



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

May Is Maytag Month!

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.
- Laundry Rebates Netted out for lowest ADV price & rounding down \$5. HUB Approved
- Make ANY Changes - Your art will be pre-approved by HUB
- FREE HUB filing if checked on order form

Event Dates 4/29 – 6/2

Begin 4/29 - Order by 4/15

Begin 5/6 OR 5/13 - Order by 4/21

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@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"



295% BIGGER Than our
Jumbo Postcard!

As low as
39.9¢ Includes
Postage

MSRP \$749 **MAYTAG®** **\$644¹⁰** washer **\$599¹⁰** dryer MSRP \$699



4.2 cu.ft. Top Load Washer with Deep Water Wash Option
MVWC565FW

7.0 cu.ft. Electric Dryer with Wrinkle Control Option
MEDC465HW

MAYTAG® **\$779¹⁰** each MSRP \$899



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

DEALER LOGO

**MAY IS
MAYTAG
MONTH**

APRIL 29 – JUNE 2

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
Crystat City, MO 63019*

Artwork Version: MM4647WP_MIMM

MAYTAG® **\$824¹⁰** each MSRP \$949



3.5 cu.ft. Commercial-Grade Residential Washer with Dual-Action Agitator
MWWP575GW

7.4 cu.ft. Commercial-Grade Residential Electric Dryer with Premium Motor
MEDP575GW

**MAY IS MAYTAG
MONTH SAVINGS**

PLUS

UP TO \$200 REBATE*

on qualified Maytag appliance purchases April 29–June 2, 2021

Buy 2 appliances... Receive a \$50 Rebate

Buy 3 appliances... Receive a \$100 Rebate

Buy 4 appliances... Receive a \$200 Rebate

**PLUS BEAT THE JUNE 3RD
PRICE INCREASE!**

AMANA® **\$499** 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

SAVE \$60 ON THE PAIR!

Whirlpool® **\$809** MSRP \$899 each



4.5 cu.ft. Closet-Depth Front Load Washer with Load & Go™ Dispenser
WFW5620HW

7.4 cu.ft. Electric Dryer with Intuitive Touch Controls
WED5620HW

SAVE \$180 ON THE PAIR!

SHOWN WITH OPTIONAL PEDESTALS



Whirlpool®



SAVE \$497 ON THE PACKAGE!

FINGERPRINT RESISTANT STAINLESS STEEL SUITE

MSRP \$4596
\$4099



25 cu.ft. French Door Refrigerator with Refrigerated Exterior Drawer
WRX735SDHZ

1.9 cu.ft. Steam Microwave with Sensor Cooking
WMH32519HZ

5.3 cu.ft. Electric Range with Frozen Bake™ Technology
WFE535S0JS

24" Built-in Dishwasher with Third Rack
WDT750SAKZ

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

DEALER TAG

*See store for complete details on all offers, financing and rebates. Visit maytag.com for warranty details. UP TO \$200 REBATE: on qualifying Maytag purchases (Buy 2, receive \$50 rebate; Buy 3, receive \$100 rebate; Buy 4, receive \$200 rebate). Rebate via Prepaid Card by mail. Valid April 29-June 2, 2021. **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 XX,XXX,XXX; \$30 XX,XXX,XXX; \$50 XX,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. MM4647WP_MIMM cheilert ©2021 Invigorate Media, LLC. All Rights Reserved.

The Legal Limit **MAX!** Postcard

Anything bigger would be criminal.

14 INCHES **WIDE**
HUGE!

DEALER LOGO

MAY IS MAYTAG MONTH

APRIL 29 - JUNE 2

MAY IS MAYTAG MONTH SAVINGS

PLUS

UP TO **\$200 REBATE**
on qualified Maytag appliances purchased April 29-June 2, 2021

Buy 2 appliances... Receive a \$50 Rebate
Buy 3 appliances... Receive a \$100 Rebate
Buy 4 appliances... Receive a \$200 Rebate

PLUS BEAT THE JUNE 3RD PRICE INCREASE!

MAYTAG \$824¹⁰ each

SAVE \$249¹⁰ on the most popular Maytag front loader

3.5 cu.ft. Commercial-Grade Residential Washer with Quick Action Agitator
7.4 cu.ft. Commercial-Grade Residential Electric Dryer with Premium Moisture Sensitive Sensor

12 MONTHS SPECIAL FINANCING!

\$644¹⁰ MAYTAG washer
\$599¹⁰ MAYTAG dryer
\$779¹⁰ each

10 YEAR MAYTAG WARRANTY
SAVE \$204¹⁰ on the most popular Maytag front loader

4.2 cu.ft. Top Load Washer with Quick Action Agitator
3.2 cu.ft. Electric Dryer with Moisture Sensitive Sensor

4.5 cu.ft. Front Load Washer with Quick Action Agitator
12 cu.ft. Electric Dryer with Quick Dry Cycle

AMANA \$499 each
Whirlpool \$809 each

DEALER NAME
Street Address
City, State Zip

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

*Don't Miss
this Opportunity
Expires 6/30/21*

SAVE \$60 on the most popular Amana front loader
SAVE \$180 on the most popular Whirlpool front loader

3.5 cu.ft. Top Load Washer with Quick Action Agitator
4.5 cu.ft. Electric Dryer with Moisture Sensitive Sensor

4.5 cu.ft. Chest-Depth Front Load Washer with Load & Go™ Dispenser
7.4 cu.ft. Electric Dryer with Intuitive Touch Controls

Artwork Version: LM4646WP MIMM

FINGERPRINT RESISTANT STAINLESS STEEL SUITE

\$4099

SAVE \$497 on the most popular Whirlpool front loader

25 cu.ft. French Door Refrigerator with Autocool™
5.2 cu.ft. Electric Range with TrueCook™ Technology

1.8 cu.ft. Steam Microwave with Sensor Cooking
24" Built-In Dishwasher with Third Rack

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

KitchenAid®

RECEIVE UP TO \$1700*

*Value: Prepaid card by mail when you purchase select KitchenAid Brand Appliances. January 1 - June 30, 2021

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

**MAY IS
MAYTAG
MONTH**

APRIL 29 – JUNE 2

**MAY IS MAYTAG
MONTH SAVINGS**

PLUS

UP TO **\$200 REBATE***

on qualified Maytag appliance purchases April 29–June 2, 2021

Buy 2 appliances... Receive a \$50 Rebate
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**PLUS BEAT THE JUNE 3RD
PRICE INCREASE!**

MAYTAG® \$824¹⁰ each MSRP '1949



3.5 cu.ft. Commercial-Grade Residential Washer
with Dual-Action Agitator
MVWP575GW

7.4 cu.ft. Commercial-Grade Residential Electric Dryer
with Premium Motor
MEDP575GW



12 MONTHS SPECIAL FINANCING!*

MSRP '1749 **MAYTAG® \$644¹⁰ washer** MSRP '1699 **\$599¹⁰ dryer**

MAYTAG® \$779¹⁰ each MSRP '699



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

7.0 cu.ft. Electric Dryer with Wrinkle Control Option
MEDC465HW



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

AMANA® **\$499** each MSRP \$529



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

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

Whirlpool® **\$809** each MSRP \$999



4.5 cu.ft. Closet-Depth Front Load Washer with Load & Go™ Dispenser
WFW5620HW

7.4 cu.ft. Electric Dryer with Intuitive Touch Controls
WED5620HW

SAVE \$180 ON THE PAIR!

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: LM4646WP_MIMM



Whirlpool®

**FINGERPRINT RESISTANT
STAINLESS STEEL SUITE**



MSRP \$4596
\$4099



SAVE \$497 ON THE PACKAGE!



25 cu.ft. French Door Refrigerator with Refrigerated Exterior Drawer
WRX735SDHZ

1.9 cu.ft. Steam Microwave with Sensor Cooking
WMH32519HZ

5.3 cu.ft. Electric Range with Frozen Bake™ Technology
WFE53590JS

24" Built-in Dishwasher with Third Rack
WDT750SAKZ

DEALER TAG

*See store for complete details of all offers, financing and rebates. Visit maytag.com for warranty details. UP TO \$200 REBATE: on qualifying Maytag purchases (Buy 2, receive \$50 rebate; Buy 3, receive \$100 rebate; Buy 4, receive \$200 rebate). Rebate via Prepaid Card by mail. Valid April 29-June 2, 2021. ©/™ © 2021. All rights reserved. HUB Pre-Approval XXXXXX. LM4646WP_MIMM chellett ©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

The Jumbo Postcard

DEALER LOGO

MAY IS
MAYTAG
M O N T H

APRIL 29 – JUNE 2



UP TO **\$200** REBATE*

on qualified Maytag appliance purchases April 29–June 2, 2021

Buy 2 appliances... Receive a \$50 Rebate
Buy 3 appliances... Receive a \$100 Rebate
Buy 4 appliances... Receive a \$200 Rebate

PLUS

**BEAT THE
JUNE 3RD PRICE
INCREASE!**

MAYTAG®

Whirlpool®

KitchenAid®

MSRP \$749
\$644¹⁰

MSRP \$699
\$599¹⁰



4.2 cu.ft. Top Load Washer
with Deep Water Wash Option
MVWC565FW

7.0 cu.ft. Electric Dryer
with Wrinkle Control Option
MEDC465HW

\$809 MSRP \$899
each



4.5 cu.ft. Closet-Depth Front Load Washer
with Load & Go™ Dispenser
WFW5620HW

7.4 cu.ft. Electric Dryer
with Intuitive Touch Controls
WED5620HW

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

Whirlpool® MAYTAG® KitchenAid® AMANA®

DEALER TAG

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

*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. JP4648WP_MIMM cheitert ©2021 Invigorate Media, LLC. All Rights Reserved.

Artwork Version: JP4648WP_MIMM

MODEL LIST : MONSTER MAILER

**Some models may not appear on smaller mailers*

April 29–June 2
May is Maytag Month

Prices are set at lowest co-opable prices.

Brand	Maytag	Model #	MVWC565FW	MSRP	\$749	SALE PRICE	\$644.10
Brand	Maytag	Model #	MEDC465HW	MSRP	\$699	SALE PRICE	\$599.10
Brand	Maytag	Model #	MHW5630HW	MSRP	\$899	SALE PRICE	\$779.10
Brand	Maytag	Model #	MED5630HW	MSRP	\$899	SALE PRICE	\$779.10
Brand	Maytag	Model #	MVWP575GW	MSRP	\$949	SALE PRICE	\$824.10
Brand	Maytag	Model #	MEDP575GW	MSRP	\$949	SALE PRICE	\$824.10
Brand	Amana	Model #	NTW4516FW	MSRP	\$529	SALE PRICE	\$499
Brand	Amana	Model #	NED4655EW	MSRP	\$529	SALE PRICE	\$499
Brand	Whirlpool	Model #	WFW5620HW	MSRP	\$899	SALE PRICE	\$809
Brand	Whirlpool	Model #	WED5620HW	MSRP	\$899	SALE PRICE	\$809
Brand	Whirlpool	Model #	Kitchen	MSRP	\$4596	SALE PRICE	\$4099
Brand	Whirlpool	Model #	WRX735SDHZ	MSRP		SALE PRICE	
Brand	Whirlpool	Model #	WMH32519HZ	MSRP		SALE PRICE	
Brand	Whirlpool	Model #	WFE535S0JS	MSRP		SALE PRICE	
Brand	Whirlpool	Model #	WDT750SAKZ	MSRP		SALE PRICE	



Monster Mailer • Legal Limit Max • Jumbo Postcard

Order Form

Email orders to: **ORDERS@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 2020 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:** \$ _____