



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

Black Friday Savings Event!

Make Model Changes to Match Your Situation

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.

- Can use MAP or MAP less 10% if model is NOT on Promo.
- Make ANY Changes - Your art will be pre-approved by HUB
- We will file your HUB claim if checked on order form

**Event November 19 – December 2
Order by November 2**

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"



295% BIGGER Than our
Jumbo Postcard!

As low as
39.9¢ Includes
Postage

17 INCHES TALL

AMANA® STAINLESS STEEL APPLIANCES



4.8 cu.ft. Electric Range with Extra-Large Oven Window
AER6303MFS



5.1 cu.ft. Gas Range with Easy Touch Electronic Controls
AGR5330BAS

YOUR CHOICE:

MSRP \$649

\$449

SAVE \$200!



1.6 cu.ft. Over-the-Range Microwave with Add :30 Seconds Feature
AMV2307PFS

MSRP \$269
\$149
SAVE \$120!

MSRP \$439
\$349
SAVE \$90!

Stainless Steel Dishwasher with 1-Hour Wash Cycle
ADB1400AGS



SINCE 1941
HAGEDORN
APPLIANCES

BLACK FRIDAY

SAVINGS
EVENT

November 19th – December 2nd

OUR BEST DEALS OF
THE YEAR!

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
Crystat City, MO 63019

Artwork Version: 03MM4611WP_BlackFriday



19.4 cu.ft. Counter Depth 4 Door Refrigerator with Flexible Organization Spaces
WRQA59CNKZ

Whirlpool®

4 PIECE STAINLESS STEEL KITCHEN SUITE

MSRP \$4946



\$3499

SAVE \$1447
ON THE PACKAGE!



30" Electric Ceramic Glass Cooktop with Dual Radiant Element
WCE55US0HB



5.0 cu.ft. Single Wall Oven with the FIT system
WOS31ES0JS



Stainless Steel Dishwasher with Third Level Rack
WDT750SAKZ

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!

MAYTAG®



**3 PIECE STAINLESS STEEL
KITCHEN SUITE**



MSRP \$349
\$229
SAVE \$120!

1.9 cu.ft. Over-the-Range Microwave with Stainless Steel Cavity
MMV1175JZ



MSRP \$1899
\$1499
SAVE \$400!

6.7 cu.ft. Double-Oven Electric Range with True Convection
MET8800FZ

MSRP \$749
\$599
SAVE \$150!



Stainless Steel Tub Dishwasher with Dual Power Filtration
MDB4949SKZ



KitchenAid®

**3 PIECE BLACK STAINLESS
STEEL KITCHEN SUITE**

MSRP \$4247

\$3032

**SAVE
\$1215
ON THE
PACKAGE!**



1.9 cu.ft. Microwave Hood Combination with 1000 Watts Power
KMHC319EBS

6.7 cu.ft. 5 Burner Electric Double Oven Range with Even-Heat™ True Convection
KFED500EBS

39 DBA Dishwasher with Third Level Utensil Rack
KDFE204KBS

12 MONTHS SPECIAL FINANCING!*

KitchenAid®
YOUR CHOICE
DISHWASHERS:

\$949

MSRP \$1099

SAVE \$150!



44 DBA Dishwasher with FreeFlex™ Third Rack
KDTM404KPS



44 DBA Dishwasher with FreeFlex™ Third Rack
KDFM404KPS

**KitchenAid®
REBATE**

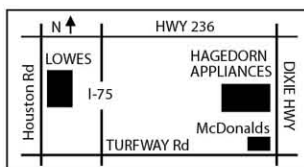
**RECEIVE
UP TO**

\$1700*

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



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; KitchenAid® Stand Mixer 3:XX,XXX; Additional Discounts on minimum purchase of \$499 and above: \$25 XX,XXX; \$30 XX,XXX; \$50 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. ©/™ ©2020. All rights reserved. MACR# XXXXXX. HUB Pre-Approval XXXXXX. 03MM4611WP_BlackFriday cheilert ©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**

HAGEDORN APPLIANCES

BLACK FRIDAY SAVINGS EVENT
November 19th - December 2nd

OUR BEST DEALS OF THE YEAR!

MAYTAG 3 PIECE STAINLESS STEEL KITCHEN SUITE

\$229
SAVE \$120!
1.6 cu.ft. Over-the-Range Microwave with Stainless Steel Cavity

\$599
SAVE \$190!
Stainless Steel Tall Dishwasher with Dual Power Filtration

\$1499
SAVE \$400!
6.7 cu.ft. Double Oven Electric Range with True Convection

Whirlpool 4 PIECE STAINLESS STEEL KITCHEN SUITE

\$3499
SAVE \$1447
19.4 cu.ft. Counter Depth 4 Door Refrigerator with Flexible Organization Spaces

30" Electric Ceramic Cooktop with Dual Radiant Element

6.0 cu.ft. Single Wall Oven with the TFT system

Stainless Steel Dishwasher with Third Level Rack

A.M.A.N.A. STAINLESS STEEL APPLIANCES

YOUR CHOICE: \$449
SAVE \$200!
4.8 cu.ft. Electric Range with Extra Large Cook Surface

\$149
SAVE \$120!
1.8 cu.ft. Over-the-Range Microwave with AMP 30 Seconds

\$349
SAVE \$90!
Stainless Steel Dishwasher with 3rd Level Rack

KitchenAid 3 PIECE BLACK STAINLESS STEEL KITCHEN SUITE

\$3032
SAVE \$1215 ON THE PACKAGE!

1.9 cu.ft. Microwave Hood Combination with 1000 Watts Power

6.7 cu.ft. 5 Burner Electric Double Oven Range with Even-Heat™ True Convection

39 DBA Dishwasher with Third Level Utensil Rack

WE ARE HERE FOR YOU
Come into our store or search appliances on our website. No contact delivery service is available. Our employees maintain a 6 ft safe distance both in store and while entering your home to repair or install your appliances. We follow strict sanitizing procedures. We will get through this together!

KitchenAid YOUR CHOICE DISHWASHERS: \$949
SAVE \$150!
44 DBA Dishwasher with FrontFlex™ Third Rack

44 DBA Dishwasher with FrontFlex™ Third Rack

44 DBA Dishwasher with FrontFlex™ Third Rack

Scratch & Win
• \$10,000 Shopping Spree
• KitchenAid® Stand Mixer
• \$25 - \$50 Additional Instant Savings

12 MONTHS SPECIAL FINANCING!

KitchenAid REBATE
RECEIVE UP TO \$1700*

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

HAGEDORN APPLIANCES
4432 Dixie Highway • Elstner, KY 41018 • 859-342-6060
www.hagedornappliance.com

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

BLACK FRIDAY

SAVINGS
EVENT



November 19th – December 2nd

OUR BEST DEALS OF THE YEAR!

MAYTAG



**3 PIECE STAINLESS STEEL
KITCHEN SUITE**



MSRP \$349
\$229
SAVE \$120!

1.9 cu.ft. Over-the-Range Microwave with Stainless Steel Cavity
MMV1175JZ



MSRP \$1899
\$1499
SAVE \$400!

6.7 cu.ft. Double-Oven Electric Range with True Convection
MET8800FZ

MSRP \$749
\$599
SAVE \$150!



Stainless Steel Tub Dishwasher with Dual Power Filtration
MDB4949SKZ

Whirlpool

**4 PIECE STAINLESS STEEL
KITCHEN SUITE**



19.4 cu.ft. Counter Depth 4 Door Refrigerator with Flexible Organization Spaces
WRAQ59CNKZ



MSRP \$4946
\$3499



30" Electric Ceramic Glass Cooktop with Dual Radiant Element
WCE55US0HB



5.0 cu.ft. Single Wall Oven with the FIT system
WOS11ES0JS



Stainless Steel Dishwasher with Third Level Rack
WDT750SAKZ

**SAVE \$1447
ON THE PACKAGE!**

A M A N A STAINLESS STEEL APPLIANCES

YOUR CHOICE: MSRP \$449
\$449
SAVE \$200!



4.8 cu.ft. Electric Range with Extra-Large Oven Window
AER6303MFS



5.1 cu.ft. Gas Range with Easy Touch Electronic Controls
AGR5300BAS



1.6 cu.ft. Over-the-Range Microwave with Add :30 Seconds Feature
AMV2307PFS

MSRP \$269
\$149 SAVE \$120!

MSRP \$439
\$349
SAVE \$90!

Stainless Steel Dishwasher with 1-Hour Wash Cycle
ADB1400AGS





KitchenAid® 3 PIECE BLACK STAINLESS STEEL KITCHEN SUITE

MSRP \$4247

\$3032

**SAVE
\$1215
ON THE
PACKAGE!**



**1.9 cu.ft. Microwave Hood
Combination with 1000
Watts Power**
KMHC319EBS

**6.7 cu.ft. 5 Burner Electric
Double Oven Range with
Even-Heat™ True Convection**
KFED500EBS

**39 DBA Dishwasher
with Third Level
Utensil Rack**
KDPE204KBS

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: 03LM4610WP_BlackFriday

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!

**KitchenAid®
YOUR CHOICE
DISHWASHERS:**

\$949

MSRP \$1099

SAVE \$150!



**44 DBA
Dishwasher
with FreeFlex™
Third Rack**
KDTM404KPS



**44 DBA
Dishwasher
with FreeFlex™
Third Rack**
KDFM404KPS



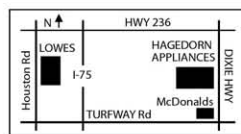
12 MONTHS SPECIAL FINANCING!*

KitchenAid® REBATE

RECEIVE UP TO
\$1700*



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



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. MACR# XXXXXX. HUB Pre-Approval XXXXXX. 03LM4610WP_BlackFriday cheiert ©2020 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.



The Jumbo Postcard

CHRISTIE'S
Appliance Co.

BLACK FRIDAY

**SAVINGS
EVENT**

November 19th – December 2nd

**OUR BEST DEALS
OF THE YEAR!**

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



AMANA® Whirlpool® MAYTAG 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!

A M A N A® STAINLESS STEEL APPLIANCES

YOUR CHOICE: MSRP ~~\$649~~ **\$449**
SAVE \$200!



4.8 cu.ft. Electric Range with Extra-Large Oven Window
AER6303MFS



5.1 cu.ft. Gas Range with Easy Touch Electronic Controls
AGR5330BAS



1.6 cu.ft. Over-the-Range Microwave with Add :30 Seconds Feature
AMV2307PFS

MSRP ~~\$269~~
\$149
SAVE \$120!

MSRP ~~\$439~~
\$349
SAVE \$90!

Stainless Steel Dishwasher with 1-Hour Wash Cycle
ADB1400AGS



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

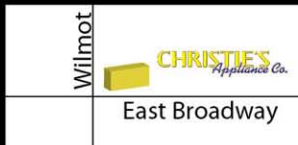
PRESORT STANDARD
U.S. POSTAGE
PAID
INVIGORATE
MEDIA

Selling & Servicing Major Appliances in Tucson Since 1956

CHRISTIE'S

Appliance Co.

6355 E. Broadway at Wilmot • (520) 296-7218



*See store for complete details of all offers, financing and rebates. Visit maytag.com for warranty details. ©/TM © 2020. All rights reserved. MACR# XXXXXX. HUB Pre-Approval XXXXXX. JP4616WP_BlackFriday cheitert ©2020 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

Doug Nelson
115 Mississippi Ave
Crystat City, MO 63019

Artwork Version: JP4616WP_BlackFriday

MODEL LIST : MONSTER MAILER

Nov 19–Dec 12
Black Friday

**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	Amana	Model #	AER6303MFS	MSRP	\$649	SALE PRICE	\$449
Brand	Amana	Model #	AGR5330BAS	MSRP	\$649	SALE PRICE	\$449
Brand	Amana	Model #	AMV2307PFS	MSRP	\$269	SALE PRICE	\$149
Brand	Amana	Model #	ADB1400AGS	MSRP	\$439	SALE PRICE	\$349
Brand	Whirlpool	Model #	Kitchen	MSRP	\$4946	SALE PRICE	\$3499
Brand	Whirlpool	Model #	WRQA59CNKZ	MSRP		SALE PRICE	
Brand	Whirlpool	Model #	WCE55US0HB	MSRP		SALE PRICE	
Brand	Whirlpool	Model #	WOS31ES0JS	MSRP		SALE PRICE	
Brand	Whirlpool	Model #	WDT750SAKZ	MSRP		SALE PRICE	
Brand	Maytag	Model #	MMV1175JZ	MSRP	\$349	SALE PRICE	\$229
Brand	Maytag	Model #	MET8800FZ	MSRP	\$1899	SALE PRICE	\$1499
Brand	Maytag	Model #	MDB4949SKZ	MSRP	\$749	SALE PRICE	\$599
Brand	KitchenAid	Model #	Kitchen	MSRP	\$4247	SALE PRICE	\$3032
Brand	KitchenAid	Model #	KMHC319EBS	MSRP		SALE PRICE	
Brand	KitchenAid	Model #	KFED500EBS	MSRP		SALE PRICE	
Brand	KitchenAid	Model #	KDFE204KBS	MSRP		SALE PRICE	
Brand	KitchenAid	Model #	KDTM404KPS	MSRP	\$1099	SALE PRICE	\$949
Brand	KitchenAid	Model #	KDFM404KPS	MSRP	\$1099	SALE PRICE	\$949



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:** \$ _____