

# NEW MEXICO LOTTERY POS PLACEMENT

**BEGINNING DATE: SEPTEMBER 19, 2022** Dates are subject to change.



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

## COUNTER MAT:

Promo Zone/My Rewards



## 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) 5/22
- 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

THE PRICE IS RIGHT™ Wobbler and Decal



Lotto America Mondays CDU Card

Do not cover SSLT graphics or messages!

## Other Point-of-Sale



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



Please follow the brochure order shown above.

In-Counter Strip: 777 Second-Chance Promotion

