

**OLG Confidential** 





# **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

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### **4 Silent Sellers**







### 3.5 Silent Sellers







### 3 Silent Sellers







### 2.5 Silent Sellers







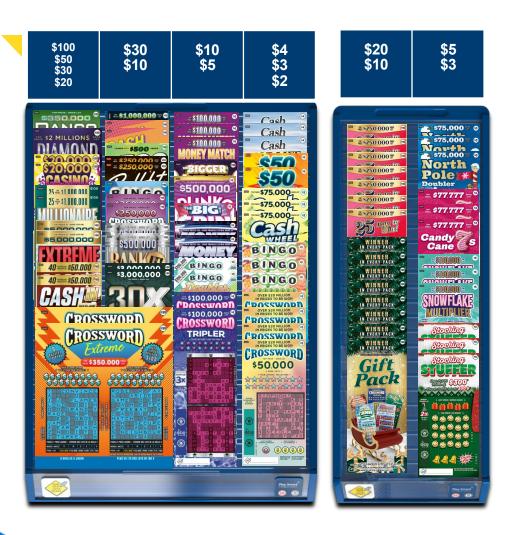
## 2 Silent Sellers







### 1.5 Silent Sellers







## 1 Silent Seller







# 0.5 Silent Seller



\$2-\$20







