

Instant Games You Should Sell

Don't miss any sales - activate these Instant Tickets!
Order these hot-sellers if they're not already in stock.

New Games

\$20	\$1,000 Frenzy	242
\$5	\$250 Frenzy	241
\$2	\$100 Frenzy	240
\$1	\$50 Frenzy	239

Price	Name	Game #
\$30	Million \$\$ Match	193
	\$10 Million Cash Bonanza	959
\$20	Multi Millionaire	202
	20 X 20	854
	Fabulous Fortune	933
	Casino Millions	227
\$10	100X The Money	184
	\$250,000 Crossword	178
	\$300,000,000 Cash Spectacular	967
	Diamonds & Gold	211
	Money Money Money	238
	\$500,000 Taxes Paid	226
	\$1,000,000 Cash	206
\$5,000 A Week For Life!	114	
\$250,000,000 Cash Spectacular	893	
\$5	Crossword	138
	Million Dollar Payday	201
	\$100,000 Poker	236
	Bingo	229
	Black Ice 7s	222
	Quick \$500!	232
	Full of \$500s	198
Emerald Green 7s	192	
\$3	Crossword	228
	Bingo	223
	Yahtzee	221
	Treasure Hunt	237
	The MS Project	235
	Keno	205
	Ticket For The Cure	214
Red Ribbon Cash	200	
\$2	Super 7-11-21	234
	10X The Money	181
	\$20 Grand	204
\$1	7-11-21	160
	Loose Change	179
	Double Doubler	233

Helpful ADA Information Shelves and Maneuvering Space

The ADA requires businesses to take steps necessary to effectively communicate with customers who have vision, hearing and speech disabilities.

- Stores must provide an accessible route to shelves and displays where items are sold.
- In general, a 36" wide accessible route is needed with slightly larger space around corners.
- If the maneuvering space is too narrow, the space should be widened if readily achievable.
- Staff should also assist customers in reaching, viewing and providing information about items.

ADA

Americans with Disabilities Act

For more information call (800) 514-0301

Retailer Spotlight

Congratulations to the Speedway on Brook Forest Ave in Shorewood, IL that sold a winning "100X The Money" Instant Ticket. Charles D. of Joliet, IL went in the gas station to buy diapers and left with **\$4 million!**

The store won 1% of the prize amount - a whopping **\$40,000 bonus!**
The more you sell, the better chance you have at selling a winning ticket.

Your store could be featured next!



The Lottery Lowdown

April 2018

CREATE A Frenzy WITH YOUR Players

- Frenzy offers great odds at winning **top prizes** and appeals to any budget with \$1, \$2, \$5 and \$20 tickets.
- Frenzy is **STUFFED** with \$50, \$100, \$250 & \$1,000 prizes!
- If you're excited about Frenzy, players will be too. **More excitement = more sales and more FRENZY!**



Retailer Hotline 1-800-842-3155

Call if you need more inventory. Have your retailer number available.

Sell responsibly. Must be 18 or older to play. If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-GAMBLER (1-800-426-2537). For more info or to educate yourself, call 1-800-252-1775 or visit illinoislottery.com.



New Instant Tickets Frenzy Family - Launching April 3rd

Don't miss any sales – activate these Instant tickets!

Feel the FRENZY. Bursting with prizes, Frenzy is perfect for engaging players, supplementing higher jackpot tickets and offers great odds at winning the TOP PRIZE.

Players who reveal the “FRENZY” symbol win the top prize for the ticket. Those who find the “LIGHTNING BOLT” win ALL THE PRIZES for the ticket. At \$1, \$2, \$5 and \$20, there's a Frenzy for everyone!

Price / Name / Game

*1 / \$50 Frenzy / 239

- Stuffed with \$50 prizes!
- Reveal a “FRENZY” symbol, win \$50 instantly.
- Reveal a “LIGHTNING BOLT”, WIN ALL 5 PRIZES!
- Win up to 5 times!

*2 / \$100 Frenzy / 240

- Stuffed with \$100 prizes!
- Reveal a “FRENZY” symbol, win \$100 instantly.
- Reveal a “LIGHTNING BOLT”, WIN ALL 10 PRIZES!
- Win up to 10 times!

*5 / \$250 Frenzy / 241

- Stuffed with \$250 prizes!
- Reveal a “FRENZY” symbol, win \$250 instantly.
- Reveal a “LIGHTNING BOLT”, WIN ALL 15 PRIZES!
- Win up to 15 times!

*20 / \$1,000 Frenzy / 242

- Stuffed with \$1,000 prizes!
- Reveal a “FRENZY” symbol, win \$1,000 instantly.
- Reveal a “LIGHTNING BOLT”, WIN ALL 25 PRIZES!
- Win up to 25 times!



Media Support Plan

Activate Frenzy on April 2nd, so you're ready when media support goes live on April 5th.

April
Frenzy



April 5
through
May 16

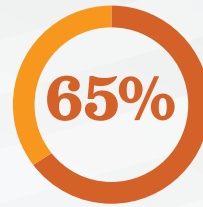


All
Of
Illinois



TV
Radio
Digital
Outdoor
Display

In The Know



Did You Know?

On average, Lottery customers spend 65% more money in stores than non-Lottery customers

Sales Tip

Games preferences vary among players. Stock the latest Instant tickets so that your store has the most appealing selection to attract existing and new customers.

Stock the Latest
Instant Tickets



Did You Know?

73% of Illinois adults purchased a Lottery game within the past year, 68% playing jackpot and 51% playing Instant tickets.

Sales Tip

Since sales of Instant tickets are highest in the first two weeks after launch, activate and promote new games as soon as you receive them. More Lottery sales equals more revenue!

Promote
New Games

Point of Sale

Make sure LSR has placed April POS as suggested to maximize player awareness.



With proper placement of POS and campaign merchandising, you can see a **sales lift of up to 65%** when compared to POS that is not placed.

New Technology Coming Soon

Tools that aid in ease of selling and promoting the Lottery.

Terminal

Simple and fast clerk-activated Lottery terminal to sell and activate tickets – comes with a high-speed, full-size printer.



In-Store Advertising

A high-definition, 22" countertop advertising display. Offers player facing content – can be adjusted to fit any retail environment.



Ticket Checker

An attractive ticket checker display with messaging for players and attention-grabbing content.



Look for more details coming soon.