



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

Presidential Savings!

Based on Focus Production Models

Make 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.

- **Models are at MAP - you decide your prices.**
- **Make ANY Changes - Your art will be pre-approved by HUB**
- **FREE HUB filing if checked on order form**

**Event February 11- 24
Order by January 26**

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) \$250 Your Store Gift Certificates (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 Menkhous bill_menkhous@invigoratemedia.com Cell 636-524-1240

Doug Nelson doug_nelson@invigoratemedia.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



WE ARE HERE FOR YOU

Come into our store or research appliances on our website. No Contact Delivery service is available. Our technicians maintain a 6' safe distance with 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

\$749

5.3 cu.ft. Electric Range with FastHeat™ Dual Radiant Element
WHS6000WZ

MAYTAG

\$849

5.3 cu.ft. Electric Range with Precision Cooking™ System
MWH6000WZ

Whirlpool

\$1149

6.4 cu.ft. Electric Range with Frozen Bake™ Technology
WHS7000WZ

DEALER LOGO

Dealer Name
Street Address
City, State, ZIP

POSTMASTER: Please Deliver ONLY, RITE, KIX, KIXX OR CURRENT RESIDENT

*Dany Nelson
15 Mississippi Ave
Capehart City, MO 64609*

PERMIT LICENSE REQUIRED PAID BY ADDRESSEE MEDIA

Artwork Version: MM4633WP, PresidentialSavings

AMANA

\$1299

25 cu.ft. Side-by-Side Refrigerator with Dual Fast Ice & Water Dispenser
ABT0500WZ

Whirlpool

\$1599

24.5 cu.ft. Side-by-Side Refrigerator with In-DoorCool™ Storage
WHS6000WZ

Whirlpool

\$1799

26 cu.ft. Side-by-Side Refrigerator with Accu-Chill™ Temperature Management
WHS6000WZ

Whirlpool

\$1899

25.2 cu.ft. French Door Refrigerator with Interior Water Dispenser
WHS6000WZ

MAYTAG

\$1999

25.2 cu.ft. French Door Refrigerator with FreeLock Crispers
MWH6000WZ

295% BIGGER Than our Jumbo Postcard!

As low as
39.9¢ Includes Postage

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

\$749



5.3 cu.ft. Electric Range with FlexHeat™ Dual Radiant Element
WFE515S0JS

MAYTAG®

\$849



5.3 cu.ft. Electric Range with Precision Cooking™ System
MER6600FZ

Whirlpool

\$1149



6.4 cu.ft. Electric Range with Frozen Bake™ Technology
WFE775H0HZ

DEALER LOGO

Presidential Savings

**February
11th–24th**



Scratch & Win

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



- \$10,000 Shopping Spree
- \$250 Store Gift Certificate
- \$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: MM4633WP_PresidentialSavings

AMANA®

\$1299



25 cu.ft. Side-by-Side Refrigerator with Dual Pad Ice & Water Dispenser
ASI2575GRS

Whirlpool

\$1599



24.5 cu.ft. Side-by-Side Refrigerator with In-Door-Ice® Storage
WRS555SIHZ

Whirlpool

\$1799



28 cu.ft. Side-by-Side Refrigerator with Accu-Chill™ Temperature Management
WRS588FIHZ

Whirlpool

\$1899



25.2 cu.ft. French Door Refrigerator with Interior Water Dispenser
WRF535SWHZ

MAYTAG®

\$1999



25.2 cu.ft. French Door Refrigerator with FreshLock Crispers
MFF2558FEZ

KitchenAid®



RECEIVE UP TO
\$1700*

*Visa® Prepaid card by mail when you purchase select KitchenAid Brand Appliances
January 1 - June 30, 2021

Whirlpool®



\$529

ENERGY STAR® Dishwasher with 1-Hour Wash Cycle
WDF540PADB

MAYTAG®



\$749

Stainless Steel Tub Dishwasher with Dual Power Filtration
MDB4949SKZ

Whirlpool®



\$799

Stainless Steel Dishwasher with Third Level Rack
WDT750SAKZ

KitchenAid®



\$1099

44 DBA Dishwasher with FreeFlex™ Third Rack
KDFM404KPS

12 MONTHS SPECIAL FINANCING!*

MAYTAG®
\$899 each



4.5 cu.ft. Front Load Washer with Extra Power & 12-Hour FreshSpin™ Option
MHW5630HW

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



SHOWN WITH OPTIONAL PEDESTALS



MAYTAG® **\$999** each

Whirlpool® **\$799** each



5 Year Parts & Labor Included!



4.7 cu.ft. Smart Capable Top Load Washer with Heavy Duty Cycle
MVW6230RHW

7.4 cu.ft. Smart Capable Electric Dryer with Advanced Moisture Sensing
MED6230RHW



4.7 cu.ft. Top Load Washer with Pretreat Station
WTW5105HW

7.4 cu.ft. Electric Dryer with Sanitize Cycle - eliminating 99.9% of common household bacteria
WED5100HW

DEALER TAG

*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; \$250 Store Gift Certificate 3:XX,XXX; Additional Discounts on minimum purchase of \$499 and above: \$25 XXX,XXX; \$30 XXX,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. VOID WHERE PROHIBITED BY LAW. ©/TM ©2020. All rights reserved. HUB Pre-Approval XXXXXX. MM4633WP - PresidentialSavings cheerit ©2021 Invigorate Media, LLC. All Rights Reserved.

The Legal Limit *MAX!* Postcard

Anything bigger would be criminal.

**14 INCHES WIDE
HUGE!**

11 INCHES TALL

[illegible][illegible]

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

As low as
42.9¢
Includes Postage

255% BIGGER Than our Jumbo Postcard!

Than our Jumbo Postcard!

DEALER LOGO

Presidential Savings

February
11th–24th



AMANA

\$1299



25 cu.ft. Side-by-Side Refrigerator with Dual Pad Ice & Water Dispenser
AS12575GRS

Whirlpool

\$1599



24.5 cu.ft. Side-by-Side Refrigerator with In-Door-Ice® Storage
WRS5558HZ

Whirlpool

\$1799



28 cu.ft. Side-by-Side Refrigerator with Accu-Chill™ Temperature Management
WRS588FHZ

Whirlpool

\$1899



25.2 cu.ft. French Door Refrigerator with Interior Water Dispenser
WRF5358WHZ

MAYTAG

\$1999



25.2 cu.ft. French Door Refrigerator with FreshLock Crispers
MFF2558FEZ

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

\$749



5.3 cu.ft. Electric Range with FlexHeat™ Dual Radiant Element
WFE515S0JS

MAYTAG

\$849



5.3 cu.ft. Electric Range with Precision Cooking™ System
MER660FZ

Whirlpool

\$1149



6.4 cu.ft. Electric Range with Frozen Bake™ Technology
WFE775H0HZ

Whirlpool

\$529



ENERGY STAR® Dishwasher with 1-Hour Wash Cycle
WDF540PADS

MAYTAG

\$749



Stainless Steel Tub Dishwasher with Dual Power Filtration
MDB4949SKZ

Whirlpool

\$799



Stainless Steel Dishwasher with Third Level Rack
WDT750SAKZ

KitchenAid

\$1099



44 DBA Dishwasher with FreeFlex™ Third Rack
KDFM404KPS

MAYTAG®

\$899 each

4.5 cu.ft. Front Load Washer with Extra Power & 12-Hour FreshSpin™ Option
MH-W5630HW

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



SHOWN WITH OPTIONAL PEDESTALS

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: LM4632WP_PresidentialSavings

MAYTAG® \$999 each

Whirlpool® \$799 each



4.7 cu.ft. Smart Capable Top Load Washer with Heavy Duty Cycle
MVW6230RH

7.4 cu.ft. Smart Capable Electric Dryer with Advanced Moisture Sensing
MED6230RH



4.7 cu.ft. Top Load Washer with Pretreat Station
WTV5105HW

7.4 cu.ft. Electric Dryer with Sanitize Cycle - eliminating 99.9% of common household bacteria
WED6100HW

DEALER TAG



12 MONTHS SPECIAL FINANCING!

KitchenAid® RECEIVE UP TO

\$1700*



*Visa® Prepaid card by mail when you purchase select KitchenAid Brand Appliances

January 1 - June 30, 2021

*See store for complete details of all offers, financing and rebates. Visit maytag.com for warranty details. ©/TM © 2021. All rights reserved. HUB Pre-Approval XXXXXX. LM4632WP_PresidentialSavings cheilert ©2021 Invigorate Media, LLC. All Rights Reserved.

The Jumbo Postcard

DEALER LOGO

Presidential Savings

February
11th–24th



WE ARE HERE
★ FOR YOU ★

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



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® \$899 each



**BOOSTS STAIN
FIGHTING ON
ANY WASH
CYCLE**

**4.5 cu.ft. Front Load
Washer with Extra
Power & 12-Hour
FreshSpin™ Option**
MHW5630HW

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



SHOWN WITH OPTIONAL PEDESTALS

KitchenAid®

RECEIVE
UP TO

\$1700*

*Visa® Prepaid card by mail when you purchase select
KitchenAid Brand Appliances (January 1 - June 30, 2021)



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

DEALER TAG

*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. JP4634WP_PresidentialSavings cheitert ©2021 Invigorate Media, LLC. All Rights Reserved.

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

Artwork Version: JP4634WP_PresidentialSavings

MODEL LIST : MONSTER MAILER

**Some models may not appear on smaller mailers*

February 11 – 24
Presidential Savings

Prices are set at lowest co-opable prices.

Brand	Whirlpool	Model #	WFE515S0JS	MSRP		SALE PRICE	\$749
Brand	Maytag	Model #	MER6600FZ	MSRP		SALE PRICE	\$849
Brand	Whirlpool	Model #	WFE775H0HZ	MSRP		SALE PRICE	\$1149
Brand	Amana	Model #	ASI2575GRS	MSRP		SALE PRICE	\$1299
Brand	Whirlpool	Model #	WRS555SIHZ	MSRP		SALE PRICE	\$1599
Brand	Whirlpool	Model #	WRS588FIHZ	MSRP		SALE PRICE	\$1799
Brand	Whirlpool	Model #	WRF535SWHZ	MSRP		SALE PRICE	\$1899
Brand	Maytag	Model #	MFF2558FEZ	MSRP		SALE PRICE	\$1999
Brand	Whirlpool	Model #	WDF540PADB	MSRP		SALE PRICE	\$529
Brand	Maytag	Model #	MDB4949SKZ	MSRP		SALE PRICE	\$749
Brand	Whirlpool	Model #	WDT750SAKZ	MSRP		SALE PRICE	\$799
Brand	KitchenAid	Model #	KDFM404KPS	MSRP		SALE PRICE	\$1099
Brand	Maytag	Model #	MHW5630HW	MSRP		SALE PRICE	\$899
Brand	Maytag	Model #	MED5630HW	MSRP		SALE PRICE	\$899
Brand	Maytag	Model #	MVW6230RHW	MSRP		SALE PRICE	\$999
Brand	Maytag	Model #	MED6230RHW	MSRP		SALE PRICE	\$999
Brand	Whirlpool	Model #	WTW5105HW	MSRP		SALE PRICE	\$799
Brand	Whirlpool	Model #	WTW5105HW	MSRP		SALE PRICE	\$799



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 4 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:** \$ _____