



**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 MAP LESS 10% - you decide your prices.
- Make ANY Changes - Your art will be pre-approved by HUB
- FREE HUB filing if checked on order form

**Event APRIL 15 - 28  
Order Deadline MARCH 30**

### 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



**295% BIGGER** Than our  
Jumbo Postcard!

As low as  
**39.9¢** Includes  
Postage

**KitchenAid®**



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  
AGR5330BAS (Gas)



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

**ONLY \$1069**



**APRIL 15<sup>TH</sup> – 28<sup>TH</sup>**



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: MM4641WP\_SpringClean**



**A M A N A®**

**Whirlpool®**

**MAYTAG**

**KitchenAid®**

AMANA® **\$449** MSRP \$529 each



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

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

Whirlpool® **\$549** MSRP \$749 each



**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!\*

MAYTAG® **\$649** MSRP \$799 each



**4.8 cu.ft. Top Load Washer** with Deep Fill Option  
MVW6200KW

**7.0 cu.ft. Electric Dryer** with Moisture Sensing  
MED6200KW

MAYTAG® **\$809** MSRP \$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



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. ©/TM ©2021. All rights reserved. HUB Pre-Approval XXXXXX. MM4641WP. SpringClean checkout ©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

APRIL 15TH – 28TH

**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

**Great Savings on Select Kitchen Packages!**

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

**AMANA 3 PIECE STAINLESS STEEL PACKAGE**

**ONLY \$1069**

1.8 cu.ft. Over-the-Range Microwave with Auto 20 Presets

4.8 cu.ft. Electric Range with Extra Large Oven

Stainless Steel Dishwasher with 10 Wash Cycles



DEALER NAME  
Street Address  
City, State Zip

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

PAID BY POSTAGE MEDIA

**AMANA \$449 each**

**Whirlpool \$549 each**

**MAYTAG \$649 each**

**MAYTAG \$809 each**

**SAVE \$160 each**

**SAVE \$140 each**

**SAVE \$300 on the front**

**SAVE \$180 on the back**

**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

APRIL 15<sup>TH</sup> – 28<sup>TH</sup>

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



Great Savings  
on Select  
Kitchen Packages!

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  
**\$1069**

**AMANA®** **\$449** MSRP \$529 each



**SAVE \$160** 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®** **\$549** MSRP \$749 each



**SAVE \$400** 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

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: LM4640WP\_SpringClean**

**MAYTAG®** **\$649** MSRP \$799 each



**NEW**

**SAVE \$300** ON THE PAIR!

**4.8 cu.ft. Top Load Washer** with Deep Fill Option  
MVW6200KW

**7.0 cu.ft. Electric Dryer** with Moisture Sensing  
MED6200KW

**MAYTAG®** **\$809** MSRP \$899 each



**SAVE \$180** ON THE PAIR!

**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



**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 of all offers, financing and rebates. Visit maytag.com for warranty details. ©/™ © 2021. All rights reserved. HUB Pre-Approval XXXXXX. LM4640WP\_SpringClean cheitert ©2021 Invigorate Media, LLC. All Rights Reserved.

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# The Jumbo Postcard

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DEALER  
LOGO

Spring  
Clean Up

SAVINGS  
EVENT

APRIL 15<sup>TH</sup> – 28<sup>TH</sup>

WE ARE HERE  
FOR YOU



Great Savings  
on Select  
Kitchen Packages!

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®** **\$649** 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. JP4642WP\_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  
Crestat City, MO 63019*

**Artwork Version: JP4642WP\_SpringClean**

# MODEL LIST : MONSTER MAILER

*\*Some models may not appear on smaller mailers*

April 15–28  
Spring Clean Up

**Prices are set at lowest co-opable prices.**

<b>Brand</b>	<u>Amana</u>	<b>Model #</b>	<u>3 Piece Package</u>	<b>MSRP</b>	<u></u>	<b>SALE PRICE</b>	<u>\$1069</u>
<b>Brand</b>	<u>Amana</u>	<b>Model #</b>	<u>AMV2307PFS</u>	<b>MSRP</b>	<u></u>	<b>SALE PRICE</b>	<u></u>
<b>Brand</b>	<u>Amana</u>	<b>Model #</b>	<u>AER6303MFS</u>	<b>MSRP</b>	<u></u>	<b>SALE PRICE</b>	<u></u>
<b>Brand</b>	<u>Amana</u>	<b>Model #</b>	<u>ADB1400AGS</u>	<b>MSRP</b>	<u></u>	<b>SALE PRICE</b>	<u></u>
<b>Brand</b>	<u>Amana</u>	<b>Model #</b>	<u>NTW4516FW</u>	<b>MSRP</b>	<u>\$529</u>	<b>SALE PRICE</b>	<u>\$449</u>
<b>Brand</b>	<u>Amana</u>	<b>Model #</b>	<u>NED4655EW</u>	<b>MSRP</b>	<u>\$529</u>	<b>SALE PRICE</b>	<u>\$449</u>
<b>Brand</b>	<u>Whirlpool</u>	<b>Model #</b>	<u>WTW5000DW</u>	<b>MSRP</b>	<u>\$749</u>	<b>SALE PRICE</b>	<u>\$549</u>
<b>Brand</b>	<u>Whirlpool</u>	<b>Model #</b>	<u>WED49STBW</u>	<b>MSRP</b>	<u>\$749</u>	<b>SALE PRICE</b>	<u>\$549</u>
<b>Brand</b>	<u>Maytag</u>	<b>Model #</b>	<u>MVW6200KW</u>	<b>MSRP</b>	<u>\$799</u>	<b>SALE PRICE</b>	<u>\$649</u>
<b>Brand</b>	<u>Maytag</u>	<b>Model #</b>	<u>MED6200KW</u>	<b>MSRP</b>	<u>\$799</u>	<b>SALE PRICE</b>	<u>\$649</u>
<b>Brand</b>	<u>Maytag</u>	<b>Model #</b>	<u>MHW5630HW</u>	<b>MSRP</b>	<u>\$899</u>	<b>SALE PRICE</b>	<u>\$809</u>
<b>Brand</b>	<u>Maytag</u>	<b>Model #</b>	<u>MED5630HW</u>	<b>MSRP</b>	<u>\$899</u>	<b>SALE PRICE</b>	<u>\$809</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:** \$ \_\_\_\_\_