

# NEW MEXICO LOTTERY POS PLACEMENT

BEGINNING DATE: SEPTEMBER 20, 2021 Dates are subject to change.



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



## COUNTER MAT:

Powerball Monday Draws



## 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) 8/21
- 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



WILLY WONKA GOLDEN TICKET™ On-PAD Strip



Photon Strip



Show Me Promo Ticket Fan  
Place with 1x3" POS holder ONLY:  
1. On side of Play Center, or  
2. On top of On-Counter Dispenser.

In-Counter Strip: Pick 3 Plus & Pick 4 Plus



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 3 Plus & Pick 4 Plus  
This will be placed on ALL Photons (not just Allsup's)  
and it will stay up until further notice.



## 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.