



**up to 90% CO-OP + FREE CO-OP FILING!  
MARKETING PLAYBOOK ASSETS**

# **JULY 4<sup>th</sup> SAVINGS CELEBRATION!**

## **Event Dates 6/17-7/7**

Begin 6/17- Order by 6/1

Begin 6/24 - Order by 6/8

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

## **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

DEALER LOGO

**JULY 4<sup>TH</sup>**  
**SAVINGS**  
*Celebration*

**JUNE 17<sup>th</sup> – JULY 7<sup>th</sup>**

**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: MM4653WP\_July4th**

**Save Big**

on Select Whirlpool, Maytag & Amana Kitchen Packages!

**AMANA®**

**Whirlpool®**

**MAYTAG**

**KitchenAid®**



AMANA® **\$499** MSRP \$554 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® **\$719** MSRP \$799 each



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

**7.0 cu.ft. Electric Dryer** with Wrinkle Shield™ Plus Option  
WED5000DW

**12 MONTHS SPECIAL FINANCING!\***

MSRP \$799 **MAYTAG®** MSRP \$749  
**\$719** washer **\$674** dryer



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

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

Whirlpool® **\$854** MSRP \$949 each



**4.5 cu.ft. Closet-Depth Front Load Washer** with Load & Go™ Dispenser  
FWF5620HW

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



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 XX-XX,XXX; \$30 XX-XX,XXX; \$50 XX-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. ©/™ ©2021. All rights reserved. HUB Pre-Approval XXXXXX MM4653WP\_July4th chellert ©2021 Invigorate Media, LLC. All Rights Reserved.

# The Legal Limit **MAX!** Postcard

Anything bigger would be criminal.

14 INCHES **WIDE**  
**HUGE!**

DEALER LOGO

**JULY 4<sup>TH</sup> SAVINGS Celebration**  
JUNE 17<sup>th</sup> – JULY 7<sup>th</sup>

**KitchenAid**

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

\*Valid! Prepaid card by mail when you purchase select KitchenAid Brand Appliances, January 1 - June 30, 2017.

**AMANA \$499 each** **Whirlpool \$719 each**

**SAVE \$110 each** **SAVE \$160 each**

3.5 cu.ft. Top Load Washer with Load Assist System  
5.5 cu.ft. Electric Dryer with Ventless Provent System  
4.2 cu.ft. Top Load Washer with Quick Wash Cycle  
7.0 cu.ft. Electric Dryer with Ventless Provent Plus System

**12 MONTHS SPECIAL FINANCING!**

**MAYTAG \$719 washer dryer** **Whirlpool \$854 each**

**SAVE \$155 each** **SAVE \$190 each**

4.2 cu.ft. Top Load Washer with Deep Water Power Clean System  
7.0 cu.ft. Electric Dryer with Ventless Control System  
4.2 cu.ft. Clean Choice Front Load Washer with Load & Go! Dispenser  
7.4 cu.ft. Electric Dryer with Ventless Provent

DEALER NAME  
Street Address  
City, State Zip

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

*Any Nelson  
123 Mainway Ave  
Cincinnati, OH 45202*

Artwork Version: LM4652WP July4th

**Save Big**  
on Select Whirlpool, Maytag & Amana Kitchen Packages!

**AMANA Whirlpool MAYTAG KitchenAid**

DEALER TAG

**Scratch & Win**  
Match your number in our game to see if you're our grand prize winner!

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

14 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

# JULY 4<sup>TH</sup> SAVINGS *Celebration*

JUNE 17<sup>th</sup> – JULY 7<sup>th</sup>

**KitchenAid®**



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

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

AMANA **\$499** each MSRP \$554



**SAVE \$110** 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 **\$719** each MSRP \$799



**SAVE \$160** ON THE PAIR!

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

7.0 cu.ft. Electric Dryer with Wrinkle Shield™ Plus Option  
WED5000DW

**12 MONTHS SPECIAL FINANCING!\***

MSRP \$799 **\$719** washer MAYTAG® dryer **\$674** MSRP \$749



**10 YEAR** LIMITED PARTS WARRANTY

**SAVE \$155** 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 Option  
MEDC465HW

Whirlpool **\$854** each MSRP \$949



**SAVE \$190** ON THE PAIR!

SHOWN WITH OPTIONAL PEDESTALS

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 Big

on Select Whirlpool, Maytag  
& Amana Kitchen Packages!

**AMANA**

**Whirlpool**

**MAYTAG**

**KitchenAid**

## DEALER TAG

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: LM4652WP\_July4th**



\*See store for complete details of all offers, financing and rebates. Visit [maytag.com](http://maytag.com) for warranty details. ©/™ © 2021. All rights reserved. HUB Pre-Approval XXXXXX.  
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# The Jumbo Postcard



DEALER LOGO

# JULY 4<sup>TH</sup> SAVINGS *Celebration*

JUNE 17<sup>th</sup> – JULY 7<sup>th</sup>



## Save Big

on Select Whirlpool, Maytag  
& Amana Kitchen Packages!

AMANA®

Whirlpool®

MAYTAG

KitchenAid®

**HURRY IN!** SUPPLIES ARE LIMITED

# MAYTAG®

MSRP \$799  
**\$719**

MSRP \$749  
**\$674**



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

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

# Whirlpool®

**\$854** each  
MSRP \$949



**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

# KitchenAid®

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

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



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

## 12 MONTHS SPECIAL FINANCING!

# 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. JP4654WP\_July4th cheitert ©2021 Invigorate Media, LLC. All Rights Reserved.

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

**Artwork Version: JP4654WP\_July4th**



# MODEL LIST : MONSTER MAILER

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

June 17–July 7  
July 4th Savings

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

<b>Brand</b>	<u>Amana</u>	<b>Model #</b>	<u>NTW4516FW</u>	<b>MSRP</b>	<u>\$554</u>	<b>SALE PRICE</b>	<u>\$499</u>
<b>Brand</b>	<u>Amana</u>	<b>Model #</b>	<u>NED4655EW</u>	<b>MSRP</b>	<u>\$554</u>	<b>SALE PRICE</b>	<u>\$499</u>
<b>Brand</b>	<u>Whirlpool</u>	<b>Model #</b>	<u>WTW5000DW</u>	<b>MSRP</b>	<u>\$799</u>	<b>SALE PRICE</b>	<u>\$719</u>
<b>Brand</b>	<u>Whirlpool</u>	<b>Model #</b>	<u>WED5000DW</u>	<b>MSRP</b>	<u>\$799</u>	<b>SALE PRICE</b>	<u>\$719</u>
<b>Brand</b>	<u>Maytag</u>	<b>Model #</b>	<u>MVWC565FW</u>	<b>MSRP</b>	<u>\$799</u>	<b>SALE PRICE</b>	<u>\$719</u>
<b>Brand</b>	<u>Maytag</u>	<b>Model #</b>	<u>MEDC465HW</u>	<b>MSRP</b>	<u>\$749</u>	<b>SALE PRICE</b>	<u>\$674</u>
<b>Brand</b>	<u>Whirlpool</u>	<b>Model #</b>	<u>WFW5620HW</u>	<b>MSRP</b>	<u>\$949</u>	<b>SALE PRICE</b>	<u>\$854</u>
<b>Brand</b>	<u>Whirlpool</u>	<b>Model #</b>	<u>WED5620HW</u>	<b>MSRP</b>	<u>\$949</u>	<b>SALE PRICE</b>	<u>\$854</u>



**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. 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:** \$ \_\_\_\_\_