

Planogram Guidelines

Follow the planogram layout best suited for <u>your</u> 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

\$100: Millionaire Multiplier

\$50: Extreme, Cash In Multi-Win

\$30: Crossword Extreme, Bank It!, 30 X

\$20: Diamond, \$20,000 Casino, Banco, Instant Gift Pack

\$10: Bingo Multiplier, Crossword Deluxe, Bigger \$pin, In the Money Multiplier, Cash Blowout, \$500 Stacked, 25 Days to Win, Red Hot 10X

\$5: Bingo Doubler, Crossword Tripler, Plinko, The Big \$pin, Money Machine, Snowflake Multiplier, Stocking Stuffer, Money Match

\$4: Cash for Life

\$3: Crossword, Bingo, North Pole Doubler, Candy Cane 7s, Cash Wheel

\$2: \$50 Frenzy

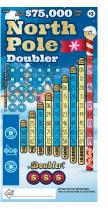
Tickets to Highlight



























Infinity Merchandiser



Vertical Merchandiser





COLD Merchandiser

4 Pocket



6 Pocket





Planogram Layout

*Please use the layout suited to your store







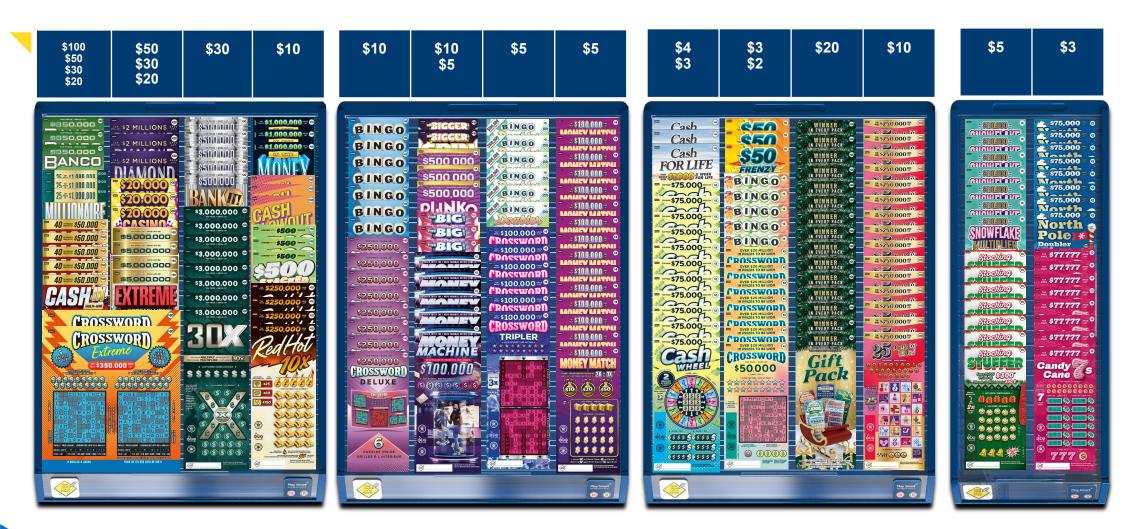
4 Silent Sellers







3.5 Silent Sellers







3 Silent Sellers







2.5 Silent Sellers







2 Silent Sellers







1.5 Silent Sellers







1 Silent Seller







0.5 Silent Seller

\$5-\$100

\$2-\$20







