

Planogram

September 2023



OLG Confidential

Planogram Guidelines

Follow the planogram layout best suited for your store.

Find the current INSTANT ticket line up in the ON SALE NOW section of your Pack Inventory/Launch Report. All tickets in this section can be planogrammed with highest price point tickets near the cash.

Give new tickets a front-row facing, where possible.

Monitor Terminal Messages for the following:

- Monthly planogram sign on message listing games in market each month.
- Launch Day news messages and retailer screen pop-ups reminding you to activate new games.
- Last Top Prize news messages and retailer screen pop-ups advising when games must be removed from sale.

In Market

\$50: Mega, \$50K

\$30: \$3,000,000 Prestige, Big Money Pay Day

\$20: Scrabble, Reel Cash, 20X Supreme

\$10: Bingo Multiplier, Crossword Deluxe, Bigger \$pin, Jackpot Multiplier, \$500,000 Fortune, Big Stack, Living Lucky with Luke Combs

\$5: Bingo Doubler, Crossword Tripler, Plinko, The Big \$pin, Kings, Queens, 10X Wild

\$4: Cash for Life

\$3: Crossword, Bingo, Treasure Hunt, Slingo

\$2: Wild Aces

Tickets to Highlight



Infinity Merchandiser



Vertical Merchandiser



COLD Merchandiser

4 Pocket



6 Pocket



Planogram Layouts

**Please use the layout suited to your store*



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4 Silent Sellers

\$50 \$30	\$20 \$10	\$20	\$10	\$10	\$10	\$10	\$10	\$10 \$5	\$5	\$5	\$5	\$5	\$4 \$3	\$3	\$3 \$2



3 Silent Sellers

\$50 \$30	\$20 \$10	\$10	\$10
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\$10	\$10	\$10 \$5	\$5
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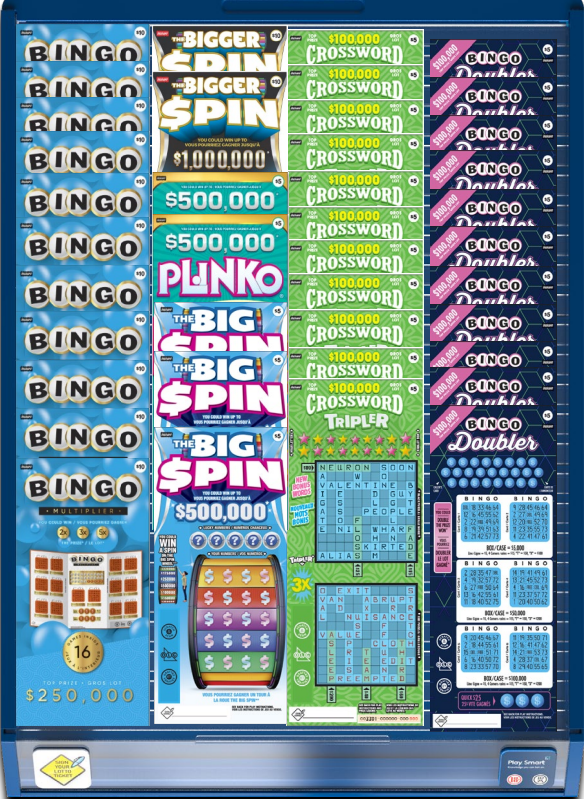


\$5	\$5	\$4 \$3	\$3 \$2
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2.5 Silent Sellers

\$50 \$30	\$20 \$10	\$10	\$10	\$10	\$10 \$5	\$5	\$5	\$5 \$4 \$3	\$3 \$2
									



2 Silent Sellers

\$50 \$30 \$20	\$10	\$10	\$10	\$10	\$5	\$10 \$5	\$4 \$3 \$2
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1.5 Silent Sellers

\$50	\$10	\$10	\$5	\$5	\$4
\$30				\$3	\$3
\$20					\$2

The image displays two OLG silent seller machines. The left machine features a variety of lottery games including CASH 20X, BIG MONEY, LUKE COMBS, and CROSSWORD. The right machine displays BINGO, CROSSWORD, and SLINGO. Both machines have a blue frame and a large screen showing game details and prize amounts.



0.5 Silent Seller

\$10 -
\$50

\$2-
\$5





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