Amana®**, **Whirlpool®**, **Maytag®** & **KitchenAid®** Brand Appliances. 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 **enter our in-store drawing 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!

*Dealer Staff*



**12**  
**MONTHS**  
SPECIAL  
FINANCING\*

**SAVE**  
**BIG**  
ON CLOSEOUTS!

**FREE**  
**DELIVERY**  
**& HAUL**  
**AWAY**

## Preferred Friends

ADMISSION  
TICKET

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

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please present this ticket for admission at **STORE NAME**. One KitchenAid® Stand Mixer to be given away during the sale. Valid May 13, 2020 ONLY.

## Preferred Family

ADMISSION  
TICKET

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

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please present this ticket for admission at **STORE NAME**. One KitchenAid® Stand Mixer to be given away during the sale. Valid May 13, 2020 ONLY.

**KitchenAid®**



**In-Store**  
**Drawing for a**  
**KitchenAid®**  
**Stand Mixer!**

See sales associate for details.



# 12-HOUR RUSH

## PRIVATE SAVINGS EVENT

### WEDNESDAY • APRIL 22<sup>ND</sup> • 8AM-8PM

**Smith**  
Furniture & Appliance  
125 East Main St.  
Pleasant, US 12345  
(800) 555-4319



Artwork Version: LE4321X



Dear Friends & Family,

You are invited to our **12-Hour Rush Private Savings Event** on **April 22nd** from **8am-8pm**.

**For 12 hours only**, take advantage of our **BEST DEALS of the Year** on all of your favorite brands! Now is the time to save on every mattress, bedroom set, dining, sofa and accessory! In addition to our **Year's Lowest Prices**, receive rebates on qualified models throughout the store.

This PRIVATE SALE is for **Letter Holders ONLY** and will NOT be advertised anywhere else. **SPECIAL FINANCING & DISCOUNTED PRICES** will only be available during these sale hours!

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

Hope to see you then!

## Dealer Staff



**icomfort**  
Sleep System by Serta®



**Beautyrest**

**TEMPUR-PEDIC**

**Bassett**

**ASHLEY**  
FURNITURE INDUSTRIES, INC.

**L A Z B O Y**

**COASTER**  
Fine Furniture®

## 12 MONTHS SPECIAL FINANCING\*

## FREE DELIVERY & HAUL AWAY

## HUGE STOREWIDE SAVINGS

\*See store for complete details of all offers, financing and rebates. ©/™ © 2019. All rights reserved. LE4321X\_PrivateSale cheilert ©2020 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.



# Spring Savings

## Private Event

**THURSDAY, APRIL 16<sup>TH</sup>**  
**1PM – 8PM**

**Genuine  Appliance**

3938 Vogel Rd.  
Arnold, MO 63010  
**(636) 282-1700**

**Artwork Version: LE4527WP**

**AMANA® Whirlpool® MAYTAG® KitchenAid®**

Dear Friends & Family,

You are invited to our annual **Spring Savings Private Event!**

## 7 Hours Only!

**Thursday, April 16th from 1PM to 8PM**

Take advantage of our **BEST DEALS** of the Year on all brands including **Amana®, Whirlpool®, Maytag® & KitchenAid®!** 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.

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

Hope to see you then!

*Dealer Staff*



**KitchenAid®**  
**In-Store Drawing**  
**for a KitchenAid®**  
**Stand Mixer!**

See sales associate for details.

### Preferred Friends

ADMISSION  
TICKET

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

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please present this ticket for admission. One KitchenAid® Stand Mixer to be given away during the sale. Valid Thursday, April 16, 2020 ONLY.

### Preferred Family

ADMISSION  
TICKET

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

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please present this ticket for admission. One KitchenAid® Stand Mixer to be given away during the sale. Valid Thursday, April 16, 2020 ONLY.



## 12 MONTHS SPECIAL FINANCING\*

## SAVE BIG ON CLOSEOUTS!

## FREE DELIVERY & HAUL AWAY

\*See store for complete details on all claims, offers, financing & rebates. ®/™ © 2019. All rights reserved. LE4527WP cheilert © 2020 Invigorate Media. 1-800-770-5219.





# Private Sale 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 Dealers** - Want us to file your HUB co-op paperwork on your behalf?: ☐ YES!

Whirlpool Rep: \_\_\_\_\_ **HUB Log-in Username:** \_\_\_\_\_ **Password:** \_\_\_\_\_

Step 1

## Sale Date: *Order Deadline is 3 weeks prior to sale*

Indicate your sale date here: \_\_\_\_\_

Step 2

## Please List Artwork Version Number

Artwork Version highlighted in yellow, ie Version: LE3424WP)

Indicate number here: \_\_\_\_\_

Step 3

Promotion: *Include the following special offer:* ☐ **KitchenAid Stand Mixer** ☐ **Lucky Number** ☐ **None**

(NOTE: Lucky Number not available on "Save the Date!" card)

Step 4

Quantity Single Family Homes: **Select One**

Letter (8.5"x11") ☐ 1. 5,000 - \$2,443 ☐ 2. 10,000 - \$4,139

Letter (8.5"x14") ☐ 1. 5,000 - \$2,543 ☐ 2. 10,000 - \$4,339

Save the Date! ☐ 1. 5,000 - \$2,593\* ☐ 2. 10,000 - \$4,439

Bi-fold Postcard (8.5" x 11") ☐ 1. 5,000 - \$2,543 ☐ 2. 10,000 - \$4,339

**Add 3¢ for Lucky Number or \$225 for Mixer**

(NOTE: Lucky Number only available on orders 10,000+)

### Additional Mailers, Add:

LETTER (11") - 39.9¢ each • LETTER (14") - 41.9¢ each

SAVE THE DATE! - 42.9¢ each\* • BI-FOLD POSTCARD - 41.9¢ each

(\*after discount) **Add I SCFs: Add \$100**

Step 5

**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 6

**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 January 2019 and are subject to change without notice.

Step 7

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 | Letter 8.5" x 11" • Letter 11" x 14" • Save the Date 6.25" x 11.5" • Bi-Fold Postcard 8.5" x 11" | • Single Family Home Postage

**Additional Costs:** Reverse Side color printing...Add 4¢ • Dealer Customer List or Consumer Income List with Many Demo Choices...Add 5¢