

TICKET Seller



THE OFFICIAL MAGAZINE FOR OHIO LOTTERY RETAILERS

March/April 2024 | VOL. 3 NO. 44



FASTBREAK

WAGER \$20 AND GET **3 FREE** \$1 3-SPOT DRAWS

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All efforts are made to ensure the accuracy of the information provided. However, the Ohio Lottery makes no warranties or representations as to the accuracy of the information supplied herein. Winning numbers and jackpot amounts can only be verified through our gaming system, accessible at any Ohio Lottery office.

The Ohio Lottery is an Equal Opportunity Employer and Service Provider.

1-800-686-4208
www.ohiolottery.com

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1-800-589-9966



A message from the Director

We all have a lot to celebrate. It's the spring of our 50th anniversary year, and there's much more excitement ahead.

Encourage customers to take part in the *Fun Turns 50* second chance promotion!

The *Fun Turns 50* is a nod to all the hard-working people, customers and friends who have made the Ohio Lottery an industry leader. We provide varied and innovative games, support balanced and sensible play, and offer opportunities for fun and inspiration. We do it all to raise funds for education.

Coming up March 28 is KENO *Fast Break*, our dedicated *Keno* promotion running alongside college basketball tournament season. Mark your calendar for a new shipment of scratch-offs, with delivery scheduled for March 26. Find ways to celebrate your players and each and every win.

We encourage players to have a budget for Lottery games and balance their game play with other activities and connections. I encourage you to do your part to support these efforts.

March is Problem Gambling Awareness Month. Please take the time to support those who need to take a step back. Anyone with concerns about their own or another's lottery game play can access help through a dedicated call line, 1-800-589-9966, as well as chat and online resources. See page 6 for more information.

When we're healthy and strong, we all win. Thank you for making Ohio proud and for all your support.

Sincerely,

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

KENO Fast Break

March 28-31; April 6 & 8

Enjoy KENO Fast Break during the excitement of college tournament basketball.

On select tournament game days, starting March 28, customers who make a \$20, single-ticket Keno purchase get a single \$1, 3-spot play good for three drawings.

The promotion lasts all day on the following tournament game days:

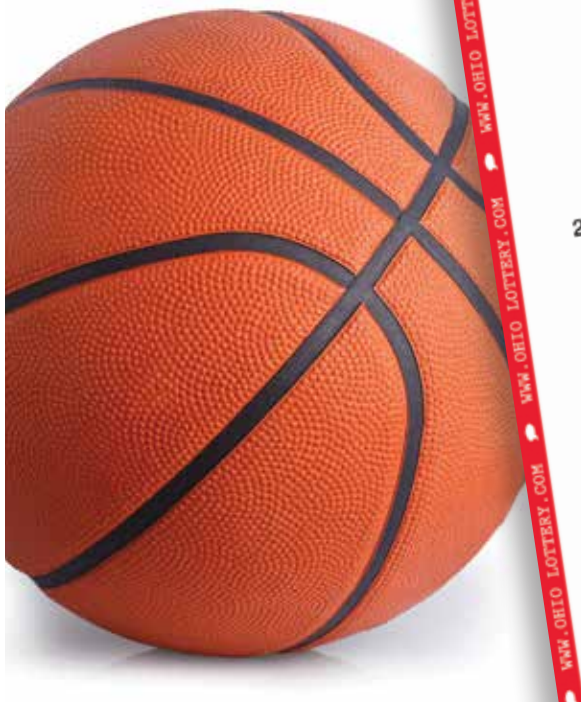
- March 28-31
- April 6
- April 8

All free plays are auto pick. Note: This is a repeat promotion, so a \$40, single-ticket Keno purchase provides two, \$1 3-spot plays for three drawings.

More on our KENO calendar

- KENO Spring Spectacular, May 6 through May 12.
Each \$20 single-ticket Keno purchase gets customers a \$1, 5-spot play for three drawings.
- KENO Fundependence Days, July 1 through July 5.
Each \$20 single-ticket Keno purchase gets customers a \$1, 4-spot play for three drawings.

Visit the KENO Promotions Calendar at ohiolottery.com for a complete list of promotions.



For illustrative purposes only.



Updates

On Sale*
March 26, 2024
Triple Win (\$2), #839
Limited Edition (\$5), #840
\$500,000 Extra Play (\$10), #841
Mega Multiplier (\$10), #842
\$2,000,000 Ultimate Cash (\$20), #843

Closing
March 4-14, 2024
Deluxe (\$20), #689
Mega Cash (\$20), #721
\$500 Frenzy (\$5), #727
Lucky (\$10), #761
Go for the Green (\$5), #769
\$1,000 Win it All (\$1), #774

Last date to redeem: Sept. 10, 2024.

Last Date to Redeem
March 13, 2024
Special Edition Cashword (\$5), #697
Battleship™ (\$2), #726
Payday Multiplier (\$2), #758
March 17, 2024
Direct mail coupon offer closes.

* These game releases are current as of February 29, 2024. All dates tentative. Inventory levels may change the current schedule. Contact your sales representative for the latest updates.

For additional information and important claiming updates, please visit <https://www.ohiolottery.com/Claiming/Index> to learn more.



Lottery operations update

Over \$157 million in prizes are available in the scratch-off games coming March 26. They include a \$2 and \$5 game, two \$10 games and a \$20 game. The \$10 *Mega Multiplier* is a Gigantix oversized ticket. Be sure to ask for a Gigantix-sized bin if you need it.

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

On the retailer “to do” list. Make the most of your scratch-off sales by activating and offering for sale at least one book of each new scratch-off sent this month by the Friday of delivery week.

Use our new EZPLAY® Games menus

Bring some attention to your EZPLAY® Games. Use the current menu card, which includes all of the progressive games, and a selection of traditional EZPLAY Games at each price point. Customers can scan the QR code on the bottom of the menu card to learn more about each game. Please ask your sales representative if you'd like a copy.



Prefer a menu card that's 8.5" x 11" in size? Find it here, on the retailer section of the Ohio Lottery website.

Spring Cleaning

It's a great time to get your counter and Lottery play areas in tip top shape, organized and current. Reach out to your sales representative for advice, updated signage and support. Make the investment. Your customers will thank you.

Planning any remodeling projects? If you or your landlord are planning any updates to the interior or exterior of your location, let your sales representative know right away. Keeping your equipment – our investment in your business – in running shape is a priority. See this issue's Taking Care of Business segment for more information.



Check 'em out coming your way soon

Please note that all on-sale dates are tentative. These game releases are current as of Feb. 29, 2024 and are subject to change.



Scratch-Off Features On sale March 26, 2024

Triple Win

(\$2), #839

Top Prize: \$5,000

Overall odds: 1 in 4.37

Percentage payout: 66.1%

Tickets per pack: 100

Number of tickets printed: 6.0 million

Actual size: 4.0" x 4.0"

UPC Code: 6 70656 02839 2

Special Features: Here's something new – there are three ways to win – by number match, identical prize amounts or revealing the moneybag symbol. See ticket for complete game details.

Triple Win offers more than \$7.0 million in total prizes.

Limited Edition

(\$5), #840

Top Prize: \$500

Overall odds: 1 in 4.25

Percentage payout: 80.2%

Tickets per pack: 50

Number of tickets printed: 6.0 million

Actual size: 6.0" x 4.0"

UPC Code: 6 70656 05840 5

Special Features: We're celebrating our 50th anniversary year with a ticket loaded with \$50 and \$100 prizes. Be

sure to play the Bonus Box. The 80% overall payout can't be beat. *Limited Edition* offers more than \$20 million in total prizes.

\$500,000 Extra Play

(\$10), #841

Top Prize: \$500,000

Overall odds: 1 in 4.07

Percentage payout: 73.1%

Tickets per pack: 50

Number of tickets printed: 6.0 million

Actual size: 8.0" x 4.0"

UPC Code: 670656 10841 4

Special Features: Enjoy game play on both the front and back of the ticket.

\$500,000 Extra Play offers more than \$40 million in total prizes.

Mega Multiplier

(\$10), #842 (Gigantix ticket)

Top Prize: \$500,000

Overall odds: 1 in 3.91

Percentage payout: 73.1%

Tickets per pack: 30

Number of tickets printed: 3.12 million

Actual size: 10" x 7.8"

UPC Code: 670656 10842 1

Special Features: You'll find the game

on the front of the ticket has a unique feature, with winning number matches offering prizes that are 1x, 5x, 10x, 20x or 50x the prize shown. Be sure to play the separate game located on the back of each ticket. See ticket for full game play details. *Mega Multiplier* offers more than \$20 million in total prizes.

\$2,000,000 Ultimate Cash

(\$20), #843

Top Prize: \$2 million*

Overall odds: 1 in 3.07

Percentage payout: 75.1%

Tickets per pack: 25

Number of tickets printed: 4.0 million

Actual size: 10" x 4.0"

UPC Code: 670656 20843 5

Special Features: Top prize is an annuity, paid as \$80,000 a year for 25 years before taxes. Winners of the top prize can choose a \$1-million cash option payout before taxes. *\$2,000,000 Ultimate Cash* offers more than \$50 million in total prizes. Be sure to play the three Bonus Boxes at the top of each ticket.

Problem Gambling Fact Sheet



PROBLEM GAMBLING
AWARENESS MONTH
→ EVERY STORY MATTERS

Whether you're seeking information for yourself or a loved one, this fact sheet can help you gain a better understanding of what problem gambling is, its impact, and how to find support.

What is Problem Gambling?

Problem gambling (sometimes referred to as "gambling addiction" or "gambling disorder") is gambling behavior that is damaging to a person or their family, often disrupting their daily life and career. Anyone who gambles can be at-risk for developing a gambling problem. Gambling disorder is a recognized mental health diagnosis.



Time Out Ohio
More Support
Resources
*Ohio's Voluntary
Exclusion Program*

Some warning signs of a gambling problem are:

- Thinking about gambling all the time.
- Feeling the need to bet more money and more often.
- Going back to try to win your money back ("chasing losses").
- Feeling restless or irritable when trying to stop or cut down.
- Gambling despite negative consequences.
- In extreme cases, problem gambling can cause bankruptcy, legal problems, job loss, family harm, and thinking about suicide.

Ohio Problem Gambling Helpline

During your call to the Ohio Problem Gambling Helpline, you may request to be transferred to a problem gambling specialist for additional resources.

1-800-589-9966
Live Chat

Locate gambling support services in your area at [GamblingHelpOhio.org](https://www.GamblingHelpOhio.org)

Top Facts from the 2022 Ohio Gambling Survey



Around 24% of adults ages 18 to 24 experience some level of risk with their gambling.

The number of people estimated to have a gambling disorder increased to **2.8%**

This represents approximately **255,000** individuals among Ohio's adult population.



The percentage of Ohioans with disordered gambling has tripled since 2017.

Note: 2022 Ohio Gambling Survey was conducted prior to sports gaming legalization. Risk factors based on survey data.

A special note for Ohio Lottery players

Celebrating the Ohio Lottery's 50th Anniversary Year

It's a special time for the Ohio Lottery and everyone who's helped move our mission forward over the past 50 years. Celebrate along with us!

Enjoy the occasion with our scratch-off, *50th Anniversary #827*.

Starting prize: \$100
Overall payout: 83%
Overall odds: 1 in 3.97

More on the game's top prizes*:

- **\$50,000 prize** (odds: 1 in 252,000)
- **\$1 million prize** (odds: 1 in 840,000). Annuity paid as \$40,000 a year for 25 years or a \$500,000 cash payout before taxes.
- **\$15 million top prize** (odds: 1 in 3.36 million). Annuity paid as \$600,000 a year for 25 years or \$7.5 million cash payout before taxes.

Be sure to play the three bonus areas at the top of the ticket for a chance at \$500, \$1,000 and \$5,000 prizes!



Scan the QR code to find the number of prizes at each prize level remaining, and other game details. The number of prizes remaining are updated daily.

Get a Second Chance!

The Fun Turns 50 Second Chance Promotion

Take your non-winning *50th Anniversary* scratch-offs or \$50 worth of \$5 and \$10 scratch-offs to enter *The Fun Turns 50* Second Chance Promotion in MyLotto Rewards®.

Top prize is a once-in-a-lifetime experience at The Rock & Roll Hall of Fame!

Prize includes \$3,500 for each of the second-chance drawing's top prize winners. Another 150 winners will receive a \$500 cash prize.

The Fun Turns 50 Second Chance Drawing Schedule

Entry Period	Drawing Date*	Winners
Jan. 9-Feb. 19, 2024 <i>Complete</i>	Feb. 28, 2024 <i>Complete</i>	100 <i>Complete</i>
Feb. 20-April 1, 2024	April 10, 2024	100
April 2-May 13, 2024	May 22, 2024	100

*All draw dates are on or around the date listed.



Scan the QR code for prize details. A total of 150 winners of the second-chance drawing will enjoy The Rock & Roll Hall of Fame event and even more cash prizes.



50th Anniversary Fun Fact

Pick 4 debuted Thursday, April 9, 1981, with a drawing held that night. Prize payout was parimutuel – based on sales – until Jan. 9, 1989.

The Ohio Lottery's first lotto game, *Ohio Lotto (6/40)*, debuted April 9, 1983. Drawings were held on Saturdays.



Taking Care of Business:

Safeguarding equipment during construction and remodeling

As a licensed Ohio Lottery retailer, you are financially responsible for all Lottery-issued equipment at your business.

Are you or your landlord planning any remodeling projects? If a planned upgrade (i.e. new roof or other construction project) will impact Lottery-supplied equipment, let your sales representative know right away. We will work with you to accommodate. We request a minimum of 15 business days notice prior to the start of your project.

Our vendor can move your equipment safely and correctly, so your business continues uninterrupted. As needed, your sales representative can put in an order to move your equipment back, based on the project completion date.

IMPORTANT NOTICE • IMPORTANT NOTICE • IMPORTANT NOTICE

Are You Carrying Enough Insurance For Your Lottery Equipment?

Are you carrying enough insurance to cover any unforeseen damage to your Lottery equipment? Here are the latest replacement costs:

By signing the Indemnification Agreement, you acknowledged that you are responsible for reimbursing the Lottery equipment vendor for any damages to Lottery equipment that has been issued to you, including full replacement of any equipment that is not repairable.

This is a reminder to make certain you understand the responsibilities of an Ohio Lottery retailer. We wish you continued success in the future.

If you have any questions, please contact your regional office.

Region 1: Cleveland
1100 Resource Drive
Brooklyn Hts., 44131
216-774-5671

Region 2: Toledo
315 Arco Drive
Toledo, 43607
1-800-589-6442

Region 3: Dayton
7462 Webster St
Dayton, 45414
1-800-589-6463

Region 4: Cincinnati
10840 Kenwood Rd
Cincinnati, 45242
1-800-589-9882

Region 5: Columbus
780 Morrison Road
Columbus, 43230
1-800-589-6445

Region 6: Athens
190 W. Union St. • Suite 101
Athens, 45701
1-800-589-6466

Region 7: Akron-Canton
5926 Mayfair Road
North Canton, 44720
1-800-589-6467

Region 8: Youngstown
242 Federal Plaza West
Youngstown 44503
1-800-589-6468

Region 9: Lorain
300 W. Erie & Broadway
Lorain, 44052
1-800-589-6469

Lottery Equipment	Current Replacement Value
Photon Terminal.....	\$ 2,000
MP Self Service Terminal	\$16,000
MPNG/TOUCH & WIN	
Self Service Terminal.....	\$16,000
WinStation	\$20,000
TSP 1000 Printer.....	\$400
Ticket Checker.....	\$459
Wireless Ticket Checker Kit.....	\$147
Wired Hand Scanner	\$300
Wireless Hand Scanner.....	\$350
Player Advertising Display (PAD)	\$250
CHMC/Amino.....	\$170
Dual Comms.....	\$800
Ethernet Network Hub	\$28
VSAT indoor equipment.....	\$580
VSAT outdoor equipment	\$800
Small Keno Monitor (32").....	\$225
Large Keno Monitor (40")	\$272
Replacement Monitor Remote.....	\$40
Keno Monitor Wall Mount	\$30
Keno Monitor Ceiling Mount	\$150
Winstation/DTS Remote	\$30
Winstation/MP/MPNG/DTS Keys (3)	\$90
Winstation T-Bar	\$30
Winstation Lock	\$100
Select 4 POS Unit.....	\$5,700
Select 4 Base	\$387
DTS Terminal.....	\$20,000
4G Unit	\$375
Credit Card Reader	\$375
Locksmith (retailer cause)	\$190
50ft VGA Extension Cable (PAD)	\$60
35ft VGA Extension Cable (PAD)	\$35
15ft VGA Extension Cable (PAD)	\$25
6ft VGA Extension Cable (PAD)	\$15

Scratch-Offs:

Best Practices for managing inventory and maximizing sales

Keep your bins full. A single empty bin can cost you \$183 or more in sales each week.

Take the suggested scratch-off order. Your Tel-Sell representative has access to information to help you maximize sales and ultimately commissions.

Have questions about your order? Bring them up to your Tel-Sell representative. Having correct information about your location – including equipment use and facings – will impact the accuracy of your order.

Check your consumables, like bet slips and paper, before your weekly call. We can save you time by making a single delivery to your location.

Use our suggested plan-o-grams. Know the number of total facings you have in your store and include everything -- your on-counter display, WinStation or other Lottery vending. We have plan-o-grams for each type of display. Ask your sales representative for the latest plan-o-grams. See page 11 for a general plan-o-gram to get you started in this issue Ticket Seller.

Taking Care of Business: Working with your Tel-Sell representative

Questions to ask:

1. How many facings do you show for my location?
2. Am I selling the top 25 games?
3. Are you showing any unconfirmed orders?
4. How do my sales compare to other retailers in my community?
To retailers in my business category?

Get to know your Tel-Sell representative. Take the call. Your Tel-Sell representative's role is to help you maximize sales and commissions.



Starting
April 14, 2024
\$1 50 & Fabulous
Top Prize: \$100
Odds: 1 in 6.89
Payout: 73.05%
Play style: Symbol
match

Ending
April 14, 2024
\$1 Buckeye 7's



Partners in Education

The Ohio Lottery's Partners in Education program is dedicated to recognizing the exceptional efforts of K-12 students, teachers and schools across Ohio. Celebrate excellence by nominating deserving students, teachers and schools today. Go to "About" on the Ohio Lottery's website for more information.



The Dolly Parton Imagination Library reaches milestone. In January, 60% of children from birth through age 5 were enrolled. Enroll a child today to receive a free book each month.



New security feature coming to MyLotto Rewards®

To improve security for the MyLotto Rewards® platform, MyLotto Rewards® members will be asked to verify their information by uploading a valid form of identification when accessing various features of their account. This also applies to anyone creating an account. Once verified, members will have access to all account features.



Scan to learn more.

OH! LOTTERY Winners News!



50th Anniversary winner
Tim, BellStores #1159, Wooster.



Billion winner
Barbara, Par Mar Store #168, The Plains.



Bingo Times 25 winner
Karen, Par Mar #231, Cambridge.



Lady Lucky 100x winner
John, Speedway #9186, Logan



Merry & Bright winner
Robert, CJ's Shurfast Food Mart, Cadiz.



Pick 4 winner
Caroline, North Broadway Marathon, Columbus.

Order Notes

March/April 2024



Contact your sales representative for the latest plan-o-gram updates, to include the latest scratch-off delivery. Your sales representative can help you make the best plan-o-gram for your location.

Plan-o-gram



Lady Luck 100x
(\$20), #833



50th Anniversary
(\$50), #827



Billion
(\$50), #762



\$300,000,000
Extreme Cash
(\$30), #785



Monopoly 200x
(\$30), #696



Lady Luck 50x
(\$10), #832



Maximum Millions
(\$20), #822



\$1,000,000
Cashword
(\$20), #838



\$300 Million
Diamond Dazzler
(\$20), #671



\$500,000
Cashword
(\$10), #808



Lady Luck 25x
(\$5), #831



Psychedelic
Payout
(\$10), #807



Bingo Times 50
(\$10), #740



\$50, \$100, \$500
(\$10), #803



Special
Edition
Cashword
(\$5), #836



Lady Luck 10x
(\$2), #830



Cash Flurry
(\$5), #820



Queen of Hearts
(\$5), #825



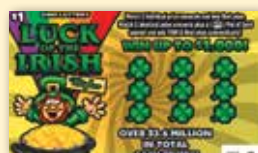
Wheel of Fortune
(\$5), #806



\$25, \$50 or \$250
(\$5), #627



Lady Luck 5x
(\$1), #829



Luck of the Irish
(\$1), #823



Crazy Luck
(\$2), #824



Lucky 7s
(\$5), #790



Cash Explosion
(\$2), #781

As of Feb. 29, 2024. Look at this general plan-o-gram set with the latest scratch-offs. Remember that inventory changes frequently, with new games scheduled for delivery March 26. Talk to your sales representatives for the latest updates and planogram suggestions.



THE OHIO LOTTERY
615 West Superior Ave.
Cleveland, Ohio 44113-1879

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PERMIT NO. 2484



Call Center Hours

1-800-686-4208

Monday through Friday
8 a.m. to 5 p.m.

During these hours, you can talk to a live person about issues concerning your Lottery business.

Intralot Technical Support
1-866-710-2462
Operating 24/7

Bar/Tavern Retailers: Interested in an MP vending machine?

If you'd like another MP vending machine to boost your *Keno*, *Lucky One* and EZPLAY® sales, you'll receive Select 4 vending as part of the package. The compact Select 4 machine dispenses four scratch-offs. We'll provide you with the most popular games to take advantage of this key game segment players love – and boost your sales too.

More on the Select 4:
It's compact and easy to manage, with back-end reporting. Includes remote shutdown for age verification. See your sales representative for details.

