



AUGUST

Bin Enhancement Tool

\$30



7408



7396



7348



264

\$25



7360



ACTIVATE
THESE
NEW
TICKETS
TODAY

\$20



7425



7413



7403



7395



7370



7377



7352



7319

\$10



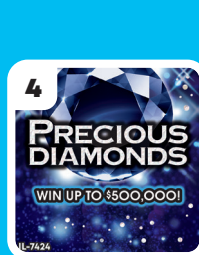
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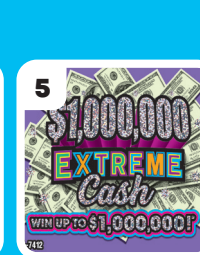
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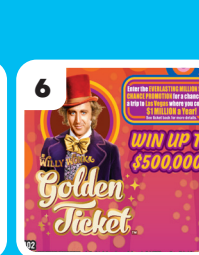
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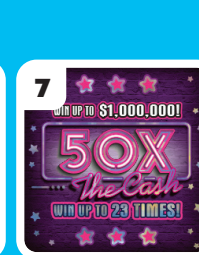
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7412



7402



7394



7342

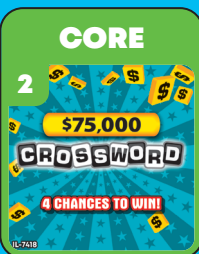


7356

\$5



7427



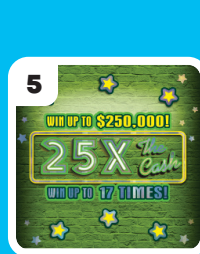
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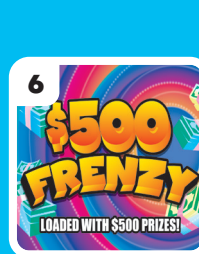
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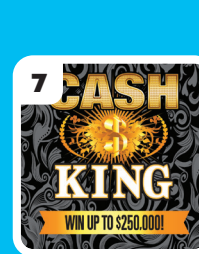
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7393



7390



7387



7375



7355

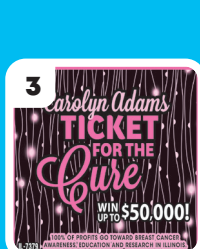
\$3



7419



7326



7379

\$2



7415



7392



7354



7420

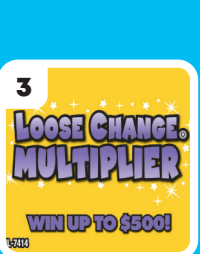
\$1



7426



7404/7431



7414



7410



Game odds available at IllinoisLottery.com.



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.

New
Tickets



Best
Sellers

1

2

3

4

5

6

7

8

9



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Bin Enhancement Tool

Optimal Ticket Selection



Step 1 | Clean Up

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

Step 2 | Ticket Selection Process

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.

Step 3 | Best Placement Practice

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.

Instant Ticket Selection Grid

Price Point	20 Bin	30 Bin	40 Bin	50 Bin
\$1	2	2	3	4
\$2	1	2	3	4
\$3	2	2	3	6
\$5	4	8	9	12
\$10	5	7	8	10
\$20	4	6	9	9
\$25	1	1	1	1
\$30	1	2	4	4

The circled numbers represent double facings of instant tickets

Example of Best Practices

36
MSD

PLAY TODAY

Keep ticket families together when possible

Keep tickets in descending order by price, when possible

MSD Sample Layouts

30
MSD

PLAY TODAY

\$30	\$30	\$30	\$25	\$20	\$20
\$20	\$10	\$10	\$10	\$10	\$10
\$5	\$5	\$5	\$5	\$5	\$5
\$3	\$3	\$3	\$3	\$2	\$2
\$2	\$2	\$2	\$1	\$1	\$1

25
MSD

PLAY TODAY

\$30	\$25	\$20	\$20	\$20
\$10	\$10	\$10	\$10	\$10
\$10	\$10	\$5	\$5	\$5
\$5	\$5	\$3	\$3	\$3
\$3	\$2	\$2	\$1	\$1

16
MSD

PLAY TODAY

\$30	\$25	\$20	\$10
\$10	\$10	\$5	\$5
\$5	\$3	\$3	\$3
\$2	\$2	\$1	\$1

= New Ticket

= Core Ticket