



LOTTO MAX Jackpot RSG Posters

Dates: December 2015 onwards

LOTTO MAX RSG POSTERS

RSG locations have specialized 8.5" x 11" and 17" x 22" posters featuring LOTTO MAX jackpot amounts starting from \$10 Million. These are great pieces to drive awareness of the jackpots at retail and to encourage sales at each location.

WHAT'S DIFFERENT?

With the LOTTO MAX jackpot cap increase to \$60 Million in July 2015, new jackpot posters were distributed to RSG locations. The cap increase has been very successful so far, however, this also causes challenges in predicting future jackpot amounts (as jackpot amounts are based on sales). As such, we have created new generic posters to ensure RSG locations are equipped with enough posters to cover off all jackpot variations.

SALES TIP

Please follow the matrix on the next page to determine which posters to use during different LOTTO MAX jackpot levels.

NEW Posters:

50M+ Generic *17" x 22" and 8.5" x 11"

55M+12 MAXMILLIONS *17" x 22" (you should already have 8.5" x 11")

55M+ Generic *17" x 22" and 8.5" x 11"

* Please note, only those designated locations previously identified will receive a 17" x 22" poster. These locations will only receive one copy of the 17" x 22" poster version to add to your kits due to the limited likelihood of jackpots reaching these levels.



LOTTO MAX Jackpot RSG Posters

Dates: December 2015 onwards



When the jackpot is..	Use for 8.5 x 11 & 17 x 22:
\$10M to \$50M (no MM)	\$10M to \$50M posters 
\$50M + 2 to 10 MAXMILLIONS	Use \$50M + 2 to 10 MAXMILLION posters 
\$50M + 11 MAXMILLIONS and beyond	Use Generic \$50M+ poster (NEW) 

When the jackpot is..	Use for 8.5 x 11 & 17 x 22:
\$55M + 4 to 10, 12 MAXMILLIONS**	Use \$55M + 4 to 10, 12 MAXMILLIONS posters 
\$55M + 13 MAXMILLIONS and beyond	Use Generic \$55M+ poster (NEW) 
\$60M + 6 to 40 MAXMILLIONS	Use \$60M + 6 to 40 MAXMILLIONS posters 
\$60M + 41 MAXMILLIONS and beyond	Use Generic \$60M+ Poster (previously received) 

**Note \$55M+ 11 MAXMILLIONS will not be needed due to LOTTO MAX's Roll pattern. In the rare chance that it is, please use \$55M+ generic poster.

