

# Lotto Max Jackpot: RSG Posters

Dates: May 11, 2019 – onwards



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 NEW?

Effective May 11 2019, Lotto Max jackpot will now be able to grow to \$65 Million and \$70 Million. **New refreshed Lotto Max Jackpot Posters** will arrive to every RSG location the week of May 6. BCLC has also developed new MAXMILLIONS inserts to ensure RSG locations are equipped with enough posters and inserts to cover off all MAXMILLIONS variations. The posters will no longer read "this Friday's Jackpot" as draws will be Tuesdays & Fridays.

## REPLACE AND RECYCLE

Once you receive your new Lotto Max posters, please recycle\* all existing posters that read "This Friday's Jackpot..." at your location and leverage your new RSG Lotto Max poster jackpot kits.

\* note – synthetic paper is a recycle category 5 product and should be recycled in the plastic not paper bins

## SALES TIP

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

## NEW 8.5" x 11" POSTERS AND/OR 17" x 22" \* POSTERS

45 Jackpot Posters (\$10 - 49, 50,55,60,65,70 Million)

56 MAXMILLIONS Inserts (2,4,6,8,10-70, & Generic "+" MAXMILLIONS)

\* Please note, only those designated locations previously identified will receive a 17" x 22" poster.



OLD





NEW






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When the jackpot is...	Use for 8.5 x 11 & 17 x 22:
\$10M – \$49M (no MAXMILLIONS)	<p><b>\$10M – \$49M</b> Jackpot posters</p> 
\$50M/ \$55M/ \$60M/ \$65M/ \$70M  + 2–70 MAXMILLIONS	<p>Use <b>\$50M/ \$55M/ \$60M/ \$65M/ \$70M</b> Jackpot poster, with a + <b>2–70 x \$1M MAXMILLIONS</b> insert in front of the Jackpot poster at the bottom</p> 

When the jackpot is...	Use for 8.5 x 11 & 17 x 22:
\$50M/ \$55M/ \$60M/ \$65M/ \$70M  + 71 MAXMILLIONS or higher	<p>Use <b>\$50M/ \$55M/ \$60M/ \$65M/ \$70M</b> Jackpot poster, with a generic + <b>MAXMILLIONS</b> insert in front of the Jackpot poster at the bottom</p> 

*\*Note Generic “+ MAXMILLIONS” insert should not be needed due to Lotto Max’s roll pattern. It is there for the rare chance that we will go beyond 70 x \$\$1M MAXMILLIONS.*

