



OCTOBER

Bin Enhancement Tool



New
Tickets



Core
Tickets

Display tickets in the order shown below

\$50



7575



7611

\$30



7670



7653



7623



7590

\$25



7665

\$20



7679



7668



7673



7661



7657



7638



7621

\$10



7678



7672



7654



7664



7660



7650



7637



7631



7646



7659

\$5



7677



7671



7669



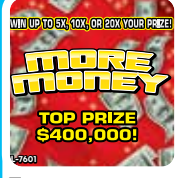
7663



7658



7636



7601

\$3



7662

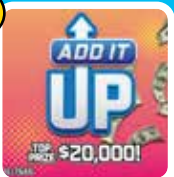


7651

\$2



7676



7655



7635



7632

\$1



7675



7643



7647



7634



7642

NEW

ACTIVATE THE NEW
OCTOBER
INSTANT TICKETS
TODAY!



CORE

STAY STOCKED UP

on these player favorites to
drive up Instant Ticket sales!



18+

Be Smart, Play Smart® Must be 18 or older to play. If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-GAMBLER (1-800-426-2537). For additional info or to exclude yourself, call 1-800-252-1775 or visit IllinoisLottery.com.

Game odds available at IllinoisLottery.com

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Cross reference your current Illinois Lottery tickets with the tickets listed on the reverse side by price point. If your store has any tickets that are not listed, pull those tickets out of your set and return them. Only the Instant Tickets listed are currently valid.

Utilize the chart below to select the optimal tickets for your set size by price point. Best selling tickets flow from left to right. **Core** tickets (i.e., crossword, bingo, and 7-11-21®) and **new** tickets should be included in all set sizes. **Core** tickets will always have inventory, so there is never a need to return them. Stores with more bins than tickets should double-face **core** and **new** tickets. Keeping **new** tickets in-stock keeps the category fresh for Illinois Lottery consumers.

Group tickets by price point: high to low, upper left to lower right. By price point, be sure to lead with **new** tickets followed by **core** tickets. For ease of shopability, keep ticket families (e.g., crossword, holiday, and 20 Years of Cash) together and organized from high to low by price point.

Following these guidelines will enhance shopability and help increase overall sales.

Price Point	20 Bin	30 Bin	40 Bin	50 Bin
\$1	2	2	4	6
\$2	1	2	3	4
\$3	2	2	3	4
\$5	4	7	8	11
\$10	5	7	9	11
\$20	4	6	7	8
\$25	1	1	1	1
\$30	1	2	3	3
\$50		1	2	2

Example of Best Practices

Keep ticket families together when possible

- New tickets account for **39%** of Average Monthly Sales
- New games are added every month to keep the category **FRESH AND EXCITING.**
- **JUMP START** your monthly Instant Ticket sales by activating new games upon receipt.
- **ONCE ACTIVATED, place new tickets immediately** on display for player purchase.
- **CONSISTENT EARLY ACTIVATION CAN INCREASE SALES AND COMMISSIONS** BY 15% ANNUALLY.
- **SALES GROWTH** of the new tickets extends to the second and third months after launch as top prizes are typically still available.

Response	Percentage
Strongly agree	39%
Disagree	41%
Strongly disagree	20%

■ New ■ Core ■ All Other

- Terminal functions & connectivity
 - Installation schedule & queries
- Ordering Instant Tickets & supplies