

TICKET Seller



THE OFFICIAL MAGAZINE FOR OHIO LOTTERY RETAILERS

Nov/Dec 2024 | VOL. 3 NO. 51

NO WRAPPING REQUIRED:

When you give the gift of Ohio Lottery Holiday Scratch-Offs!



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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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A message from the Director

Ready for the holiday season? Our regional sales team is working hard to ensure you have the supplies, inventory and information you need to make the holiday season memorable and fun.

In this issue of *Ticket Seller*, you'll find a rundown of holiday activities through the end of the year. Be sure to share the information with your staff, which includes details on upcoming games, delivery schedules and special holiday promotions.

This month's release of scratch-offs on Tuesday, November 19, includes our second wave of holiday and seasonal games that we know customers will love. They've been designed to keep sales churning well into the New Year.

We know that holiday sales are critical to your bottom line and Lottery games are top performers. Capture their demand by adding a scratch-off tower display to your counter. Customers will be looking for last-minute gifts and the tower display is an excellent reminder.

Ohio Lottery scratch-offs in particular make great stocking stuffers.

On November 20, we launch the ELF™ Instant Win promotion. All members of MyLotto Rewards® can join in the fun just by logging in. We feature the fun and whimsical \$2 ELF scratch-off and \$2 ELF EZPLAY® Game. Look for an ELF pop up for a chance to win a \$25 gift card anytime you log on through January 18. See page 3 to learn more.

Keno fans can look forward to *2x Keno Booster Blowout* November 27 and 29 from 5-8 p.m. We're taking advantage of the window of time around the Thanksgiving holiday when family and friends gather at many of our retailers. Remind customers of this great opportunity, as well as our final *Keno* promotion of the year, *Winter Treat*, happening December 21-31.

How can you make the most of the holiday season? Take a few minutes to talk with your sales representatives about the latest updates to Lottery operations. Accept your customers' Lottery Cash, redeem Lottery coupons and cash low-tier prizes. And, if you have any questions or concerns, do not hesitate to reach out to your sales representative or regional office.

As we make our way through the holidays, we thank each and every one of you who has contributed to our agency's mission and made a difference in our lives. We have so much to be thankful for.

Enjoy the very best of the holiday season.

Sincerely,



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



MyLotto Rewards® Special:

ELF™ Instant Win!

Nov. 20, 2024 - Jan. 18, 2025

Two fantastic ELF™-themed games are tentatively set for release this month -- the \$2 ELF scratch-off on Tuesday, Nov. 18, and \$2 ELF EZPLAY® Game on Sunday, Nov. 24.

And with that, we're bringing some ELF love to MyLotto Rewards® customers. When you login to MyLotto Rewards, you could be an instant winner just for being part of the club.

Look for the ELF pop-up message to win a \$25 gift card. Five \$25 gift cards* will be released each day, during the run of the promotion.

Login and get started! Happy trails!

**Gift cards will be mailed to promotion winners.*

ELF and all related characters and elements © & ™ New Line Productions, Inc.



Share the gift of imagination and joy through Dolly Parton's Imagination Library

Make the holidays extra special for the young ones in your life by enrolling them in Dolly Parton's Imagination Library. It's open to children from birth to age 5 and it's free!

Once enrollment is complete, your child will receive a high-quality, age-appropriate book once a month. Can you imagine your child's delight when the next book arrives?

If you're not the child's parent or guardian, share this link with their mom, dad or guardian to get them enrolled today. Inspire the littlest among us with this gift of imagination and joy!



NEW Dolly Parton's Imagination Library now offers bilingual books in both English and Spanish to families in Ohio.





Updates

Lottery operations update



More than \$102 million in prizes are available in the holiday scratch-offs games coming November 19. They include \$1, \$2, \$5, \$10 and \$20 games.

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

Holiday posters up? Scratch-off towers set? Vending machines full? It's time to keep everything in good working order. Touch base with your sales representative for any special holiday and general customer needs.

Incentive Bonus!

It's the holiday sales season! Make the most of your scratch-off sales by activating and selling *at least one book* of each new scratch-off sent this month.

Scratch-off numbering transition in progress. Manual entry of scratch-offs for terminal and vending processes should include a four-digit game number and seven-digit book number. You can pull the Instant Inventory Detail or Instant Inventory by Game report if you need help entering scratch-off numbers manually.

Is your TIN current? Be sure the contact information associated with your tax identification number is current. Need to make an update? Do it now and check it off your list!

Beware of illegal gambling machines. Be cautious if you are approached by an outside vendor pitching the installation of gambling machines and related services, with the notion that they're legal and will provide a profit.

Contact the Ohio Lottery's Office of Investigations and Security at 1-800-686-4208 with any questions or concerns. Under Ohio Revised Code §2915.02, these machines are deemed illegal. They are also specifically prohibited by §901:9-2-07 of the Ohio Administrative Code.

Retailers found to be in possession of these machines and their employees can be subjected to criminal prosecution and lose their Ohio Lottery license.

What's new on the Ticket Seller News page

Be sure to check out our retailer-focused 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, our list of Top Retailers of FY24 and other news of note.



On Sale*
Nov. 4, 2024
\$25, \$50 or \$250 (\$5), #893
Nov. 19, 2024
Stockings Stuffed with \$50s (\$1), #884
ELF™ (\$2), #885
Linked Wins (\$5), #886
Winter Fun (Gigantix) (\$10), #887
\$2,000,000 Cash Blast (\$20), #888
Nov. 15, 2024
Direct mail coupon released #889
Closing
Nov. 15, 2024
\$500,000 Cashword (\$10), #808
Special Edition Cashword (\$5), #836
Monopoly Cashword 10x (\$2), #837
<i>Last date to redeem: May 14, 2025</i>
Dec. 12, 2024
Cash Explosion 25x (\$5), #782
\$2,000,000 Diamond Spectacular (\$20), #795
Psychedelic Payout (\$10), #807
Limited Edition (\$5), #840
<i>Last date to redeem: June 10, 2025</i>
Last Date to Redeem
Nov. 12, 2024
Magnificent Millions (\$20), #729
Lucky \$500s (\$5), #776
Space Invaders (\$2), #797
Special Edition Cashword (\$5), #802
Spooky Loot (\$1), #804
Holiday Luck Times 10 (\$5), #812
Dec. 10, 2024
\$1,000,000 Payout (\$10), #783
Lucky 7's (\$5), #790
Holiday Cash (\$1), #810
The Most Wonderful Time of the Year (\$10), #813
Holiday Gold (\$20), #814
Merry and Bright (\$30), #815
Snow Bank (\$1), #817
Dec. 21, 2024
Direct mail coupon expires #889

* These game releases are current as of Oct. 31, 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.

Check 'em out coming your way soon

Please note that all on-sale dates are tentative. These game releases are current as of Oct. 31, 2024, and are subject to change.



Scratch-Off Features On sale Nov. 19, 2024

Stockings Stuffed with \$50s

(\$1), #884
Top prize: \$500
Overall odds: 1 in 4.76
Percentage payout: 66.1%
Tickets per pack: 200
Number of tickets printed: 6.0 million
Actual size: 2.5" x 4.0"
UPC Code: 6 70656 01884 3
Special Features: The game is designed to come in four different color scenes. *Stockings Stuffed with \$50s* offers more than \$3.8 million in total prizes.

ELF™

(\$2), #885
Top prize: \$10,000
Overall odds: 1 in 3.82
Percentage payout: 70.3%
Tickets per pack: 100
Number of tickets printed: 4.8 million
Actual size: 4.0" x 4.0"
UPC Code: 6 70656 02885 9
Special Features: *ELF™* offers more than \$6.5 million in total prizes. Be sure to play the "Maple Syrup Bonus" square at the top of the ticket for another chance to play and win.

Linked Wins

(\$5), #886
Top prize: \$100,000
Overall odds: 1 in 3.81
Percentage payout: 71.0%
Tickets per pack: 50
Number of tickets printed: 5.0 million
Actual size: 4.0" x 6.0"
UPC Code: 6 70656 05886 3
Special Features: The game includes a 10x multiplier feature. Players will enjoy the new "Linked Wins" concept to take home even more! *Linked Wins* offers more than \$16 million in total prizes.

Winter Fun (Gigantix)

(\$10), #887
Top prize: \$500,000
Overall odds: 1 in 3.43
Percentage payout: 74.1%
Tickets per pack: 30
Number of tickets printed: 2.16 million
Actual size: 10.0" x 7.8"
UPC Code: 6 70656 10887 2
Special Features: *Winter Fun* players have a chance to multiply their prizes 10x, 25x or 50x on a ticket. In addition to the main play area, be sure to scratch the two bonus boxes on the front of

the ticket for a chance to play and win. Check the back of the ticket for another game to play. *Winter Fun* offers more than \$15 million in total prizes.

\$2,000,000 Cash Blast

(\$20), #888
Top prize: \$2 million
Overall odds: 1 in 3.67
Percentage payout: 76.1%
Tickets per pack: 25
Number of tickets printed: 4.0 million
Actual size: 10.0" x 4.0"
UPC Code: 6 70656 20888 6
Special Features: Top prize is an annuity, paid as \$80,000 a year for 25 years before taxes. The game offers a \$1-million cash option prize equivalent before taxes. *\$2,000,000 Cash Blast* offers more than \$59 million in total prizes. Be sure to play the three bonus boxes on the front of the ticket. Players can multiply their winning prize up to 100 times!

Holiday Season in high gear

Interested in a holiday tower? See your sales representative for details and availability.

Plan now to have all you need to make the most of your holiday sales.

Gift-giving of Ohio Lottery games

A limited number of holiday envelopes are available. See your sales representative for details.



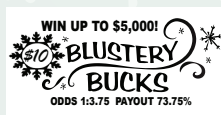
On sale Nov. 19, 2024

- \$1 Stockings Stuffed with \$50s #884
- \$2 Elf #885
- \$5 Linked Wins #886
- \$10 Winter Fun #887 (Gigantix)
- \$20 \$2,000,000 Cash Blast #888

Holiday EZPLAY® Games*



On sale Nov. 3
\$1 Santa's Snowball



On sale Nov. 17:
\$10 Blustery Bucks



On sale Nov. 24:
\$2 ELF

*All EZPLAY® Game releases tentative.

Holiday savings and extras for customers

Help customers stretch their Lottery entertainment dollars: The holiday scratch-off coupon -- Nov. 15-Dec. 21, 2024
Get \$2 off the purchase of any \$5 scratch-off ticket.

Cash the coupon: The Ohio Lottery has an industry-leading coupon redemption rate. Use the coupon as an opportunity to impress your customers and keep them coming back throughout the holidays. 'Tis the season to make the sale!

A happy customer is a loyal customer!

Need help with coupon processing?

- Go to "Ticket Functions."
- Press the "Inquiry" button.
- Scan the coupon barcode, using the camera bed or hand-held scanner.
- Key in the last five digits of the coupon's validation number.
- Press the "Send to Cart" button and complete the transaction.

Once the coupon is sent to the shopping cart, add the customer's selected scratch-off purchase and finalize the redemption. Press "Redeem all Cash" or "Buy all Cash," depending on the cart balance.



Holiday check list



✓ Activate and sell at least one book of each new scratch-off in this month's release by **Friday, Nov. 22.**

✓ Use a plan-o-gram

✓ Review your holiday display with your sales representative.

✓ Have a WinStation or DreamTouch vending? Be prepared for weekend sales. Set up a regular schedule to refill your vending machine or on counter display.

✓ Discuss the best sales strategy for your location with your dedicated Ohio Lottery sales representative.



Holiday scratch-off delivery schedules

Please note the following schedule changes to accommodate scratch-off ordering and delivery needs throughout the holidays.

Thanksgiving

- November games released **Tuesday, Nov. 19.**
- Thursday retailers will receive a two-week order **Thursday, Nov. 21.**
- Friday retailers will receive a two-week order **Friday, Nov. 22.**
- Orders placed **Wednesday, Nov. 27,** will be shipped on **Friday, Nov. 29.**
- **Thursday, Nov. 28.** Thanksgiving Day all offices are closed. No orders processed and no deliveries.
- **Friday, Nov. 29.** Scientific Games closed. Normal deliveries.

Christmas

- Tuesday retailers will receive a two-week order **Tuesday, Dec. 17.**
- Wednesday retailers will receive a two-week order **Wednesday, Dec. 18.**
- Orders placed **Tuesday, Dec. 24,** will be delivered **Thursday, Dec. 26.** No orders processed or delivered on **Wednesday, Dec. 25.**
- All offices closed on Christmas Day.

New Year's Day

- **Wednesday, Jan. 1.** All offices are closed in observance of the New Year. No orders processed and no deliveries.

Holiday inventory preparation

Sci Games representatives will monitor any occurrences of low inventory among retailers throughout the holidays and adjust accordingly. Special care will be taken to make sure retailers have sufficient inventory Dec. 26 to Jan. 5.

MEGA enhancements planned for Mega Millions in April 2025

America's lotteries are planning a new and improved *Mega Millions* game starting in April 2025.

Customers can anticipate:

- Improved jackpot odds.
- Faster growing jackpots, offering bigger jackpots more frequently.
- Larger starting jackpots.
- A built-in multiplier on every play, automatically improving every non-jackpot win by 2X, 3X, 4X, 5X or 10X – up to \$10 million for matching the five white balls.
- No breakeven prizes. When a player wins, they'll always win more than the cost of the wager.

When the game resets in April, tickets will cost \$5 per play. This is only the game's second price adjustment since the first ticket was sold more than 20 years ago and the first change since the current game matrix was adopted in 2017.

The game has produced six winners of billion-dollar jackpots. Since the last change in 2017, more than 1,200 players have become millionaires, an average of three millionaires per week. *Mega Millions* is sold in 45 states, Washington, D.C. and the U.S. Virgin Islands.



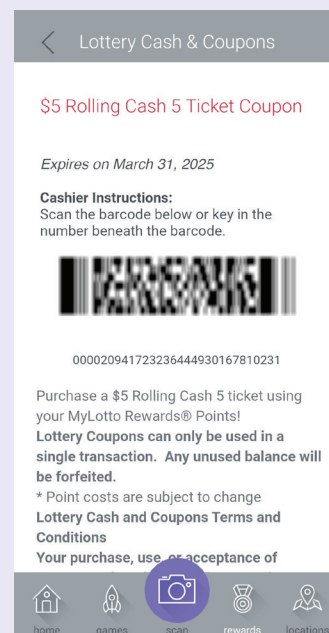
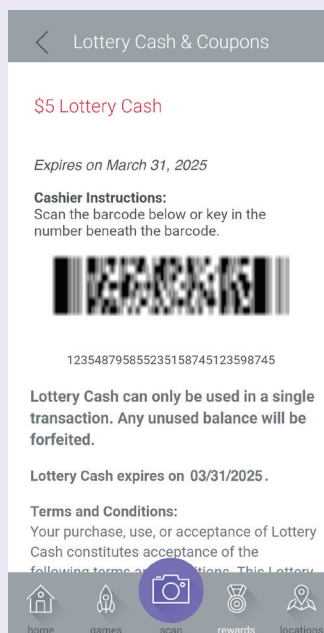
Ohio has had 20 jackpot winners and more than 60 second-tier winners of \$1 million or more since joining the game in 2002.

Taking Care of Business:

Redeeming Lottery Cash & Lottery Coupons

Lottery Cash and Lottery Coupons, which generate a barcode when opened, are the only two mobile phone-based transactions the Ohio Lottery allows outside of the mobile app's ePlayslip. (See images at right). Our digital bet card, known as the ePlayslip on the mobile app, allows customers to conveniently choose and save favorite numbers to play.

You must have an actual physical ticket in hand when cashing or checking a ticket for any of our many Ohio Lottery games on your terminals. Using a picture of a barcode on a phone or other device to process a ticket is strictly prohibited.



For illustrative purposes only.

Get ahead of tax season and keep your information current

Take a moment to verify that the name and address associated with your Tax Identification Number (TIN) is current. Go to Retailer Central and click on the “sign in” button to get started.



If the name and/or address associated with your TIN is incorrect, you can conveniently submit a W9 correction on the Ohio Lottery website. After you login, go to “License Renewals & Update” to access and complete a new W9 form.

Retailer Central

Welcome to Retailer Central, where you can apply to become a retailer, renew your license, make updates to your business information, pay past due invoices or make deposits for the Lottery Deposit Program.

Sign In

If you already have an existing Lottery account, your current username and password will allow you to:

- Renew your license
- Update your business information
- Access the Payer Express system to pay past due invoices and make deposits

If you are a first time user of the license renewal system you will need to provide information on your business.

[Sign In](#)

Register

If you are new to the Retailer eApplication system and do not have a Lottery account, create your account using the button below.

Once you are enrolled, you can:

- Renew your license
- Update your business information
- Access the Payer Express system to pay past due invoices and make deposits

[Create Your Account](#)

Note: See below for information on how to retrieve your financials, which requires a separate login.

Accessing the retailer portal

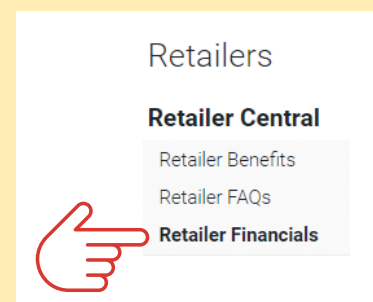
The retailer portal provides you with your individualized sales and financial data.

Please note that access to your financial information requires a separate login.

The “sign in” button located at Retailer Central will not get you there.

- Go to www.ohiolottery.com. In the upper right corner click “For Retailers.”
- Go to the menu on the left side of the page. Click “Retailer Central.”
- Under “Retailer Central” Click on “Retailer Financials.”
- In the middle of the next screen click on “Retailer Financials” again.
- Now login. Username is your 5-digit retailer number minus the zero. For chains, it’s the 3-digit chain number minus zero.

Retailers should contact their sales representative for the passcode. Chains should contact their chain account representative for their passcode.



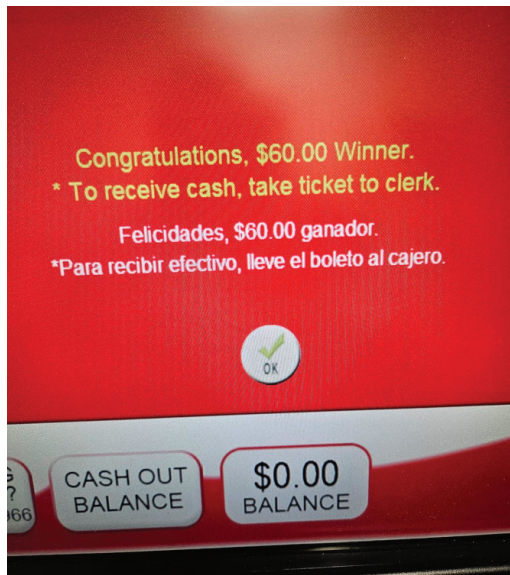
Find your tax forms in the retailer portal: The 1099 tax form associated with your account for the 2024 tax season will be posted in early 2025 to the retailer portal on our website. You will also receive a 1099 in the mail for the 2024 tax year.

Note: We encourage you to familiarize yourself with using the retailer portal. This is the last year we will be mailing 1099 forms to retailers.

Cashing process updates planned for MP, NG, DTS and WinStation vending

As part of a series of software upgrades scheduled for later this fall, customers holding a winning scratch-off above \$50 will need to take their ticket to the counter to cash. Customers will receive a message on the vending terminal (see message below) with these instructions.

Customers can continue to cash out scratch-off tickets with prizes up to \$50 and other games at these vending machines.



OH! LOTTERY Winner News!



Shag's Tavern, Dayton
Sold a \$50,059 jackpot for EZPLAY® Quick Spot on Sept. 16, 2024.

Coshocton Moose Lodge, Coshocton
Sold a \$576,511 jackpot for EZPLAY® Lucky 20's on Sept. 20, 2024.

Shell 1357, Mansfield
Sold two \$10,000 in the same week for \$50 Billions #762.



West Main Street, Louisville
Sold a \$40,000 Powerball ticket for the Aug. 20, 2024 drawing.



Powerball winner
Tim, Corner Store, Beverly



Pick 5 winner
Emanuel, Convenience Express, Toledo



Merry Money winner
Steve, Tee Jay's Drive Thru & Deli, Logan



Rolling Cash 5 winner
James, Quick Mart, Mansfield



Cash Explosion 25X winner
Bryan, Gas & Express Mart, Findlay
He plans to use his winnings to pay off some bills and have a little fun with the rest.



\$2,000,000 Cashword winner
Dave, Par Mar Store #6, Marietta

TOP 25

Scratch-Offs

When you look at your scratch-off inventory, you'll want to include these Top 25 games. Talk to your sales representative for their input and plan-o-gram help.



50th Anniversary
(\$50), #827



Billion
(\$50), #762



Merry Money
(\$20), #880



Home for the Holidays
(\$10), #879



Holiday Bonus Millions
(\$30), #882



Holiday Lucky Times 10
(\$5), #878



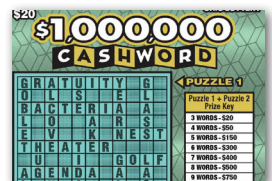
\$300 Million
Diamond Dazzler
(\$20), #671



\$1,000,000
Cash is King
(\$20), #870



\$2,000,000 Cashword
(\$30), #863



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



Special Edition
Cashword
(\$5), #874



Gems 10s
(\$10), #869



\$500,000 Cashword
(\$10), #875



Buckeye Cash
(\$5), #868



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



Triple Red 777s,
(\$10), #857



Money Maker
(\$30), #853



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



Hit it Big
(\$10), #862



Double Cash Doubler
(\$5), #861



\$25, \$50 or \$250
(\$5), #846



Bingo Times 50
(\$10), #847



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



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



Monopoly 200x
(\$30), #696



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

PRESORTED
FIRST-CLASS MAIL
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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

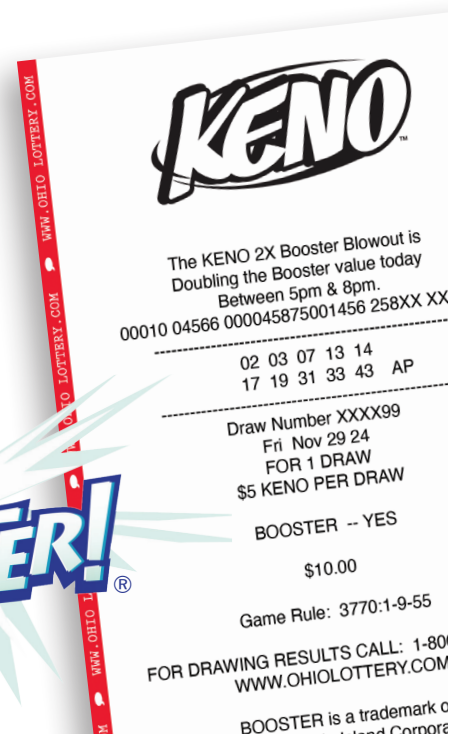
Double your fun with 2x Booster Blowout

Let your *Keno* fans know about our latest *Keno* special

2x Booster Blowout: Add Booster to your *Keno* wagers between 5-8 p.m. Nov. 27 & 29. Any winning wagers with Booster will be doubled! That's 2x to 20x the prize!

Winter Treat: Dec. 21-31. Every 100th *Keno* ticket sold statewide generates a free \$1 3-spot *Keno* ticket.

Visit the **KENO News** page to pick up news and other information to help you sell *Keno*. Be sure to promote *2x Booster Blowout* and *Winter Treat* on your social channels!



The KENO 2X Booster Blowout is Doubling the Booster value today Between 5pm & 8pm.
00010 04566 000045875001456 258XX XX

02 03 07 13 14
17 19 31 33 43 AP

Draw Number XXXX99
Fri Nov 29 24
FOR 1 DRAW
\$5 KENO PER DRAW

BOOSTER -- YES
\$10.00

Game Rule: 3770:1-9-55

FOR DRAWING RESULTS CALL: 1-800-686-4208
WWW.OHIOLOTTERY.COM

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