

# NEW MEXICO LOTTERY POS PLACEMENT BEGINNING DATE: FEBRUARY 17, 2025

Dates are subject to change.



LIC Strip is a die cut piece

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

## COUNTER MAT:

Zozobra Scratchers

TWO PIECES FOR ZOZOBRA!



THIS PIECE MAY BE DELAYED. START PLACING AS SOON AS YOU RECEIVE THEM.

## 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 1/23
- Scam Brochure 2/23
- Scratcher Brochure 4/21
- Problem Gambling 2/23
- Powerball HTP (play slips in front) 5/23
- Mega Millions HTP (play slips in front) 10/23
- 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 6/24

## Clings & Other POS

Do not cover SSLT or DTS graphics or messages, except when specifically directed.



Roadrunner Cash CDU Card

Place on top of CDU with 1x3" POS Holder



Game of Thrones Wobbler

## Other Point-of-Sale



Game of Thrones On-PAD Strip



Zozobra Photon Strip



Jackpot 7s Ticket Fan  
Place with 1x3" POS holder:  
1. On side of Play Center, or  
2. On top of On-Counter Dispenser.

In-Counter Strip: Jackpot 7s Fast Play! games



For Retailers WITHOUT the Zozobra Die Cut Piece

# NEW MEXICO LOTTERY POS PLACEMENT

**BEGINNING DATE: FEBRUARY 17, 2025**

Dates are subject to change.



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



## COUNTER MAT:

Zozobra Scratchers



**THIS PIECE MAY BE DELAYED. START PLACING AS SOON AS YOU RECEIVE THEM.**

## 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 1/23
- Scam Brochure 2/23
- Scratcher Brochure 4/21
- Problem Gambling 2/23
- Powerball HTP (play slips in front) 5/23
- Mega Millions HTP (play slips in front) 10/23
- 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 6/24

## Clings & Other POS

Do not cover SSLT or DTS graphics or messages, except when specifically directed.



Roadrunner Cash CDU Card

Place on top of CDU with 1x3" POS Holder



Game of Thrones Wobbler

Please follow the brochure order shown above.

## Other Point-of-Sale



**Jackpot 7s Ticket Fan**  
Place with 1x3" POS holder:  
1. On side of Play Center, or  
2. On top of On-Counter Dispenser.

**In-Counter Strip: Jackpot 7s Fast Play! games**