



Pre-Approved Advertising! + FREE ACB FILING  
ACB Pre-Approved

## **GE WINTER CLEARANCE**

### **DON'T LOSE YOUR 2021 GE CO-OP!**

**Targeted Direct Mail #1 for Driving Immediate Store Traffic & Sales. #1 in R.O.I.**

- **ACB Approved – Prices are LESS 10% – You decide your own prices.**
- **Make any changes**
- **We will file your ACB claim for you if checked on order form.**

**Event Dates: ANY DAYS BETWEEN January 13 – 31**

**Begin 1/13 – Order by 12/28**

**Begin 1/20 – Order by 1/6**

#### **Mail choices**

- 1. BI-Fold Postcard – Heavy Cover Stock 8/12" x 11" folded to 8 ½" x 11" – NO Prices to allow maximum Flexibility. "Promise of Savings" Only 45.9 cents.**
- 2. The Legal Limit MAX Postcard 11"x 14" - The Largest Piece of Mail Allowed by Law! Only 43.9 Cents.**

**All orders Include** Art with Changes, 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 customer list, - we will "clean" it for free. Extra Postage applies.**

**Add the "Scratch Off" Promotion - 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 default prizes. 1% of mailers \$25 off, 98% \$30 off, 1% \$50 Instant Savings \$499+ purchase. A Mounted Prize Board & extra mailers for walk in traffic.

**800-770-5219**

Bill Menkhus bill\_menkhus@invigoratemediacom (cell 636-524-1240)

Doug Nelson doug\_nelson@invigoratemediacom (cell 636-578-8130)

# The Bi-Fold Postcard

8.5" x 11" folds down to 5.5" x 8.5"  
*Printed on Heavy Cover Stock*

**No prices to allow Maximum Flexibility!**

Only  
**45.9¢**  
Includes Postage



Dealer Name  
Street Address  
City, State ZIP

PRESORT STANDARD  
U.S. POSTAGE  
**PAID**  
INVIGORATE  
MEDIA

**POSTMASTER: Please Deliver 11/8, 11/9, 11/10  
OR CURRENT RESIDENT**

**12 MONTHS  
SPECIAL FINANCING!**

**SAVE BIG  
ON CLOSEOUTS,  
ONE-OF-A-KINDS &  
FLOOR MODELS!**

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

**Artwork Version: BF4676GE**

**DEALER  
LOGO**



**Winter  
Clearance**

**January 13<sup>th</sup> – 31<sup>st</sup>**



# Winter Clearance

January 13<sup>th</sup> – 31<sup>st</sup>

DEALER  
LOGO



GE APPLIANCES



Profile

C A F É

Dear Friends & Family,

You are invited to our **EXCLUSIVE WINTER CLEARANCE EVENT**  
**January 13<sup>th</sup> – 31<sup>st</sup>.**

Take advantage of our **BEST DEALS of the Year** on all GE, GE Profile and Café brands! Now is the time to save on every appliance, mattress, bedroom set, dining set, sofa and accessory! In addition to our **Year's Lowest Prices**, receive rebates on qualified appliance models throughout the store. **HUGE SAVINGS** on Closeouts, Scratch-n-Dents, One-of-a-Kinds and more!

**UP TO 18 MONTHS SPECIAL FINANCING!^**

This PRIVATE SALE is for **Letter Holders ONLY** and will NOT be advertised anywhere else. Discounted prices will only be available during these sale hours!

Make plans to attend. As always, we are here to serve you after the sale.

Hope to see you then!

*Dealer Staff*

See store for complete details of all offers, financing and rebates. ^Subject to credit approval. Minimum monthly payments required. See store for details. BF4676GE\_WinterClearance XXXXX cheilert ©2021 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.



# The Legal Limit **MAX!** Postcard

Anything bigger would be criminal.

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

DEALER LOGO

**Winter Clearance**

JANUARY 13TH - 31ST

SAVE BIG ON ALL KITCHEN PACKAGES AND LAUNDRY PAIRS!

**\$599** 4.2 CU. FT. WASHER  
• Standard Hot Water  
• Energy Star Qualified

**\$599** 7.2 CU. FT. ELECTRIC DRYER  
• Standard Hot Water  
• Energy Star Qualified

**\$809** 4.2 CU. FT. WASHER  
• Standard Hot Water  
• Energy Star Qualified

**\$809** 7.2 CU. FT. ELECTRIC DRYER  
• Standard Hot Water  
• Energy Star Qualified

**\$999** 4.2 CU. FT. WASHER  
• Standard Hot Water  
• Energy Star Qualified

**\$999** 7.2 CU. FT. ELECTRIC DRYER  
• Standard Hot Water  
• Energy Star Qualified

**FINGERPRINT RESISTANT SLATE KITCHEN SUITE**

**\$4169** PACKAGE PRICE

SAVE \$467 on the package!

27 CU. FT. FRENCH DOOR REFRIGERATOR  
• Energy Star Qualified  
• 4-Door French Door  
• 2-Tone (Black/White)

30" GAS CONVECTION RANGE  
• 4-Element Burners  
• Self-Cleaning

1.8 CU. FT. OVER-THE-RANGE MICROWAVE OVEN  
• 1000Watt  
• 2-Speed Convection

DISHWASHER WITH FRONT CONTROLS  
• 18 Place Settings  
• 3 Wash Cycles

DEALER NAME  
Street Address  
City, State Zip

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

Artwork Version: LM4675GE\_WinterClearance

**C A F É STAINLESS STEEL KITCHEN SUITE**

**\$9029** PACKAGE PRICE

SAVE \$1007 on the package!

27.8 CU. FT. SMART 4-DOOR FRENCH DOOR REFRIGERATOR  
• 4-Door French Door  
• 2-Tone (Black/White)

30" POWER-OVEN GAS CONVECTION RANGE  
• 4-Element Burners  
• Self-Cleaning

2.1 CU. FT. OVER-THE-RANGE MICROWAVE OVEN  
• 1000Watt  
• 2-Speed Convection

STAINLESS STEEL INTERIOR DISHWASHER  
• 18 Place Settings  
• 3 Wash Cycles

DEALER TAG

**Scratch & Win**

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

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

**12 MONTHS SPECIAL FINANCING!**

**We Sell It & Service It**

BUYING POWER - We are a member of a \$22 Billion buying organization. The majority of our appliances are priced at or below home improvement store prices. Don't sacrifice quality service before or after the sale.

**BUY FROM A LOCALLY OWNED BUSINESS!**

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

As low as  
**43.9¢**  
Includes Postage

**255% BIGGER** Than our Jumbo Postcard!

11 INCHES TALL

DEALER LOGO

Winter Clearance

JANUARY 13<sup>TH</sup> - 31<sup>ST</sup>

Profile™

THE INNOVATION REBATE

This is smarter cooking.™



GET UP TO **\$2,000**  
BACK ON SELECT SMARTER COOKING  
APPLIANCE PACKAGES.

OFFER VALID JANUARY 1 THROUGH JUNE 30, 2022

C A F E

DISTINCT BY DESIGN™

Remodel Reward

Earn up to \$2000\*

With purchase of select, customizable Cafe appliance suites.  
Now Thru 6/30/22



SAVE BIG ON ALL KITCHEN PACKAGES AND LAUNDRY PAIRS!

REG #669 **\$599** GE APPLIANCES **\$599** REG #649



SAVE \$120  
ON THE PAIR!

**4.2 CU.FT. WASHER**  
• Stainless Steel Basket  
• Deep Clean Cycle  
GTW335ASNWW

**7.2 CU.FT. ELECTRIC DRYER**  
• Auto Dry  
• Aluminized Alloy Drum  
GTD33EASKWW

REG #899 **\$809** GE APPLIANCES **\$809** REG #899



LARGE CAPACITY  
WITH AGITATOR

SAVE \$180  
ON THE PAIR!

**4.6 CU.FT. WASHER**  
• Tide Pods™ Dispense  
• Dual Action Agitator  
GTW725BSNWS

**7.4 CU.FT. ELECTRIC DRYER**  
• HE Sensor Dry  
• Aluminized Alloy Drum  
GTD72EBSNWS

REG #1049 **\$999** GE APPLIANCES **\$999** REG #1049



5 YEAR PARTS &  
LABOR WARRANTY

SAVE \$100  
ON THE PAIR!

COMMERCIAL QUALITY

**4.2 CU.FT. WASHER**  
• Commercial Grade Components  
• Heavy Duty Agitator  
GTW525ACPWB

**6.2 CU.FT. ELECTRIC DRYER**  
• Even Air Flow  
• Aluminized Alloy Drum  
GTX52EASPWB



GE APPLIANCES

## FINGERPRINT RESISTANT SLATE KITCHEN SUITE



**SAVE \$467**  
on the package!

REG #4636

# \$4169

**PACKAGE  
PRICE**

### 27 CU. FT. FRENCH DOOR REFRIGERATOR

- Internal Water Dispenser  
GNE27JMMES

### 30" GAS CONVECTION RANGE

- 5.0 Cu. Ft. Capacity  
JGB735EPES

### 1.6 CU. FT. OVER-THE-RANGE MICROWAVE OVEN

- Auto and Time Defrost  
JVM3160EFES

### DISHWASHER WITH FRONT CONTROLS

- Sanitize Cycle  
GDF550PMRES

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: LM4675GE\_WinterClearance**

**C A F E**

DISTINCT BY DESIGN™

## STAINLESS STEEL KITCHEN SUITE

REG #10036

# \$9029

**PACKAGE  
PRICE**



**SAVE \$1007**  
on the package!  
PLUS REBATE QUALIFIED

### 27.8 CU. FT. SMART 4-DOOR FRENCH DOOR REFRIGERATOR

- Convertible Drawer with  
Soft Freeze  
CVE28DP2N51

### 30" DOUBLE-OVEN GAS CONVECTION RANGE

- No-Preheat Air Fry  
C2S950P2MS1

### 2.1 CU. FT. OVER-THE-RANGE MICROWAVE OVEN

- Chef Connect  
CVM521P2MS1

### STAINLESS STEEL INTERIOR DISHWASHER

- Ultra Wash & Dry  
CDT805P2N51



## 12 MONTHS SPECIAL FINANCING!\*

## We Sell It & Service It

**BUYING POWER** – We are a member of a \$22 Billion buying organization. The majority of our appliances are priced at or below home improvement store prices. Don't sacrifice quality service before or after the sale.

**BUY FROM A LOCALLY  
OWNED BUSINESS!**

## DEALER TAG



\*See store for complete details of all offers, financing and rebates. LM4675GE\_WinterClearance cheitert ©2021 Invigorate Media, LLC. All Rights Reserved.



# MODEL LIST : LEGAL MAX

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

January 13-31  
Winter Clearance

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

<b>Brand</b>	GE	<b>Model #</b>	GTW335ASNWW	<b>REG</b>	\$669	<b>SALE PRICE</b>	\$599
<b>Brand</b>	GE	<b>Model #</b>	GTD33EASKWW	<b>REG</b>	\$649	<b>SALE PRICE</b>	\$599
<b>Brand</b>	GE	<b>Model #</b>	GTW725BSNWS	<b>REG</b>	\$899	<b>SALE PRICE</b>	\$809
<b>Brand</b>	GE	<b>Model #</b>	GTD72EBSNWS	<b>REG</b>	\$899	<b>SALE PRICE</b>	\$809
<b>Brand</b>	GE	<b>Model #</b>	GTW525ACPWB	<b>REG</b>	\$1049	<b>SALE PRICE</b>	\$999
<b>Brand</b>	GE	<b>Model #</b>	GTX52EASPWB	<b>REG</b>	\$1049	<b>SALE PRICE</b>	\$999
<b>Brand</b>	GE	<b>Model #</b>	Kitchen	<b>REG</b>	\$4636	<b>SALE PRICE</b>	\$4169
<b>Brand</b>	GE	<b>Model #</b>	GNE27JMMES	<b>REG</b>		<b>SALE PRICE</b>	
<b>Brand</b>	GE	<b>Model #</b>	JVM3160EFES	<b>REG</b>		<b>SALE PRICE</b>	
<b>Brand</b>	GE	<b>Model #</b>	JGB735EPES	<b>REG</b>		<b>SALE PRICE</b>	
<b>Brand</b>	GE	<b>Model #</b>	GDF550PMRES	<b>REG</b>		<b>SALE PRICE</b>	
<b>Brand</b>	GE Cafe	<b>Model #</b>	Kitchen	<b>REG</b>	\$10036	<b>SALE PRICE</b>	\$9029
<b>Brand</b>	GE Cafe	<b>Model #</b>	CVE28DP2NS1	<b>REG</b>		<b>SALE PRICE</b>	
<b>Brand</b>	GE Cafe	<b>Model #</b>	CVM521P2MS1	<b>REG</b>		<b>SALE PRICE</b>	
<b>Brand</b>	GE Cafe	<b>Model #</b>	C2S950P2MS1	<b>REG</b>		<b>SALE PRICE</b>	
<b>Brand</b>	GE Cafe	<b>Model #</b>	CTD805P2NS1	<b>REG</b>		<b>SALE PRICE</b>	





## Legal Limit Max • Bi-Fold 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 Menkhous

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Email: \_\_\_\_\_

Buying Group Affiliation: \_\_\_\_\_ GE Rep Name: \_\_\_\_\_

**GE Dealers** - Want us to file your ACB co-op paperwork on your behalf?: ☐ YES! **GE Customer Number:** \_\_\_\_\_

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**

Legal Limit MAX! ☐ 1. 5,000 - \$2,643 ☐ 2. 10,000 - \$4,539

Bi-Fold Postcard ☐ 1. 5,000 - \$2,899 ☐ 2. 10,000 - \$4,789

### Additional Mailers, ADD:

LEGAL LIMIT MAX - 43.9¢ each

BI-FOLD POSTCARD - 45.9¢ each

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 2021 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	Legal Limit Max! 11" x 14" • Bi-Fold Postcard 8.5" x 11"	• Single Family Home Postage
Targeted Homeowner Income List OR Dealer's Customer List: Add 7¢		Add'l SCFs: Add \$100

Business Name: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Step  
8

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