

TICKET *Seller*



THE OFFICIAL MAGAZINE FOR OHIO LOTTERY RETAILERS
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1-800-589-9966
Please Play Responsibly



A message from the Director

Optimism is built into what we do at the Ohio Lottery, so we know the long days of winter will break soon and spring will be here! Despite the slow pace the cold and snow brought, I hope your lottery business has continued to prosper.

March and April signify the turn of the season, and with it, fun things like our KENO Bracket Challenge and a whole group of new Ohio Lottery Scratch-Offs.

The KENO Bracket Challenge is back with chances to win cash in three rounds, plus a championship round with a \$25,000 cash prize and more. Details about this exciting promotion are on page 3.

The spotlight turns to our newest scratch-offs on March 31. Your customers will love *Electric 8’s*, *Wild Cash Tripler*, *Cross Match Bingo*, and *Aces & 8’s*. Learn more about these scratch-offs on page 4.

Cashing winning tickets is a great way to keep customers coming back to your store, but it is important that you know the cashing limit for your location. See page 8 for helpful information on cashing limits.

Your sales representative is a great resource when you have a question, and they can help you find ways to increase your sales. Sometimes it comes down to offering more games. Learn how increasing the number and variety of tickets can help you achieve high sales on page 6.

Thank you for all that you do to make the Ohio Lottery a success!

Sincerely,

Michelle B. Gillcrist J.D.
Director
The Ohio Lottery

Fan-Favorite KENO Bracket Challenge is Back!

March 16, 2026 – April 6, 2026

Celebrate college tournament basketball season with a different type of bracket – no sports knowledge required!

KENO fans who submit their non-winning tickets into MyLotto Rewards® from March 16 – April 6 can opt in to enter a preliminary round of the Ohio Lottery's KENO Bracket Challenge!

Each round, we'll give away Lottery Cash and advance winners to the Championship Round. Encourage customers to enter tickets for one or all three preliminary round drawings.

One lucky player will be crowned the KENO Bracket Challenge champion! The winner will take home a \$25,000 cash prize, a trophy, and a special prize pack.

Drawing table

	ROUND 1	ROUND 2	ROUND 3
Ticket Entry	March 16 - March 22	March 23 - March 29	March 30 - April 6
Number of Winners	30	20	10
Lottery Cash	\$100	\$300	\$500

Championship Round

- Winners in rounds 1, 2 and 3 advance
- One Bracket Challenge champion
- \$25,000 cash prize, prize pack, and trophy



David Meyer, 2025 KENO Bracket Challenge Winner



Promote the KENO Bracket Challenge on social.

Go to the KENO News page and download the graphic to share with customers on your social channels!

Cross Match Bingo Giveaway on Instagram

Visit the official Ohio Lottery Instagram page @ohlottery on April 15 for a chance to win a book of Cross Match Bingo tickets! Encourage customers to follow our pages to never miss a giveaway.





Updates

On Sale*

March 31, 2026

#1076 - Electric 8's (\$1)

#1077 - Aces and 8's (\$5)

#1078 - Cross Match Bingo (\$10) - Gigantix

#1079 - Wild Cash Tripler (\$30)

#1075 - February 2026 Direct Mail Coupon

Dates - 2/23/26-3/21/26

Buy a \$10 Scratch-Off Get a \$2 Scratch-Off Free

Closing

March 12, 2026

#826 - Golden Casino (\$10)

#853 - Money Maker (\$30)

#862 - Hit It Big (\$10)

#873 - Triple Tripler (\$1)

#888 - \$2,000,000 Cash Blast (\$20)

#1029 - Lucky Gems Multiplier (\$2)

#1037 - Special Edition Cashword (\$5)

April 16, 2026

#433 - Extreme Millions (\$30)

#858 - \$1,000 Tax Free (\$20)

#869 - Gem 10s (\$10)

#872 - \$50, \$100 or \$500 (\$10)

#1010 - Monopoly Bonus Spectacular (\$2)

#1022 - 3 Stooges Pie Payout (\$5)

Last Date to Redeem

March 11, 2026

#833 - Lady Luck 100X (\$20)

#848 - Buzz Words (\$1)

#861 - Double Cash Doubler (\$5)

April 14, 2026

#856 - \$150,000 Blast (\$5)

#1011 - Monopoly Bonus Spectacular 25X (\$5)

* These game releases are current as of Feb. 5, 2026. All dates tentative. Inventory levels may change the current schedule. **Contact your sales representative for the latest updates.**



Scan the QR Code for additional information and important claiming updates

Lottery Operations Update

Need supplies?

If you need bet cards or paper, please let your Tel-Sell representative know during their regularly scheduled scratch-off order call.

Spring Cleaning

Now is the perfect time to refresh your counter and Lottery play areas to get them clean, organized, and up to date. Reach out to your sales representative for advice, updated signage, and support. Invest in your space — your customers will thank you.

What's new on the Ticket Seller News page

Check out our retailer news page on the Ohio Lottery website. Download and post handy information for your customer play area, like our most recent list of Big Winners from our lineup of scratch-offs, information on recent top performers in the Retailer Incentive Program, other updates and news of note.



Spotlight: March 31 Game Release

Get ready for spring with our new scratch-offs launching March 31. The \$10 *Cross Match Bingo* game includes chances to win on both front and back. We're also releasing *Electric 8's* (\$1), *Aces and 8's* (\$5), and *Wild Cash Tripler* (\$30).

No matter the price point, these new games offer fun for everyone. Your customers will love the variety and plentiful prizes.

Find out more about each of these new tickets on page 5.

Scratch-Off Features

On sale March 31, 2026

Electric 8's

(\$1), #1076

Top prize: \$500

Total Prizes: \$4,626,250

Overall odds: 1 in 4.76

Percentage payout: 66.09%

Tickets per pack: 200

Number of tickets printed: 7.0 million

Actual size: 2.5" x 4.0"

UPC Code: 6 70656 01076 2

Special Features: This key number match game will have players looking for their winning numbers and the bolt symbol to win the prize shown automatically.

Aces and 8's

(\$5), #1077

Top prize: \$150,000

Total Prizes: \$21,030,000.00

Overall odds: 1 in 3.98

Percentage payout: 70.10%

Tickets per pack: 50

Number of tickets printed: 6.0 million

Actual size: 6.0" x 4.0"

UPC Code: 6 70656 01077 9

Special Features: Players search for their numbers to win the prize shown. If they reveal an (8) symbol, they win the prize shown automatically. The Ace Card symbol wins all 15 prizes.

Cross Match Bingo

(\$10), #1078

Top prize: \$500,000

Total Prizes: \$15,784,500

Overall odds: 1 in 3.42

Percentage payout: 73.08%

Tickets per pack: 30

Number of tickets printed: 2.16 million

Actual size: 10.0" x 7.8"

UPC Code: 6 70656 01078 6

Special Features: Our newest Gigantix ticket brings Crossword and Bingo together! Players will find both games on the front and key number match on the back of the ticket.

Wild Cash Tripler

(\$30), #1079

Top prize: \$3,000,000

Total Prizes: \$71,986,536

Overall odds: 1 in 3.13

Percentage payout: 79.99%

Tickets per pack: 25

Number of tickets printed: 3.0 million

Actual size: 11.0" x 4.0"

UPC Code: 6 70656 01079 3

Special Features: This key number match game features games on the front and the back of the ticket. The top prizes are annuities of \$120,000 a year for 25 years and \$40,000 a year for 25 years.

Check 'em out coming your way soon

Please note that all on-sale dates are tentative. These game releases are current as of February 5, 2026, and are subject to change.



More facings mean more commission for you!

Ohio Lottery Scratch-Off facings, or the number of scratch-offs a retailer carries, vary from store to store. Could you offer more tickets?

The sales volume and increased commissions you can achieve with more facings is clear.

A retailer with 11-15 scratch-offs reached **\$620.29** in weekly sales last fiscal year.

Simply adding to your offerings can incrementally increase your sales. Retailers with 21-25 scratch-offs reached **\$3,158.49** in average weekly sales.

See the chart below to learn more about how the number of facings impacts average weekly sales.

We understand that space is a premium, so talk to your sales representative about your options for adding more facings in your location.

Did you know?
\$5 scratch-offs have the most transactions.
75-80% of lottery winnings get reinvested in other tickets or ancillary products.



# of Facings	Avg Wkly Sales	Avg Wkly Base Commission (5.5%)	Avg Cashing Bonus & Retailer Incentive (1.06%)
6-10	\$292.22	\$16.07	\$3.09
11-15	\$620.29	\$34.11	\$6.57
16-20	\$1,395.56	\$76.75	\$14.97
21-25	\$3,158.49	\$173.71	\$33.47
36-40	\$4,847.14	\$266.59	\$51.37
56-60	\$7,221.86	\$397.20	\$76.55





Scratch-Off Winners: January 2026

Winners City	Scratch-Off	Winning Prize	Selling Agent
Akron	Billion	\$20,000	Speedway #4487, Reynoldsburg
Amherst	VIP Millions	\$20,000	Marengo Duchess #1090, Marengo
Antwerp	\$300 Million Diamond Dazzler	\$20,000	Speedway #1156, Springfield
Avon	Cash Explosion 25x	\$20,000	Speedway #1156, Springfield
Bluffton	Billion	\$20,000	Giant Eagle #515, Bainbridge
Bradner	VIP Millions	\$20,000	Cenco, Brunswick
Brooklyn	Mystery Multiplier	\$20,000	Speedway #9367, Cincinnati
Brunswick	VIP Millions	\$20,000	Speedway #9367, Cincinnati
Bryan	Casino Nights	\$20,000	Speedway #9236, Marietta
Canfield	Holiday Cash Vault	\$20,000	Friendship Food Store #78, Wayne
Chagrin Falls	VIP Millions	\$20,000	Dublos Carry Out, Norwalk
Cincinnati	Bonus Play Millions	\$50,000	Meijer Inc #234, Grove City
Circleville	\$500,000 Bankroll	\$20,000	Alfaa, Newark
Circleville	Winter Green (Gigantix)	\$50,000	Kroger Co #942, Cincinnati
Cleveland	Special Edition Cashword	\$20,000	New Madison Mini Mart, New Madison
Cleveland	Cash Explosion 25x	\$20,000	Tarlton Market, Tarlton
Cleveland Hts	Holiday Cash Vault	\$20,000	Love's Travel Stop # 690, Circleville
Cleveland Hts	\$1,000,000 Holiday Wish	\$50,000	Fuel Mart #767, Bradner
Columbus	VIP Millions	\$20,000	Walmart Supercenter #1445, Port Clinton
Columbus	VIP Millions	\$20,000	Lakeside Sports Shop, Cortland
Columbus	Mystery Multiplier	\$20,000	The Kroger Co #891, Zanesville
Columbus	Mystery Multiplier	\$20,000	Lorain Smokes & Beverage, Lorain
Columbus	Holiday Lucky Times 10	\$150,000	Food Town, Hamilton
Columbus	Let It Snow	\$80,000	Fuel Mart #626, Kenton
Columbus	Winter Green (Gigantix)	\$20,000	Burger Dairy Store, Bryan
Columbus	Winter Green (Gigantix)	\$20,000	Antwerp Pit Stop, Antwerp
Dayton	Holiday Cash Vault	\$20,000	Get Go #3396, Stow
Dayton	50th Anniversary	\$50,000	Stryker Main Stop, Stryker
Defiance	\$500,000 Bankroll	\$50,000	The Kroger Co #844, Circleville
Delaware	Winter Green (Gigantix)	\$300,000	Super Quik #12, Waverly
Etna	VIP Millions	\$300,000	Dunham Beverage, Maple Hts
Euclid	\$2,000,000 Cashword	\$100,000	Lucky Choice, Columbus
Evansville	VIP Millions	\$30,000	Giant Eagle #6510, Marietta
Fowler	VIP Millions	\$30,000	Walmart Supercenter #2323, Stow
Frankfort	VIP Millions	\$30,000	Walmart Supercenter #2323, Stow
Geneva	\$2,000,000 Cashword	\$30,000	Beverage Drive Thru, The Plains

Winners City	Scratch-Off	Winning Prize	Selling Agent
Grove City	VIP Millions	\$30,000	Beverage Drive Thru, The Plains
Grove City	Winter Green (Gigantix)	\$30,000	Speedway #1170, Heath
Hamilton	Monopoly Bonus 50x	\$100,000	The Kroger Co #591, Pataskala
Heath	Mystery Multiplier	\$50,000	Pit N Git, Niles
Huron	VIP Millions	\$500,000	Main St. Minimart, Dayton
Kenton	\$2,000,000 Extreme Cash	\$50,000	The Kroger Co #802, Sunbury
Lima	Holiday Millions	\$50,000	Marathon Gas Station, Wilmington
Logan	VIP Millions	\$50,000	London Shop & Go, London
London	Holiday Cash Vault	\$50,000	Giant Eagle #4075, Boardman
Lorain	Winter Green (Gigantix)	\$500,000	West Norton Duchess #1247, Norton
Mansfield	\$2,000,000 Cashword	\$40,000	Heights Beverage, University Heights
Marengo	Holiday Cash Vault	\$50,000	Fuel Mart #782, Cridersville
Marietta	Mystery Multiplier	\$50,000	Marc's #41, Strongsville
Marietta	Winter Green (Gigantix)	\$100,000	Ontario Food Mart Inc., Ontario
Marion	Bonus Play Millions	\$100,000	Jai Maa Dashamaa LLC, Geneva
Milford	Win Big	\$50,000	C Store, Willowick
New Madison	VIP Millions	\$150,000	The Kroger Co #806, Whitehall
Newark	VIP Millions	\$150,000	The Kroger Co #806, Whitehall
Niles	Holiday Cash Vault	\$50,000	Fuel 57, Lorain
North Royalton	Winter Green (Gigantix)	\$50,000	Fuel 57, Lorain
Norwalk	VIP Millions	\$100,000	Little Bear Market, Circleville
Oxford	Winter Green (Gigantix)	\$100,000	Sylvania Mini Mart, Sylvania
Reading	VIP Millions	\$500,000	Oxford Mini Mart, Oxford
Risingsun	VIP Millions	\$50,000	Clarks Pump N Shop #55, Portsmouth
Seven Mile	VIP Millions	\$50,000	The Kroger Co #804, Delaware
Springfield	VIP Millions	\$500,000	Go Mart #58, Marietta
Stow	\$300 Million Diamond Dazzler	\$500,000	Go Mart #58, Marietta
Strongsville	Holiday Millions	\$50,000	Alberts Fresh Market, Grafton
Sylvania	Winter Green (Gigantix)	\$40,000	#28 Harrison Shell, Harrison
The Plains	Mystery Multiplier	\$50,000	Meijer Inc #111, Marion
Toledo	\$1,000,000 Cashword	\$50,000	The Kroger Co #891, Zanesville
Waverly	White Diamonds	\$50,000	Lake Shore Express, Mentor
Whitehall	Let It Snow	\$50,000	Maxwells Drive Thru, Zanesville
Wilmington	Holiday Cash Vault	\$50,000	Players Cafe, Columbus
Wingett Run	VIP Millions	\$50,000	Lucky Choice, Columbus
Zanesville	VIP Millions	\$150,000	Speedway #3691, Brunswick
Zanesville	Billion	\$50,000	Giant Eagle #465, Brook Park
Zanesville	Billion	\$40,000	Murphy Usa #6753, Napoleon

Taking Care of Business: Beware of Illegal Gambling Machines! You could lose your License!

Lottery Chief Legal Counsel reminds you NOT to install or allow a vendor to install illegal gambling machines in your retail location.

Each Lottery Retail Sales License limits you to the sale of schemes of chance authorized by the Director in accordance with Ohio Administrative Code (OAC) §3770-4-03.

The installation of gambling machines and related services are illegal under Ohio Revised Code §§2915.02 and 2915.092 and prohibited by OAC §901:9-2-07 and Chapter 3772.

Moreover, if you are found to be in possession of unregulated skill-based amusement machines you and your employees could be prosecuted criminally. You will also likely lose your Ohio Lottery License.

Illegal gambling is a crime, and the Ohio Lottery takes this very seriously.



Cashing Threshold Reminder

Are you a traditional retailer?

If so, make sure you only scan and cash winning tickets up to \$599.

In recent months, we have seen an uptick in the number of adjustment requests from retailers who have scanned and paid winning tickets with amounts they aren't authorized to cash.

If this happens, you must submit an adjustment to get reimbursed, which can be a lengthy process. Scan the QR code for quick access to reimbursement forms.



We don't want you to have to wait on your money, so be sure your staff is aware of the cashing threshold for your location. Scan the QR code to see the types of cashing available.

How much can you cash?

Cashing thresholds vary by type of retail location.



Traditional Retailers
up to \$599



Super Retailers
\$600 to \$5,000

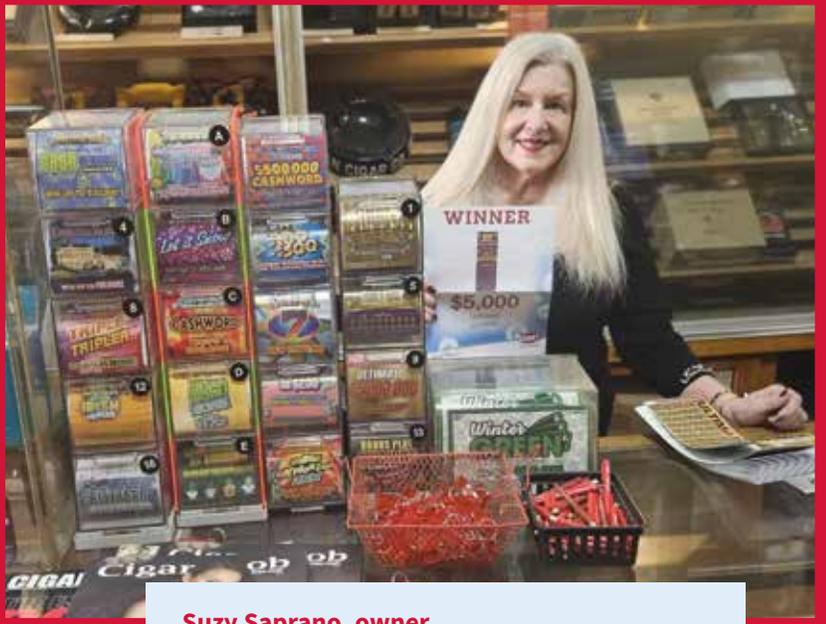


Racinos / Casinos
\$600 to
\$25,000



Regional Offices
\$600 to
\$25,000

Retailer Highlight: City News - Suzy's Smoke Room



Suzy Saprano, owner

City News-Suzy's Smoke Room has been a Mansfield institution for 87 years. But April is an extra special month for them because they are celebrating 34 years as an Ohio Lottery retailer!

What started as a newsstand back in 1939 has evolved into a must-visit cigar lounge. Owner **Suzy Saprano** encouraged her dad to become a lottery retailer and has continued that relationship for more than three decades. While the shop has evolved throughout the years, it has maintained the old-school atmosphere that Suzy's dad created.

She personally likes to play *Powerball*, *Mega Millions*, and other multi-state draw games, and has six numbers she plays regularly. But she loves it when her customers buy scratch-offs.

She enjoys watching them play – and win! She thinks scratch-offs are more fun because there isn't any waiting for numbers to be drawn. The customers playing the lottery definitely add a lot of fun to her lounge.

The retailer offers three screens to watch KENO in addition to scratch-offs and draw game tickets. Her bestsellers are the \$20, \$30, and \$50 scratch-offs.

Besides being a great place to hang out, play the lottery and smoke cigars, City News-Suzy's Smoke Room is also known for its connection to the Mansfield Reformatory. Morgan Freeman came in during filming of *Shawshank Redemption* and bought a copy of *The New York Times*.

Suzy said that the downtown construction has been a challenge because it has cut down on her foot traffic, but thanks to her regulars and Ohio Lottery sales, she has remained successful.

City News-Suzy's Smoke Room is known for its welcoming atmosphere and friendly service. They are located at 100 North Main Street in downtown Mansfield. Suzy encourages everyone to stop in to step back in time – and hopefully win big!





Congratulations to Super Retailer Dunham Beverage!

One of their customers won \$300,000 on a winning \$5 *Special Edition Cashword* ticket on January 9, 2026. This was their first big winner this year. That \$3,000 bonus is a great way to start off the year! Dunham Beverage is located at 6191 Dunham Ave. in Maple Heights. Pictured is owner **Ajay Patel**.



Ontario Food Mart, Inc. located at 3636 Park Avenue West in Ontario sold a \$100,000 Cashword top prize winning scratch-off. Stacy Saxton and all the staff were excited to share in this exciting win!



Don't you just love it when a \$5 scratch-off pays big? That's exactly how Shell #1357's owner Kelly felt when one of her customers purchased a *Holiday Lucky Times 10* Scratch-Off and won \$10,000. The store is located at 1357 Lexington Ave. in Mansfield.



A little town in Ohio has a very big winner thanks to a local man winning \$2 million on a \$20 scratch-off. He won the top prize of \$80k/year for 25 years playing \$2,000,000 Extreme Cash. Fuel Mart #626 located at 302 S. Detroit St. in Kenton received a \$10,000 bonus for selling the winning ticket.



A Canton woman had a birthday she'll never forget when her best friend gifted her a bouquet of 60 Ohio Lottery Scratch-Offs. When Wendy from Canton scratched off the last ticket, a \$2 Cash Explosion Cashword, she was stunned to discover that it was a \$20,000 winner. Best birthday ever! The ticket was purchased at Circle K #5628 located at 3899 Eastern Rd. in Norton.

TOP 25

Scratch-Offs

Here are the most purchased scratch-offs for January. They make up almost 80% of scratch-off sales, so make sure you're giving your customers what they want. Your sales rep can help with your plan-o-gram, ticket selection and more. We're here to help you succeed!

Spring ahead with these sales boosting games!

Top 25 scratch-offs as of January 31, 2026



Ultimate \$5,000,000
(\$50), #1067



Lucky No. 7
(\$10), #1066



\$300 Million
Diamond Dazzler
(\$20), #1028



Billion
(\$50), #762



\$2,000,000 Cashword
(\$30), #1051



50th Anniversary
(\$50) #827



VIP Millions
(\$50), #1008



Bonus Play Millions
(\$20), #1061



Jackpot Party
(\$5), #1065



\$500,000 Cashword
(\$10), #1053



\$1,000,000 Cashword
(\$20), #1056



Holiday Millions
(\$30), #1049



Special Edition
Cashword
(\$5), #1086



\$1,000,000 Holiday Wish
(\$20), #1048



\$50, \$100 Or \$500
(\$10), #1055



Let It Snow
(\$5), #1059



Holiday Cash Vault
(\$10), #1047



Mystery Multiplier
(\$10), #1042



\$25, \$50 Or \$250
(\$5), #1050



White Diamonds
(\$10), #1036



Ohio Millionaire's Club
(\$20), #1043



Holiday Lucky Times 10
(\$5), #1046



\$500,000 Bankroll
(\$10), #1031



Royal Riches
(\$30), #1024



Winter Green
(\$10), #1060



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INTRODUCING
WELLPLAYED OHIO,
Ohio Lottery's new responsible play initiative.

WellPlayed Ohio helps keep lottery play fun and balanced with simple guidance, clear facts, and support when you need it. Because playing responsibly isn't about rules. It's about helping players stay aware, connected, and confident with research-backed tools and reminding them that they're in control of the game, not the other way around.

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