

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.

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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.

[illegible]

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).

