

## Building and Merchandising a Lantern Press Floor Display

STEP 1: Decide where you want the display and start with the base (pictured here), with the spinning Lazy Susan side DOWN.



STEP 2: Attach one of the two skeletons to the base, using the LONG screws provided.



STEP 3: Attach the second of the two skeletons, using the LONG screws provided



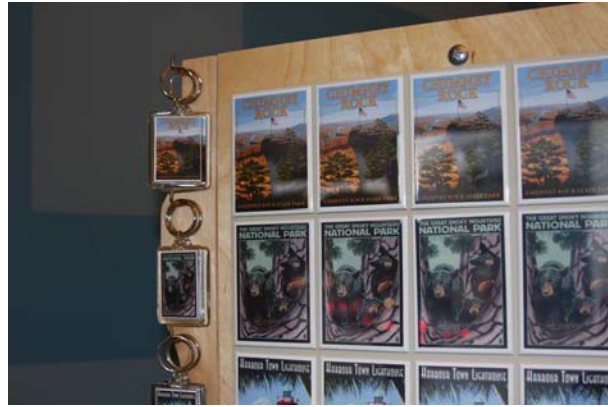
STEP 4: Attach LOWER panels first. If you do top panels first, you won't be able to fit the lower panels in. Use SHORT screws provided. On the back of each panel is an L-shaped lip that needs to slide down over the ledge of the skeleton. Attach top panels last. There are 12 short screws to use for



STEP 5: Peel plastic off both sides of each piece of plexiglass. Slide appropriately-sized plexiglass into each of the 12 panels. Merchandise notecards and postcards so that the same image is side by side (as shown here ----->)



A Note about Keychains: If you ordered keychains, you should have received a box gold keychain hooks with your display. You can twist the hooks (by hand) into pre-drilled holes found on the panels that hold the cards, so that the magnet and keychain are matching images next to each other. See the photograph below:



STEP 6: Merchandise magnets so the same image is repeated four times across the row. Our magnets are very strong - feel free to stack them 5 or 6 magnets deep on the display.



When done, your display should look like this:



### A quick note about our card pockets:

\*You should put the postcard and notecard side by side. They sell best this way.

BUT, if you want, you can use the wooden tabs to make our card panels 3 pockets wide to hold 3 postcards wide instead. The pockets are pre-drilled for these wooden tabs.

Here are pictures of each option:

The Tabs:



2 Pockets Wide:



3 Pockets Wide:

