

Planogram November 2025

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: Extreme, Cash In Multi-Win

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

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

\$10: Bingo Multiplier, Crossword Deluxe, Bigger \$pin, In the Money Multiplier, Cash Blowout, Wintario50, OLG 50th Anniversary, \$500 Stacked, 25 Days to Win

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

\$4: Cash for Life

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

\$2: \$50 Frenzy, Pawliday Presents

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

\$100 \$30	\$30 \$20	\$50	\$10	\$10	\$10 \$5	\$5	\$5	\$4 \$3	\$3	\$3 \$2	\$20	\$10	\$5	\$3 \$2



3.5 Silent Sellers

\$100 \$30	\$30 \$20	\$50	\$10	\$10	\$10 \$5	\$5	\$5	\$4 \$3	\$3 \$2	\$20	\$10	\$5	\$3 \$2



3 Silent Sellers

\$100 \$50 \$30	\$30 \$20	\$10	\$10	\$10 \$5	\$5	\$5 \$4 \$3	\$3 \$2	\$20	\$10	\$5	\$3 \$2

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2 Silent Sellers

\$100 \$50 \$30 \$20	\$30 \$10	\$10 \$5	\$4 \$3 \$2	\$20	\$10	\$5	\$3 \$2
							





The image displays a variety of scratch-off lottery tickets from the United States. The tickets are arranged in a grid-like fashion, showing different themes and prize levels.

- Platinum:** Features a "PLATINUM" header and a "\$2 MILLION" prize. The ticket shows a winning amount of "\$350,000".
- Millionaire:** Features a "MILLIONAIRE" header and a "\$1,000,000" prize. The ticket shows a winning amount of "\$1,000,000".
- BINGO:** Features a "BINGO" header and a "\$100,000" prize. The ticket shows a winning amount of "\$100,000".
- Crossword:** Features a "CROSSWORD" header and a "\$350,000" prize. The ticket shows a winning amount of "\$350,000".
- Snowflake:** Features a "SNOWFLAKE" header and a "\$100,000" prize. The ticket shows a winning amount of "\$100,000".
- Gift Pack:** Features a "Gift Pack" header and a "\$100,000" prize. The ticket shows a winning amount of "\$100,000".

Other tickets visible include "Cash \$50", "CASHINGO", "PAWLIDAY", "North Pole", "Candy", and "25 Days of Win!". The tickets also show various prize amounts, some with winning numbers, and some with images of dogs.



0.5 Silent Seller

\$5-
\$100

\$2-
\$20



