

# S&W Holiday Campaign

November 17, 2025 – January 4, 2026



## Instructions:

Please remove all other POS elements (unless otherwise indicated on this planogram) and replace with the following items indicated below.

### New:

Poster A: 8.5" x 11"



### New:

Poster B: 8.5" x 11"



Text or call Lottery Retail Support:  
1-800-667-1649



# S&W Holiday Campaign

November 17, 2025 – January 4, 2026



## Instructions:

Please remove all other POS elements (unless otherwise indicated on this planogram) and replace with the following items indicated below.



Please recycle all paper POS materials responsibly

### New: Large Poster

17" x 22"



### Hurricane Sign Topper

Keep existing

### Blue Table Plexi Decal

Keep existing

### New: Bubble Case Banner



### New: Scratch & Win Display Case Strip



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