

NEW MEXICO LOTTERY POS PLACEMENT

BEGINNING DATE: JUNE 21, 2021



Dates are subject to change.

Please note: Art on this Planogram is for example only and final art may vary.



COUNTER MAT:

Big Scratchers
Second-Chance Promo



BROCHURES/ODDS CARDS:

Please verify the brochures in the Lottery Play Center are the most recent versions. You can find the date on the back of each brochure.

Current Brochures:

- Claim Form 8/20
- Scam Brochure 2/16
- Scratcher Brochure 4/21
- Problem Gambling 11/20
- Powerball HTP (play slips in front) 4/20
- Mega Millions HTP (play slips in front) 5/20
- Lotto America HTP (play slips in front) 5/20
- RRC HTP (play slips in front) 10/19
- Pick 3 Plus HTP (play slips in front) 11/20
- Pick 4 Plus HTP (play slips in front) 11/20
- Benefits Brochure 12/20

Clings & Other POS

Place on top of CDU with 1x3" POS Holder

Pick 3/Pick 4 Plus CDU Card

Red Hot Jackpot Bingo SSLT cling

WILLY WONKA™ Wobbler & Decal

Do not cover SSLT graphics or messages!

Other Point-of-Sale

Golden Ticket On-PAD Strip

Photon Strip

PB/MM Big Jackpot Ticket Fan

Place with 1x3" POS holder ONLY:

1. On side of Play Center, or
2. On top of On-Counter Dispenser.

See Allsup's Store set up on next page.

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Back of Photon Cling:

Big Scratchers Second-Chance Promotion

Draw Days Photon Cling:

Cling to include Pick 4



Back of PAD Cling:

Pick 3/Pick 4 Plus

NOTES

Do not remove the Orange decals from the back of the Photon.
The clings for Allsup's stores go on top of the orange decals.