

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

## **Harvest of Savings!**

Make Changes to Match Your Inventory

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 Your art will be pre-approved by HUB
- We will file your HUB claim for 90% or 75% if checked on order form

#### Event October 1 - 14

Start October 1 - Order by September 15 Start October 8 - Order by September 22

#### **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.

<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 INCHES WIDE -



295% BIGGER Than our Jumbo Postcard!

As low as

39.9 Includes
Postage

7 INCHES TALI

RECEIVE UP TO

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

# MAYTAG\* \$678 each



4.5 cu.ft. Front Load Washer with Extra Power Button & 12-Hr Fresh Spin™ Option MHW5630HW

7.3 cu.ft. Electric Dryer with Extra Power Button & Quick Dry Cycle MED5630HW

# E \$442 ON THI

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

Whirlpool

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



# 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

PAID INVIGORATE MEDIA

Artwork Version: 03MM4602WP\_Harvest

# SAVE BIG ON LAUNDRY PAIRS!

# NE ARE HE

Come into our store or research appliances on our website. No Contact delivery service is available. Our employees maintain a 6' safe distance both in store and when entering your home to repair or install your appliances. We follow strict sanitizing procedures. We will get through this together!

## MAYTAG° SAVE \$800

ON THIS MAYTAG FRONT LOAD METALLIC SLATE PAIR WITH PEDESTALS!



SAVE \$320 each

4.8 cu.ft. Front Load Washer with Extra Power & 16-Hr Fresh Hold® Option MHW6630HC

7.3 cu.ft. Electric Dryer with Extra Power & Quick Dry Cycle MED6630HC

# MAYTAG \$529 MSRP \$799 each

# AMANA \$449 each



**4.3 cu.ft. Top Load Washer** with Optimal Dispensers & PowerWash® System

MVWX655DW

7.0 cu.ft. Electric Dryer with Sanitize Cycle & Heavy-Duty Motor MEDX655DW



**3.5 cu.ft. Top Load Washer** with Dual Action
Agitator & Porcelain Tub
NTW4516FW

**6.5 cu.ft. Electric Dryer** with Wrinkle Prevent Option & Automatic Dryness Control NED4655EW

## **HUGE SAVINGS ON SELECT KITCHEN PACKAGES!**

Whirlpool MAYTAG AMANA KitchenAid





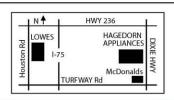




## **12 MONTHS SPECIAL FINANCING!\***



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



www.hagedornappliance.com

"See store for complete details 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; Kitchenkid® Stand Mixer 3:XX,XXX; Additional Discounts on minimum
purchase of \$499 and above: \$25 XXXX,XXX; \$30 XXXXX,XXX; \$50 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 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. VoIID WHERE PROHIBITED BY LAW. ®/™
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cheiter ©2020 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

# The Legal Limit MAX! Postcard

Anything bigger would be criminal.







14 INCHES WIDE

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

**255% BIGGER** Than our Jumbo Postcard!

INCHES



## MAYTAG<sup>®</sup> SAVE \$800

ON THIS MAYTAG FRONT LOAD METALLIC SLATE PAIR WITH PEDESTALS!



\$779 each

SAVE \$320 each

4.8 cu.ft. Front Load Washer with Extra Power & 16-Hr Fresh Hold® Option мнw6630нс

7.3 cu.ft. Electric Dryer with Extra Power & Quick Dry Cycle MFD6630HC

# SAVE BIG ON LAUNDRY PAIRS!

MAYTAG\* \$678 each

Whirlpool \$678 each



4.5 cu.ft. Front Load Washer with Extra Power Button & 12-Hr Fresh Spin™ Option мнw5630нw 7.3 cu.ft. Electric Dryer with Extra Power Button & Quick Dry Cycle MED5630HW



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

7.4 cu.ft. Electric Dryer
with Sanitize Cycle &
Intuitive Touch Controls
WED5820HW
web5820HW

MAYTAG\* \$529 each

AMANA \$449 each



4.3 cu.ft. Top Load Washer with Optimal Dispensers & PowerWash® System MWX655DW 7.0 cu.ft. Electric Dryer with Sanitize Cycle & Heavy-Duty Motor MEDX655DW



3.5 cu.ft. Top Load Washer with Dual Action Agitator & Porcelain Tub NTW4516FW

WFW5620HW

6.5 cu.ft. Electric Dryer with Wrinkle Prevent Option & Automatic Dryness Control NED4655EW

#### **HUGE SAVINGS ON SELECT KITCHEN PACKAGES!**

Whirlpool MAYTAG AMANA KitchenAid









#### WE ARE HERE FOR YOU

Come into our store or research appliances on our website. No Contact delivery service is available. Our employees maintain a 6' safe distance both in store and when entering your home to repair or install your appliances. We follow strict sanitizing procedures. We will get through this together!



D LOWES HAGEDORN APPLIANCES OF TURFWAY Rd McDonalds

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.comfor warranty details. ®/™©2020. All rights reserved. MACR# 259668. HUB Pre-Approval XXXXXX. 03LM4601WP\_Harvest cheitert ©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

U.S.POSTAGE
PAID
INVIGORATE
MEDIA

Doug Nalson 115 Mississippi Qua Crystat City, MO 63019

Artwork Version: 03LM4601WP Harvest



12 MONTHS SPECIAL FINANCING!



\$1700\*



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







## WE ARE HERE FOR YOU

Come into our store or research appliances on our website. No Contact delivery service is available. Our employees maintain a 6' safe distance both in store and when entering your home to repair or install your appliances. We follow strict sanitizing procedures. We will get through this together!

#### Whirlpool

#### **MAYTAG**<sup>®</sup>

\$678 each

\$529 MSRP \$799 each





soap for 20 LOADS

WFW5620HW

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



4.3 cu.ft. Top Load Washer with Optimal Dispensers & PowerWash® System 7.0 cu.ft. Electric Dryer with Sanitize Cycle & Heavy-Duty Motor MEDX655DW



\*See store for complete details of all offers, financing and rebates. Visit maytag.com for warranty details. ®/™ © 2020. All rights reserved. MACR# 259668. HUB Pre-Approval XXXXXX. 03JP4603WP\_Harvest cheitert ©2020 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

#### **KitchenAid**<sup>®</sup>

\$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
INVIGORATE
MEDIA

Doug Nelson 115 Mississippi Que Crystat City, MO 63019

Artwork Version: 03JP4603WP\_Harvest

### **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	_ Model #	MHW5630HW	_MSRP	\$899	SALE PRICE _	\$678
Brand _	Maytag	_ Model #	MED5630HW	_MSRP	\$899	SALE PRICE _	\$678
Brand _	Whirlpool	_ Model #	WFW5620HW	_MSRP	\$899	SALE PRICE _	\$678
Brand _	Whirlpool	_ Model #	WED5620HW	_MSRP	\$899	SALE PRICE _	\$678
Brand _	Maytag	_ Model #	MHW6630HC	_MSRP	\$1099	SALE PRICE _	\$779
Brand _	Maytag	_ Model #	MED6630HC	_MSRP	\$1099	SALE PRICE _	\$779
Brand _	Maytag	_ Model #	MVWX655DW	_MSRP	\$799	SALE PRICE _	\$529
Brand _	Maytag	_ Model #	MEDX655DW	_MSRP	\$799	SALE PRICE _	\$529
Brand _	Amana	_ Model #	NTW4516FW	_MSRP	\$499	SALE PRICE _	\$449
Brand _	Amana	_ Model #	NED4655EW	_MSRP	\$499	SALE PRICE _	\$449



#### 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:				ame:							
Address:				State: _	Zip:						
Phone:		Cell:		Ema	ail:						
Buying Group: Whirlpool Rep:											
Whirlpool Dealers - Want us to file your HUB co-op paperwork on your behalf?   YES!											
		<u> </u>				sword:					
	·										
Step	Sale Dates  Please List Artwork Version Number										
1	Indicate your sal	le dates here:	2	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)										
	you want condition on Fronto. E 100 E 110 (solution on Fronto Political)										
Step		Family Homes: <b>Select O</b>		Jumbo Postcard Pricing:							
	Monster Mailer	<b>□</b> 1. 5,000 - \$2,443 <b>□</b> 3	<b>2.</b> 10,000 - \$4,	139	<b>1.</b> 1,000 - \$799	<b>2</b> . 2,000 - \$1,399					
	Legal Limit MAX	(! <b>1</b> . 5,000 - \$2,593	<b>2.</b> 10,000 - \$4,4	439 <b>C</b>	<b>3.</b> 3,000 - \$1,799	<b>4.</b> 4,000 - \$2,099					
	Additional Mailers	• ANN: MONSTED 20.04 o	ach		<b>5.</b> 5,000 - \$2,293	<b>6.</b> 10,000 - \$3,839					
		dditional Mailers, ADD: MONSTER - 39.9¢ each EGAL LIMIT MAX - 42.9¢ each • JUMBO POSTCARD - 36.9¢ each (on quantities over 5,000)									
		•									
Step 4	Financing & Spe	cial Offers: All offers are	e solely the r	etailer's re	esponsibility. ie. Fina	ancing, Rebates, Free Delivery,etc.					
	Financing offer ter	rms - # of Months ie. 6, 12,	yments? YES or NO; Minimum Purchase: \$								
	List your special o	ffers here:									
Step	Signature (REOU	IRFD):			(Your order will not be	e processed without a signature)					
5	nvigorate Media has no resp	ponsibility for, nor may payment be con	tingent upon, availal								
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											
1	rates as of May 2018 and are	subject to change without notice.									
Step 6	Select ONE: □1.	. Zip Codes - Complete	Below <b>O</b>	<b>R</b> □ 2. Le	et us run a radius a	around your store					
	Call us i	for free consulta	tion on se	electing	your mailing	list					
1. 2.		2.	3.		4.	5.					
6. 7.		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¢  Add'1 SCFs: Add \$100											
Legal Limit Max: Targeted Homeowner Income List OR Dealer's Customer List: Add 7¢											

#### 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: \$