

TICKET Seller



THE OFFICIAL MAGAZINE FOR OHIO LOTTERY RETAILERS

May 2024 | VOL. 3 NO. 45

A VERY PRIZED POSSESSION



WIN UP TO
23 TIMES!

\$500,000
GRAND PRIZE!

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See what games are among the top performing games statewide and get them in your bins.

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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 have so much more to anticipate now that we are five months into our 50th anniversary year.

Customers will love this month's release of scratch-offs, which include \$10 *Platinum Jackpot*. The royal purple and platinum colored ticket includes a \$20 starting prize, bonus boxes and more. See page 3 for additional information and selling points on this game, and *Money Maker*, the other big game released this month.

In celebration of this anniversary year, we have a new promotion planned -- the *50th Anniversary Limited Edition Instant Win* promotion. Start this month by encouraging customers to save their \$5 *Limited Edition* tickets. Beginning June 3, we will randomly award instant win prizes for non-winning *Limited Edition* tickets entered into MyLotto Rewards®. See page 6 for details.

Our season of festivals and summertime events begins this month. When it's convenient, make plans to join us. Please stop by the Lottery booth at these events and encourage your customers to do the same. We'll share more Lottery-sponsored events and activities in the upcoming months.

Finally, we've included some practical information to assist you at retail. Whether you're processing winning tickets or loading paper in WinStation vending, we can help make the process easier -- even if you're a veteran. You'll find the information especially helpful to new employees and a good refresher for employees who regularly manage these processes. Our sales representatives and trainers are always willing to help too.

Thank you for all you do. Have a fantastic month!

Sincerely,

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

Spotlight:

\$500,000 Platinum Jackpot

Top prize: \$500,000

Top prize odds: 1 in 1.5 million

Overall odds: 1 in 4.09

Percentage payout: 73.1%

Players will enjoy the \$20 starting prize and the game's multiplier feature, which includes 10x, 20x and 50x multipliers. Encourage customers to scratch the three bonus boxes at the top of the ticket, for a chance to win a \$50, \$100 or \$500 bonus. \$500,000 Platinum Jackpot offers more than \$40 million in total prizes.

See page 11 for details
on the lineup of this month's
new scratch-offs.



Sneak Peek:

Money Maker

Top prize: \$2 million

Top prize odds: 1 in 1.0 million

Overall odds: 1 in 2.98

Percentage payout: 81.0%

Top prize is an annuity, paid as \$80,000 a year for 25 years before taxes. Players can choose a \$1-million cash option payout before taxes.

The game is loaded with \$100 instant win cash prizes – offering the best odds ever to win \$100 in an Ohio Lottery scratch-off. You'll want to feature the game's multipliers – up to 200x the prize. And, let customers know about the four bonus boxes at the top of the ticket. Prizes start at \$40. Money Maker offers more than \$141 million in total prizes.





Updates

On Sale*
May 7, 2024
Buzz Words (\$1), #848
Cash Wheel (\$2), #849
Gem 7s (\$5), #850
\$500,000 Platinum Jackpot (\$10), #852
Money Maker (\$30), #853

May 10, 2024
Direct mail coupon begins.

Closing
May 6-16, 2024
Magnificent Millions (\$20), #729
Lucky \$500s (\$5), #776
Space Invaders (\$2), #797
Special Edition Cashword (\$5), #802
Spooky Loot (\$1), #804
Holiday Lucky Times 10 (\$5), #812

Last date to redeem: Nov. 12, 2024

Last Date to Redeem
May 15, 2024
\$50, \$100 or \$500 (\$10), #553
Monopoly \$250,000 a Year 1for Life (\$10), #703
\$2,000,000 Jackpot Multiplier (\$20), #710
My Lucky Day (\$1), #735
Price is Right (\$5), #738

* These game releases are current as of April 22, 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 \$220 million in prizes are available in the scratch-offs games coming May 7. They include a \$1, \$2, \$5, \$10 and \$30 game.

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



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.

Using a Lottery vending machine? Whether you are using a WinStation or any of the MP family of vending terminals, you are responsible for changing the ticket paper roll as needed. Find helpful tips on page 8.

Still have questions on proper loading? Contact your sales representative or regional office.

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. Please send your request into us at least three weeks in advance.

Satellite Communication is vital to transmitting Lottery transactions. For any type of roof repair where the contractor needs to move the satellite dish – even temporarily – you must contact your sales representative or regional office 16 business days prior to ensure the line of communication is not disrupted. Failure to follow this directive may result in the disruption of Lottery for up to 14 days. In addition, you may be financially responsible for damage to satellite equipment.

Check 'em out coming your way soon

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



Scratch-Off Features On sale May 7, 2024

Buzz Words

(\$1), #848
Top Prize: \$500
Overall odds: 1 in 4.81
Percentage payout: 62.1%
Tickets per pack: 200
Number of tickets printed: 10 million
Actual size: 2.5" x 4.0"
UPC Code: 6 70656 01848 5
Special Features: *Buzz Words* offers more than \$6.0 million in total prizes.

Cash Wheel

(\$2), #849
Top Prize: \$10,000
Overall odds: 1 in 4.74
Percentage payout: 66.2%
Tickets per pack: 100
Number of tickets printed: 6.6 million
Actual size: 6.0" x 4.0"
UPC Code: 6 70656 02849 1
Special Features: Be sure to scratch the bonus box at the top of the ticket to multiply any prizes. *Cash Wheel* offers more than \$8.4 million in total prizes.

Gem 7s

(\$5), #850
Top Prize: \$77,000
Overall odds: 1 in 3.48
Percentage payout: 70.4%
Tickets per pack: 50
Number of tickets printed: 6.0 million
Actual size: 8.0" x 4.0"
UPC Code: 6 70656 05850 4
Special Features: Try all six scenes of *Gem 7s*: Amethyst 7s, Diamond 7s, Emerald 7s, Ruby 7s, Pearl 7s and Crystal 7s. *Gem 7s* includes a multiplier feature and has two games for players to enjoy on each ticket. *Gem 7s* offers more than \$20 million in total prizes.

\$500,000 Platinum Jackpot

(\$10), #852
Top Prize: \$500,000
Overall odds: 1 in 4.09
Percentage payout: 73.1%
Tickets per pack: 50
Number of tickets printed: 6.0 million
Actual size: 8.0" x 4.0"
UPC Code: 6 70656 10852 0

Special Features: There are multipliers galore in *\$500,000 Platinum Payout*, with opportunities for players to multiply prizes 10x, 20x or 50x the prize. Be sure to scratch the three bonus boxes at the top of each ticket. Players will also like the \$20 starting prize. *\$500,000 Platinum Jackpot* offers more than \$40 million in total prizes.

Money Maker

(\$30), #853
Top Prize: \$2 million
Overall odds: 1 in 2.98
Percentage payout: 81.0%
Tickets per pack: 25
Number of tickets printed: 6.0 million
Actual size: 11" x 4.0"
UPC Code: 6 70656 30853 1
Special Features: Top prize is an annuity, paid as \$80,000 a year for 25 years before taxes. Players can choose a \$1-million cash option payout before taxes. Prizes start at \$40 and the game is loaded with \$100 prizes. *Money Maker* offers more than \$141 million in total prizes.



The Ohio Lottery's 50th Anniversary

Coming June 3: 50th Anniversary Limited Edition Instant Win promotion

Save your non-winning \$5 Limited Edition #840 tickets. From June 3-30, we're offering non-winning ticket holders a chance to win \$50 to \$500 instantly, or a book of the special 50th anniversary \$5 Limited Edition scratch-off through MyLotto Rewards™.

Each day, someone will win a \$500 instant prize; and another, a book of \$5 Limited Edition scratch-offs (a \$250 value). Another 50 members will win \$50 in digital Lottery Cash.

Don't miss out on the chance to be one of 1,456 instant winners by simply entering a non-winning Limited Edition #840 ticket into MyLotto Rewards® today!



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 16 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.

Special note on Satellite Communication

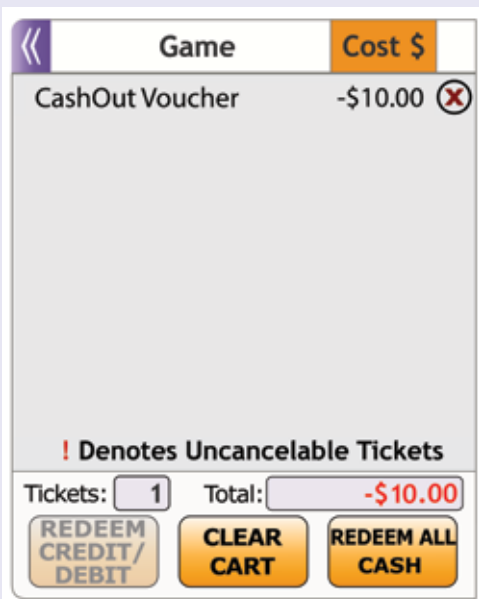
Satellite communication is vital to transmitting Lottery transactions. Any time a satellite dish needs to be moved, even temporarily, you must contact your sales representative or regional office 16 days prior to this move to ensure your communication is not disrupted. You may be liable for any equipment damage.



Taking Care of Business:

Steps to ensure you get credit for cashing tickets.

When you scan a winning ticket or pay voucher, you'll see their value in your terminal's shopping cart.



Press the “Redeem All Cash” button on the shopping cart. You’re not done yet.

You’ll get two receipts. The first receipt will show an itemized list of what’s in your shopping cart.

The second receipt should say “Pay.” When you see “Pay,” the transaction has been successfully processed and you’ve received credit for the transaction.

If you do not get a Pay receipt **do not pay** the customer.

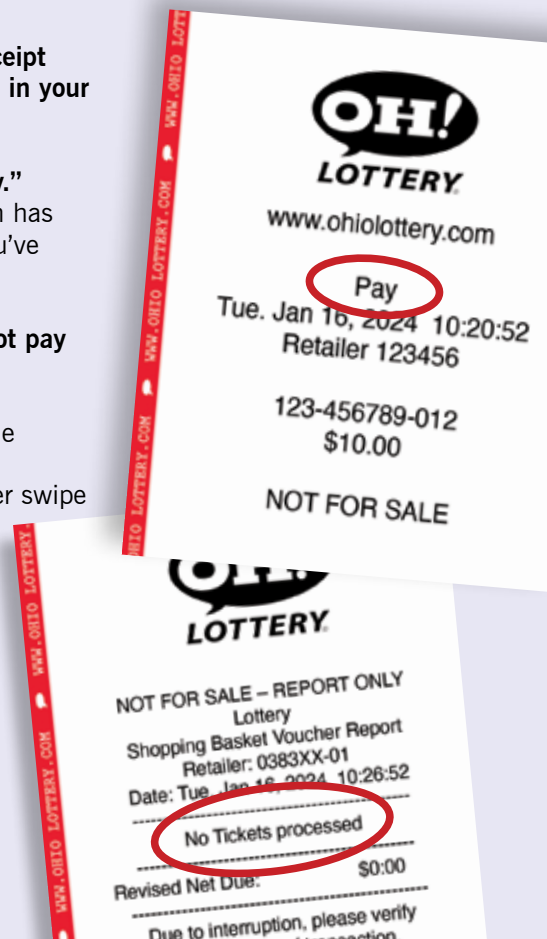
Note: If the transaction fails for some reason, the retailer can attempt the transaction a second time by another swipe of the ticket or pay voucher.

If you see “No ticket processed,” give the customer their ticket or credit voucher back and have them contact the Ohio Lottery at 1-800-686-4208. They can also send their ticket into the Lottery by using a claim form, checking the “inquiry” box at the top.



Scan the QR code to access the claim form for processing issues.

Content support provided by **Brian Patterson**, Region 9.



Taking Care of Business:

Loading printer paper in the ticket vending machine (TVM)

Ready to load paper into your TVM vending machine?

Do this first.

Remove the paper and adhesive off the end of the roll, removing one whole turn of the roll. (It's about 22 inches),

Then cut the paper straight across, discarding the excess.

Why remove the end of the roll? Discarding the end of the roll removes the adhesive on the paper, which can damage the machine gears.

Start the loading process



Unlock the vending machine door and enter your password. The paper handler is located on the bottom, right hand side of the machine.

Place the paper roll on the spindle. Make sure the paper roll is fully over the holding lip and comes in contact with the green spindle base. That activates the sensor.

The paper roll should feed from the bottom, back and up as shown. Pull the paper back, up and over the roller, through the opening behind the paper mechanism and over the metal plate. Open the green bar on the top of the paper mechanism by pushing it up and back. Once the green bar is lifted, thread the paper underneath the green bar.

When you see the paper coming through, press down evenly on the green bar so both corners of the bar click closed. The printer should now feed, cut and eject a piece of paper almost five inches long. Catch and dispose of the paper. Then, press the feed button three to four times to ensure the paper is printing correctly. The paper is now properly loaded. **If the paper does not feed, cut and eject, please reload the paper.**

The green bar on the top of the paper mechanism

The green bar at the top of the paper mechanism securely holds and cuts your ticket paper stock. Press back and up to open the hinge on the green bar before you start loading paper. To close, press down securely on both sides.

Both the status and power lights on the side of the paper mechanism will be solid if the paper has loaded properly. **Note:** when feeding paper under the green bar, make sure the paper does not go past the guide that will feed it through the front of the printing mechanism.

Need to remove a roll of paper from your vending machine?

Press back and up on the green bar to release the paper from the loading mechanism. Remove the roll from the spindle, holding the paper roll close to the paper core so the paper roll comes off evenly.

Paper maintenance, including proper loading and unloading of paper and paper jams are the top reasons retailers call the Ohio Lottery's technical call center.

Technical review provided by **Mark Dennewitz**, Region 5.

Spotlight:

KENO Spring Spectacular

May 6 through May 12

Enjoy a little KENO lift as we celebrate spring with KENO Spring Spectacular May 6-12.

Players who make a \$20 single-ticket purchase receive a free \$1, 5-spot play good for three consecutive drawings.

Up next: KENO Fundependence Days, July 1 through July 5. Each \$20 single-ticket Keno purchase earns customers a \$1, 4-spot play for three drawings.

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 etc.

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



Ohio Lottery Sponsorship events

The Ohio Lottery will make an appearance at these and other events over the next few months. Come check them out!

- **May 25-27**
Taste of Cincy, Cincinnati
- **May 24-June 1**
Ohio Bike Week, Sandusky
Ohio Lottery activities scheduled for May 30-June 1.
- **May 31-June 1**
Breakaway Music Festival, Columbus
- **June 1-2**
Troy Strawberry Festival, Troy
- **June 14-16**
Festival of the Fish, Vermilion
- **June 22-23**
Dayton Air Show, Dayton
- **June 27-30**
Summit Motorsport Raceway, Norwalk

Follow our social channels for more information on our activities throughout the summer.



In the Mail

Scratch-off coupon coming May 13

Promotion runs May 13-June 8

Get \$1, \$2 or \$5 off any scratch-off ticket or \$500 instantly. Customers and retailers alike will enjoy the springtime treat, with our latest scratch-off coupon planned for release Monday, May 13.

The coupon expires Sunday, June 8.

Ohio Lottery scratch-off coupons are popular! Make a new friend by processing their coupon offer.

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.

If the coupon provides a discount off purchase:

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.



If the coupon provides a \$500 cash prize

Provide the \$500 prize and cash/pay receipt to your customer.

For either outcome, credit for the coupon's prize validation will be shown as a low-tier cash on both the sales summary report and weekly invoice.

You get credit. The coupon validation will be shown as a low-tier cash on both the sales summary report and weekly invoice.



Winners News!

Through April 18, Ohioans have won 32 *Rolling Cash 5* jackpot prizes so far this year.



Rolling Cash 5 jackpot sold here \$140,000 jackpot
Marathon Riverside, Dayton
Jackpot prizes sold here in 2013 and 2023.



Rolling Cash 5 jackpot sold here \$120,000 jackpot
C Plus Market, Zanesville



Rolling Cash 5 winner \$252,000 jackpot
Jason, S&G #102, Rossford
Jason is going to pay down his student loans and do some home upgrades.

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



\$2,000,000
Ultimate Cash
(\$20), #843



Limited Edition
(\$5), #840



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



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



\$500,000 Extra Play
(\$10), #841



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



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



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



Special Edition
Cashword
(\$5), #836



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



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



Golden Casino
(\$10), #826



Queen of Hearts
(\$5), #825



Mega Multiplier
(\$10), #842



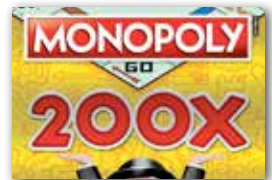
\$300,000,000
Extreme Cash
(\$30), #785



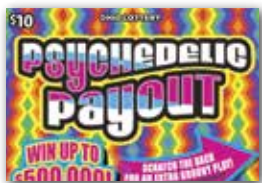
Maximum Millions
(\$20), #822



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



Monopoly 200x
(\$30), #696



Psychedelic Payout
(\$10), #807



Extreme Millions
(\$30), #433



Triple Win
(\$2), #839



Bingo Times 50
(\$10), #740



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



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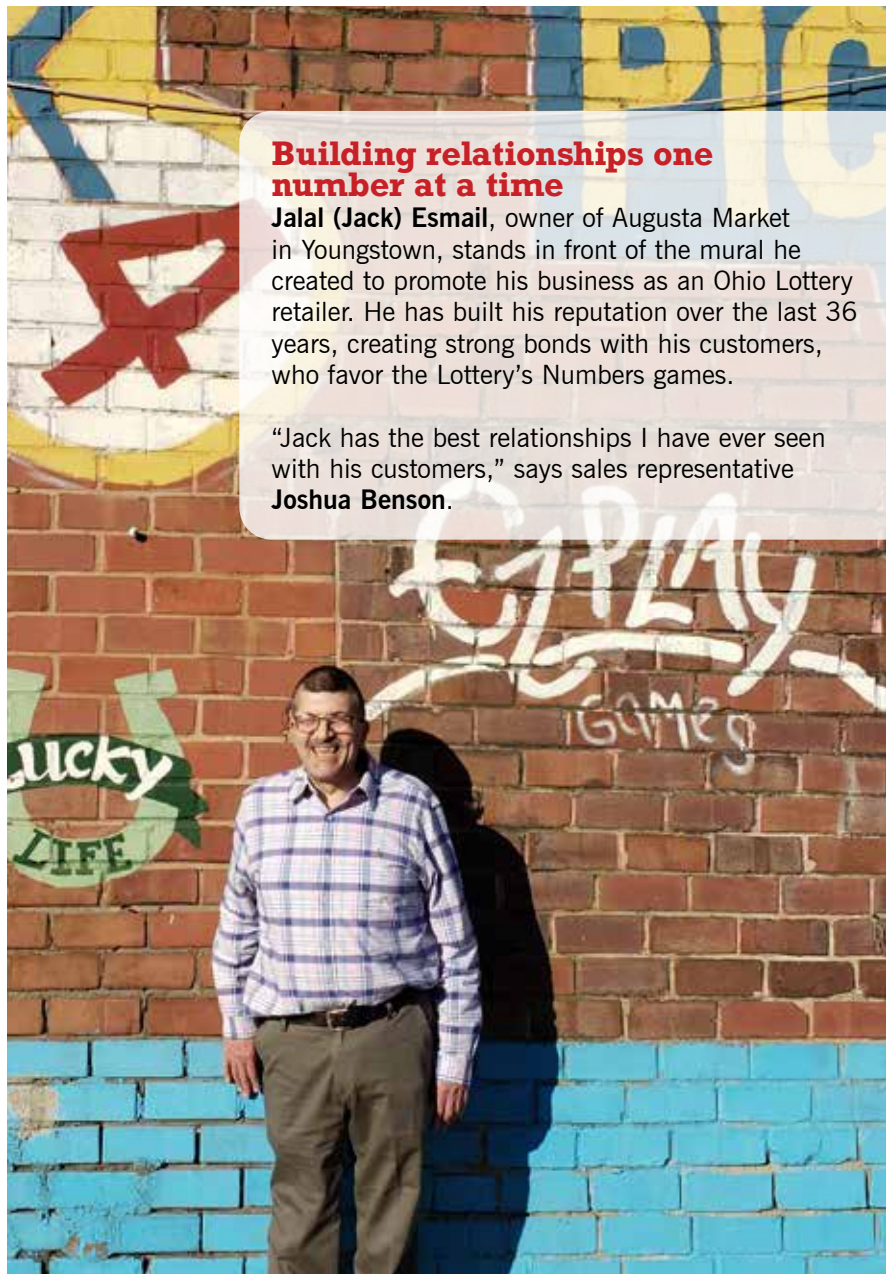
Call Center Hours

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



Building relationships one number at a time

Jalal (Jack) Esmail, owner of Augusta Market in Youngstown, stands in front of the mural he created to promote his business as an Ohio Lottery retailer. He has built his reputation over the last 36 years, creating strong bonds with his customers, who favor the Lottery's Numbers games.

"Jack has the best relationships I have ever seen with his customers," says sales representative Joshua Benson.