

Planogram

December 2024



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

\$100: Millionaire Multiplier

\$50: Mega, Super Strike

\$30: Platinum, Crossword Extreme, Big Money Pay day

\$20: 20X Supreme, Cashingo, Holiday Gift Pack

\$10: Bingo Multiplier, Crossword Deluxe, Bigger \$pin, Majestic, Cash Blast, Big Time Cash, Wishlist, Ultra Red

\$5: Bingo Doubler, Crossword Tripler, Plinko, The Big \$pin, \$now Drift, Very Merry Money, 5X Vortex, Money Machine

\$4: Cash for Life

\$3: Crossword, Bingo, Frosty Keno, Gingerbread Bucks, Hit \$100

\$2: Holiday Gold, Double Dollars

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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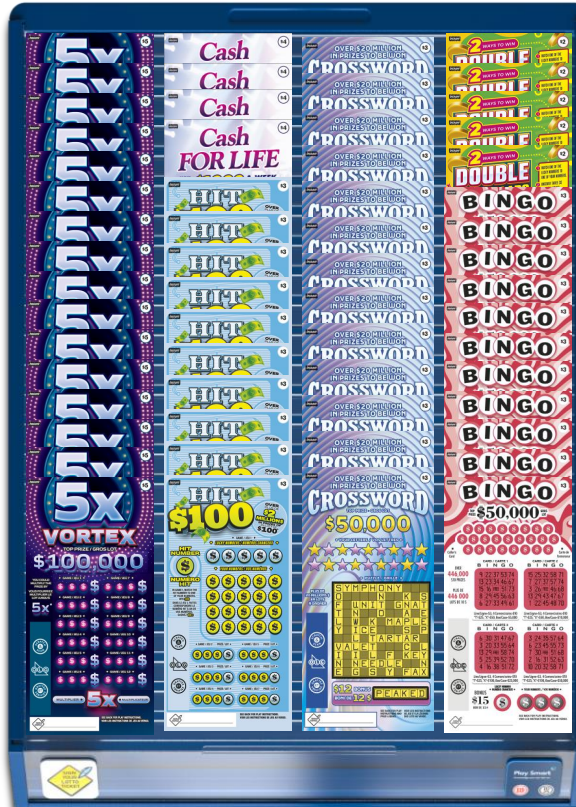
4 Silent Sellers

\$50	\$20	\$100	\$10
\$30	\$30	\$20	

\$10	\$5	\$10	\$5
		\$5	

\$5	\$4	\$3	\$2
	\$3		\$3

\$20	\$10	\$5	\$2
			\$3





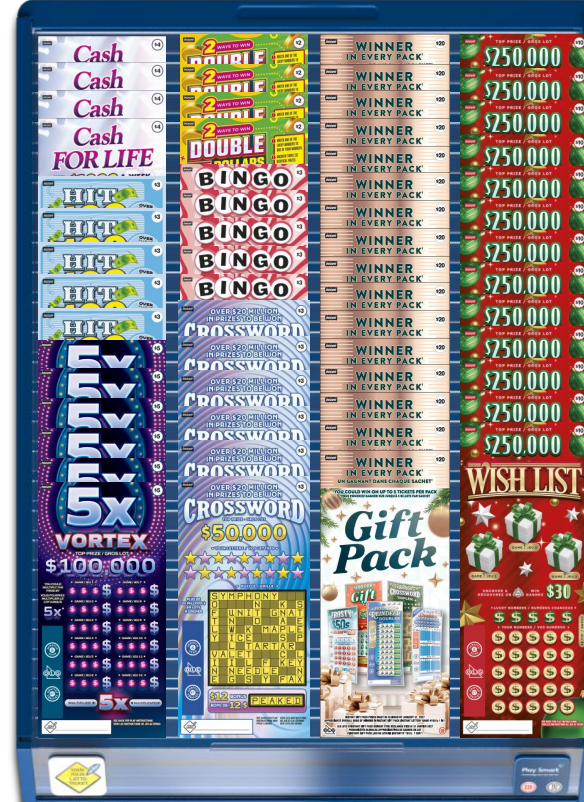
3.5 Silent Sellers

\$50	\$30	\$100	\$10
\$30	\$20	\$20	

\$10	\$5	\$10	\$5
		\$5	

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

\$5	\$2
	\$3





3 Silent Sellers

\$100	\$30	\$10	\$10
\$50	\$20		
\$30			

\$5	\$10	\$5	\$5
	\$5		\$4
			\$3

\$3	\$20	\$5	\$3
\$2	\$10		\$2





2.5 Silent Sellers

\$100 \$50 \$30	\$30 \$20	\$10	\$10	\$5	\$10 \$5	\$5 \$4 \$3	\$3 \$2	\$20 \$10 \$5	\$3 \$2
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The image shows three large silent seller machines, each displaying a variety of lottery games. The games are arranged in vertical columns. The first machine on the left features games like Mega Millions, Cashingo, BINGO, Crossword, and Ultra Red. The middle machine features BINGO, Cash for Life, Double, and Vortex. The third machine on the right features Frosty Keno, Holiday Gold, and Gift Pack. Each machine has a digital display at the top showing the current jackpot or prize amount for the featured game.



2 Silent Sellers

\$100 \$50 \$30 \$20	\$30 \$10	\$10	\$10 \$5	\$5 \$4	\$3 \$2	\$20 \$10 \$5	\$3 \$2
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The image displays two silent seller machines, each with a grid of lottery games. Above each machine is a table of denominations. The left machine's denominations are \$100, \$50, \$30, \$20, \$30, \$10, \$10, and \$5. The right machine's denominations are \$5, \$4, \$3, \$2, \$20, \$10, \$5, \$3, and \$2. The machines themselves are filled with colorful game posters for titles such as MAJESTIC, CASHINGO, PAY DAY, CROSSWORD Extreme, MONEY MACHINE, BINGO, PLINKO, HIT, WISH LIST, GIFT PACK, and DUCKS. Each poster features large prize amounts and game-specific graphics.



1.5 Silent Sellers

\$100
\$50
\$30
\$20

\$30
\$10

\$5
\$4

\$3
\$2

\$10
\$5

\$2 -
\$20





1 Silent Seller

\$10 - \$100	\$5 - \$30	\$2- \$10	\$2- \$20
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0.5 Silent Seller

\$10-
\$100

\$2-
\$30





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