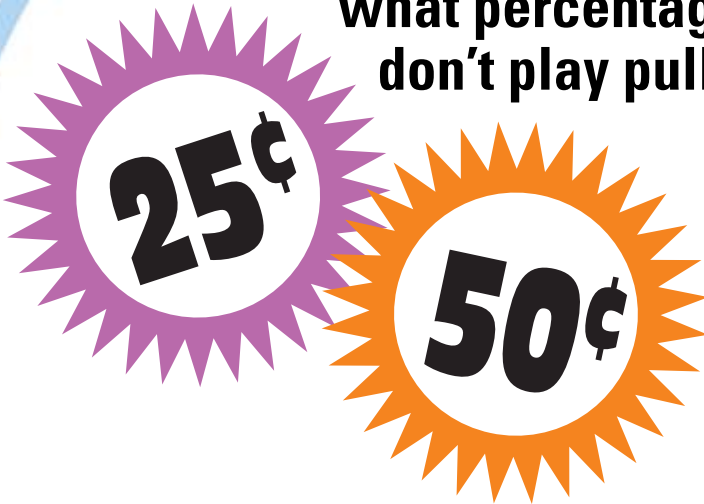


**what percentage of your players  
don't play pull tabs? 60%? 70%?**



**by not offering 2/\$1 or 4/\$1  
you're not developing  
new \$1 players**

## **[REASONS TO PLAY MORE 25¢ AND 50¢ TICKETS]**

- **Everyone has a chance to play**

Disposable incomes are shrinking and money is tight. 25¢ and 50¢ games provide a less expensive alternative to dollar games and give everyone a chance to play. A lower cost risk may get new players to try.

- **Bang for the buck**

The math is simple: a \$20 ticket wager will give a player 20 - \$1 tickets, 40 - 50¢ tickets and 80 - 25¢ tickets. Not only can players play longer for the same amount of money, but they have double, triple or quadruple the chances of winning....and winning BIG!

- **Everyone loves a winner**

People love to see winners and when games pay, people play. More chances to win = more winners = more players buying more tickets.

- **Small winners make bigger players**

Research shows players who win prizes of less than \$5 will most likely spend their winnings instantly on another chance to win.

- **For the fun of it!**

The more tickets a player can buy for his dollar is more entertainment for the same amount of money: more tabs to pull, more chances to win, more fun!

### **TIPS FOR SMALL CHANGE**

Offer tickets at  
2 or 4 for a dollar.

Pre-bundle the 25¢ games  
in \$10 packs of 40 tickets.

Pre-bundle the 50¢ games  
in \$10 packs of 20 tickets.

Be sure to load at least  
50-75% of the vending  
machine columns with  
25¢ and 50¢ games.  
Target a ratio in your  
hall of 50% dollar,  
30% 25¢ and  
20% 50¢  
games.

