



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

Spring Clean Up 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.

- 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 March 18- 31
Order Deadline February 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/4 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 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

KitchenAid
MAKE IT YOUR OWN
RECEIVE UP TO **\$1700**
*Yearly Prepaid card by mail when you purchase select KitchenAid Brand Appliances
January 1 - June 30, 2021

AMANA 3 PIECE STAINLESS STEEL PACKAGE
1.6 cu.ft. Over-the-Range Microwave with Auto 30 Seconds Feature
4.8 cu.ft. Electric Range with Extra-Large Oven Window
Stainless Steel Dishwasher with 7-Hour Wash Cycle
ONLY \$1172

DEALER LOGO
Spring Clean Up
SAVINGS EVENT
MARCH 18TH - 31ST

Clean Up
with Great Kitchen & Laundry Deals!
AMANA Whirlpool MAYTAG KitchenAid

Dealer Name
Street Address
City, State, ZIP

POSTMASTER: Please Deliver KIX, KIX, KIX OR CURRENT RESIDENT

PAID
BY MAIL

Artwork Version: MM4636WP_SpringClean

295% BIGGER Than our Jumbo Postcard!

As low as
39.9¢ Includes Postage

KitchenAid®



MAKE IT
YOUR OWN

RECEIVE UP TO
\$1700*

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

January 1 - June 30, 2021

A M A N A®

**3 PIECE STAINLESS
STEEL PACKAGE**



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



**4.8 cu.ft. Electric
Range with
Extra-Large Oven
Window**
AER6303MFS
AGRS330BAS (Gas)



**Stainless Steel
Dishwasher with
1-Hour Wash Cycle**
ADB1400AGS

**ONLY
\$1172**



DEALER LOGO

**Spring
Clean Up**

**SAVINGS
EVENT**

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*

MARCH 18TH – 31ST

Artwork Version: MM4636WP_SpringClean



**Clean Up
with Great Kitchen &
Laundry Deals!**

A M A N A®

Whirlpool®

MAYTAG

KitchenAid®

AMANA® **\$499** MSRP \$529 each



SAVE \$60 ON THE PAIR!

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

6.5 cu.ft. Electric Dryer with Wrinkle Prevent Option
NED4655EW

Whirlpool® **\$610** MSRP \$799 each



SAVE \$378 ON THE PAIR!

4.3 cu.ft. Top Load Washer with Quick Wash Cycle
WTW5000DW

7.0 cu.ft. Electric Dryer with AccuDry™ Sensor Drying System
WED49STBW

12 MONTHS SPECIAL FINANCING!*

MSRP \$749 **MAYTAG®** **\$610** washer **\$699** dryer



SAVE \$139 ON THE PAIR!

4.2 cu.ft. Top Load Washer with Deep Water Wash Option
MWWC565FW

7.0 cu.ft. Electric Dryer with Wrinkle Control
MEDC465HW

MAYTAG® **\$721** MSRP \$799 each



SAVE \$156 ON THE PAIR!

4.8 cu.ft. Top Load Washer with Deep Fill Option
MWW6200KW

7.0 cu.ft. Electric Dryer with Moisture Sensing
MED6200KW



**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!

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. ©/™ ©2021. All rights reserved. HUB Pre-Approval XXXXXX. MM4636WP_SpringClean chellert ©2021 Invigorate Media, LLC. All Rights Reserved.

The Legal Limit **MAX!** Postcard

Anything bigger would be criminal.

14 INCHES **WIDE**
HUGE!



DEALER LOGO

Spring Clean Up
SAVINGS EVENT

MARCH 18TH - 31ST

12 MONTHS SPECIAL FINANCING!

KitchenAid
RECEIVE UP TO **\$1700***

*Use a Prepaid card by mail when you purchase select KitchenAid® Brand Appliances January 1 - April 30, 2017

Clean Up with Great Kitchen & Laundry Deals!

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

AMANA 3 PIECE STAINLESS STEEL PACKAGE

ONLY \$1172

1.8 cu.ft. Over the Range Microwave with 2000-Watt Element

4.8 cu.ft. Electric Dishwasher with Extra Large Open End

Stainless Steel Dishwasher with 1-Hour Steam Cycle



POSTMASTER: Please Deliver XXX, XXX, XXX OR CURRENT RESIDENT

Pay to the order of: *Any Nelson of Mississippi Co. Capital City 2010 6209*

Artwork Version: LM4635WP SpringClean

AMANA \$499 each

Whirlpool \$610 each

MAYTAG \$699

MAYTAG \$721 each

Scratch & Win

- \$10,000 Shopping Spree
- \$250 Store Gift Certificate
- \$25 - \$50 Additional Instant Savings

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!

DEALER TAG

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!



DEALER LOGO

Spring
Clean Up

SAVINGS
EVENT

MARCH 18TH – 31ST

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



Clean Up
with Great Kitchen &
Laundry Deals!

AMANA® Whirlpool® MAYTAG® KitchenAid®

AMANA® 3 PIECE STAINLESS
STEEL PACKAGE



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



4.8 cu.ft. Electric
Range with
Extra-Large Oven
Window
AER6303MFS
AGR5330BAS (Gas)



Stainless Steel
Dishwasher with
1-Hour Wash Cycle
ADB1400AGS

ONLY
\$1172

AMANA® **\$499** each MSRP \$529



SAVE \$60 ON THE PAIR!

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

6.5 cu.ft. Electric Dryer with Wrinkle Prevent Option
NED4655EW

Whirlpool® **\$610** each MSRP \$799



SAVE \$378 ON THE PAIR!

4.3 cu.ft. Top Load Washer with Quick Wash Cycle
WTW5000DW

7.0 cu.ft. Electric Dryer with AccuDry™ Sensor Drying System
WED495TBW

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: LM4635WP_SpringClean

MSRP \$749 **\$610** washer MSRP \$699 **\$699** dryer



10 YEAR WARRANTY

SAVE \$139 ON THE PAIR!

4.2 cu.ft. Top Load Washer with Deep Water Wash Option
MWWC658FW

7.0 cu.ft. Electric Dryer with Wrinkle Control
MEDC465HW

MAYTAG® **\$721** each MSRP \$799



NEW

SAVE \$156 ON THE PAIR!

4.8 cu.ft. Top Load Washer with Deep Fill Option
MWWC600KW

7.0 cu.ft. Electric Dryer with Moisture Sensing
MED6200KW

DEALER TAG

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



**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!

*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. ©2021. All rights reserved. HSB Pre-Approval XXXXXX, LM4635WP_SpringClean client ©2021 Invigorate Media, LLC. All Rights Reserved.

The Jumbo Postcard



DEALER
LOGO

Spring
Clean Up

SAVINGS
EVENT

MARCH 18TH – 31ST

WE ARE HERE
FOR YOU



Clean Up
with Great Kitchen &
Laundry Deals!

AMANA®

Whirlpool®

MAYTAG

KitchenAid®

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® **\$721** MSRP \$799 **each**



4.8 cu.ft. Top Load Washer
with Deep Fill Option

MVV6200KW

7.0 cu.ft. Electric Dryer
with Moisture Sensing

MED6200KW

DEALER TAG

*See store for complete details of all offers, financing and rebates. Visit maytag.com for warranty details. ©/™ © 2021. All rights reserved. HUB Pre-Approval XXXXXX. JP4637WP_SpringClean cheilert ©2021 Invigorate Media, LLC. All Rights Reserved.

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

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

Artwork Version: JP4637WP_SpringClean

MODEL LIST : MONSTER MAILER

**Some models may not appear on smaller mailers*

March 18–31
Spring Clean Up

Prices are set at lowest co-opable prices.

Brand	<u>Amana</u>	Model #	<u>3 Piece Package</u>	MSRP	<u></u>	SALE PRICE	<u>\$1172</u>
Brand	<u>Amana</u>	Model #	<u>AMV2307PFS</u>	MSRP	<u></u>	SALE PRICE	<u></u>
Brand	<u>Amana</u>	Model #	<u>AER6303MFS</u>	MSRP	<u></u>	SALE PRICE	<u></u>
Brand	<u>Amana</u>	Model #	<u>ADB1400AGS</u>	MSRP	<u></u>	SALE PRICE	<u></u>
Brand	<u>Amana</u>	Model #	<u>NTW4516FW</u>	MSRP	<u>\$529</u>	SALE PRICE	<u>\$499</u>
Brand	<u>Amana</u>	Model #	<u>NED4655EW</u>	MSRP	<u>\$529</u>	SALE PRICE	<u>\$499</u>
Brand	<u>Whirlpool</u>	Model #	<u>WTW5000DW</u>	MSRP	<u>\$799</u>	SALE PRICE	<u>\$610</u>
Brand	<u>Whirlpool</u>	Model #	<u>WED49STBW</u>	MSRP	<u>\$799</u>	SALE PRICE	<u>\$610</u>
Brand	<u>Maytag</u>	Model #	<u>MVWC565FW</u>	MSRP	<u>\$749</u>	SALE PRICE	<u>\$610</u>
Brand	<u>Maytag</u>	Model #	<u>MEDC465HW</u>	MSRP	<u></u>	SALE PRICE	<u>\$699</u>
Brand	<u>Maytag</u>	Model #	<u>MVW6200KW</u>	MSRP	<u>\$799</u>	SALE PRICE	<u>\$721</u>
Brand	<u>Maytag</u>	Model #	<u>MED6200KW</u>	MSRP	<u>\$799</u>	SALE PRICE	<u>\$721</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 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:** \$ _____