

Helpful ADA Information

Checkout Area

- The checkout counter is where customers browse, inquire and purchase lottery. Ensure accessibility to this area by providing a clear floor space of at least 30" by 48".
- To accommodate wheelchairs, counters must have a section of at least 36" long and no more than 36" tall. This lowered surface makes it possible for goods, services and money to be exchanged.
- If providing this type of counter isn't readily achievable, an auxiliary counter can be used as an alternative solution.



For more information call (800) 514-0301.

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.



February 2018

The Lottery Lowdown*

Formerly Retailer Focus
**NEW NAME
NEW LOOK**



St. Patrick's Day just got greener.

\$20 RAFFLE TICKETS ON SALE FEBRUARY 9TH
DRAWING ON MARCH 18TH

- ✚ Only 400,000 raffle tickets are available.
Sell as many as you can before they're gone!
- ✚ There will be three \$1 million winners.
- ✚ You could sell one of those three winning tickets. That's an additional \$10,000 for you!

REMIND CUSTOMERS TO PLAY

Media Support Plan

St. Patrick's Day Millionaire Raffle

Point Of Sale



Timing



Feb 9
to
Mar 18

Coverage



All
of
Illinois

Broadcast



TV
Radio
Outdoor
Digital

New Instant Games

\$1 Wild 8's
Low price point for players to win up to \$888.

\$2 Go For The Green!
Players can win up to \$20,000.

\$5 Quick \$500!
Loaded with \$500 prizes and great odds to win.

\$20 Casino Millions
Players have a chance to win up to \$2M. You earn \$1 per ticket sold!
Cross-sell with Powerball or Mega Millions.



230



232



231



227

Top 10 Trending Instant Games

Price	Name	Game #
\$10	\$250,000 Crossword	178
\$30	Million \$\$ Match	193
\$20	100x The Money	184
\$10	\$500,000 Taxes Paid	226
\$10	\$300,000,000 Cash Spectacular	967
\$5	Crossword	138
\$20	Multi Millionaire	202
\$10	Diamonds & Gold	211
\$5	Black Ice 7s	222
\$5	Full of \$500s	198

Sales Tips

When players win, you win too! Here are tips to keep in mind when selling Illinois Lottery.

- Keep readerboards refreshed with current jackpot amounts
- Maintain high-selling instant ticket inventory
- Sell responsibly
- Thank customers for playing the Lottery