

Summer sales are heating up

A fun variety of games just in time for summer!

This month, players will enjoy two casino-themed games, a specialty ticket, a new Gigantix ticket and a game where 1 in every 9 tickets wins at least \$50.



- **Ace in the Hole #7302**
Top Prize: \$30,000
- **Red Ribbon Cash #7308**
Top Prize: \$50,000
- **Vegas Money #7309**
Top Prize: \$300,000
- **\$30M Cash Blowout #7310**
Over \$30,000,000 in Cash Prizes.
- **Millionaire Club #283**
Top Prize: \$1,000,000



New instant tickets include Ace in the Hole, bringing players the casino experience at home; Red Ribbon Cash, a specialty ticket dedicated to an Illinois free of HIV/AIDS; Vegas Money, offering 2 games in 1; Millionaire Club, a new Gigantix ticket with 41 chances to win up to \$1 MILLION; and \$30,000,000 Cash Blowout, where 1 in every 9 tickets wins at least \$50.



- Tickets and Gigantix Bin can be ordered through Tel-Sell at 1-844-806-8930, option 1
- June instant tickets will be supported at retail with a counter decal, Red Ribbon Cash vending wobbler and a Millionaire Club vending decal

Merchandising your Maximum Sales Driver

Starting in July, the Illinois Lottery will provide new direction for instant ticket placement for on-counter displays. Following these guidelines will help shoppers easily purchase instant tickets and will increase overall sales by 16%.

Step 1

Find the size of your on-counter display unit.

Step 2

Use this guide to determine the correct assortment of tickets and price points to feature within the display.



16 WIN # OF TICKETS	24 WIN # OF TICKETS	30 WIN # OF TICKETS	35 WIN
100	100	100	100
100	125	100	100
100	150	100	100
100	175	100	100
100	200	100	100
100	225	100	100
100	250	100	100
100	275	100	100
100	300	100	100
100	325	100	100
100	350	100	100
100	375	100	100
100	400	100	100
100	425	100	100
100	450	100	100
100	475	100	100
100	500	100	100

Step 3

Place the highest price point ticket in the upper left corner, then fill in tickets across the unit to the right. Continue placing tickets in the unit ending with the lowest price point ticket in the bottom right corner.

Step 4

Group tickets by price point with new tickets listed first. Then, organize by sales.

Step 5

Keep ticket families together (e.g. Crossword, Multiplier, Lucky 7s). Highlight new tickets by vertically cascading them from high to low price points in one column.



Principles in Practice

Here's an example of how your Maximum Sales Driver could look when applying these principles. Notice how ticket families are kept together and price points flow from high (top left) to low (bottom right).



Stay tuned for additional details on how to maximize your ticket assortment in the July Lottery Lowdown.

