

# New instants for every type of player

Engage players with a fun new variety of instant ticket options this month—everything from a limited edition multiplier, add-on games and the return of a player favorite!



- **Ducks in a Row #7311**  
Top Prize: \$1,000
- **LOTERIA™ #7312**  
Top Prize: \$50,000
- **24 Karat Gold #7313**  
Top Prize: \$100,000
- **200X #7314**  
Top Prize: \$1,000,000



New instant tickets include 200X—packed with fifteen \$1,000,000 prizes, LOTERIA™—historically a player favorite, 24 Karat Gold—loaded with \$50 instant prizes, Ducks in a Row—featuring a whimsical game design that will attract new players.

- Tickets can be ordered through the Retailer Hotline at 1-844-806-8930.
- July instant tickets will be supported at retail with a counter decal, windmaster and standee.

**18+** Be Smart, Play Smart™ Must be 18 or older to play. Crisis counseling and referral services can be accessed at 1-800-GAMBLER or text "ILGamb" to 53342. For additional info or to exclude yourself, call 1-800-252-1775 or visit [illinoislottery.com](http://illinoislottery.com).

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# 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.

## 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 \$/W # OF TICKETS	24 \$/W # OF TICKETS	30 \$/W # OF TICKETS	35 \$/W
100	100	100	100
125	125	125	125
150	150	150	150
175	175	175	175
200	200	200	200
225	225	225	225
250	250	250	250
275	275	275	275
300	300	300	300
325	325	325	325
350	350	350	350
375	375	375	375
400	400	400	400
425	425	425	425
450	450	450	450
475	475	475	475
500	500	500	500

## 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).

