



\$30 PIECES/NOVA/WAVE/FUTURE

#1211

Play Style: Find, Pair

Est. Start: 12/27/2024

SELLING POINTS

- CHANCE TO WIN UP TO \$10,000
- LOADED WITH PRIZES \$50 TO \$200
- NEW \$30 TICKET IN THE MIX
- TWO BIG GAMES TO PLAY



Cost/Pack	Tickets/Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$558.00	20	7-91157-01211-3	\$10,000	3.89	74.58%	\$350



\$5 POWER LINES

#1209

Play Style: Match 3 | Features: Bonus, 2X, 5X

Est. Start: 12/27/2024

SELLING POINTS

- CHANCE TO WIN UP TO \$25,000
- PRIZES START AT \$10 - NO BREAK EVEN PRIZES
- MULTIPLIER MULTIPLIES ALL WINS ON TICKET

Cost/Pack	Tickets/Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$372.00	80	7-91157-01209-0	\$25,000	5.87	68.00%	\$235

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\$1 \$5,000 JUMBO BUCKS

#1222

Play Style: Key Number Match | Features: Bonus, 2X

Est. Start: 12/27/2024

SELLING POINTS

- CHANCE TO WIN UP TO \$5,000
- THREE WAYS TO WIN

Cost/Pack	Tickets/Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$93.00	100	7-91157-01222-9	\$5,000	4.93	62.3%	\$59

WHAT'S INSIDE

- Win Tickets to Sports Games and Concerts!
- PlayOn Rewarding Players
- Jumbo Second Chance
- Hidden Figures – Find Your Store and Win
- Keep 'Em Full, Keep 'Em Happy





SECOND CHANCE DRAWING

Our next 2nd Chance PlayOn Loyalty promotion is going to begin February 1, 2025 and run through March 31, 2025 with the launch of our JUMBO FAMILY of tickets. This will include 1218 \$100,000 JUMBO BUCKS, 1219 \$75,000 JUMBO BUCKS, 1220 \$50,000 JUMBO BUCKS, 1221 \$25,000 JUMBO BUCKS, and 1222 \$5,000 JUMBO BUCKS. Each ticket entered into PlayOn will give the player triple the loyalty points value for that ticket entered AND automatic entries into the drawing! Prizes include (1) \$100,000, (1) \$75,000, (1) \$50,000, (3) \$25,000, (10) \$5,000.

The second chance will be supported by a full media campaign including television, radio, digital media, point-of-sale materials, social media, and our app pushes to registered players. So be sure to keep these games on hand and in the dispensers as we work to send a whole herd of players your way!

WIN UP TO \$100,000!



PLAYON LOYALTY PROGRAM ALREADY REWARDING PLAYERS

The West Virginia Lottery's New PlayOn Loyalty program launched October 31st, offering WV players new opportunities to get more out of the games they buy in your store! Players began entering loyalty points immediately with many players signing up and the numbers continue to grow daily. Many players are already getting rewards by entering their tickets purchased at retail into the PlayOn app and earning points which can be redeemed in second chance promotions, drawings, cash prizes, and prize swag.

Players may have some questions about why the ticket checker and loyalty program are behind a new, one-time registration process. The answer is to keep our players and drawings secure. All player data and ticket checking are secured and automatically prevent fake or duplicate accounts for drawings. We want the player experience to be the best and secure as possible so we are taking all the precautions.

The extra step at the start leads to a lifetime account that will continually be updated to keep it safe and fun!

FIND



STORE AND WIN!

Each month as you review the Lottery Game Menu, be on the lookout for your store's ID number! We will list three (3) different location ID numbers randomly in the game menu each month for you to find. It is a hidden object game built right in.

If you find your store's ID number in the current month's game menu, email jmcclore@wvlottery.com with the subject line HIDDEN FIGURES to receive a pack of promotional scratch-off tickets for your location.

Please note some locations are exempt from participation because of your company's policies. Prize may only be claimed through the end of the Game Menu month in which the Retailer ID is found. The Retailer numbers listed in the Top Instant, Top Online and Top Overall reporting are not included in the hidden object game, as they are for reporting purposes only.

145376



Lottery Retailers Here's Your Chance to Win Tickets to Sports Games and Concerts!

The WV Lottery is offering a chance for lottery retailers to put their names in the hat for winning tickets to coveted sports games and concerts. Those interested can simply reach out to csmith@wvlottery.com for a chance to win¹. Don't miss this unique chance to experience live events and make unforgettable memories! Available upcoming events are:

- Ricky Skaggs Christmas.....Thursday, December 12, 2024Joan C. Edwards Playhouse (Huntington)
- Nutcracker.....Friday, December 13, 2024.....Clay Center (Charleston) 147228
- Rascal Flatts.....Friday, February 14, 2025.....Clay Center (Charleston)
- Hadestown: The MusicalSunday, February 23, 2025.....Clay Center (Charleston)
- Mean Girls: The MusicalMonday, March 24, 2025.....Clay Center (Charleston)
- Chicago: The MusicalThursday, May 8, 2025Clay Center (Charleston)
- Riley GreenSaturday, June 21, 2025.....Marshall Health Arena (Huntington)

Please note that we have a limited quantity of tickets for every WVU and Marshall home football game this season. We are accepting requests for those at this time.

**Note- All concerts at the Coliseum for the Lottery will now feature the Parlor Club. The Parlor Club is located on the ground level and requires a specific entrance, but includes parking. Meals and drinks/bar are still provided, with floor access to our seats. Huntington shows are in the Lottery's private Winner's Circle Lounge with its own entrance.*

KEEP 'EM FULL, KEEP 'EM HAPPY

One of the easiest and best ways to increase sales at your location is also the simplest; keep your instant ticket dispensers full. We know and understand how busy you are on a daily basis, but customers will see partially empty dispensers or vending machines and walk by them without purchasing. That equals lost sales, and possibly customers, for you.

Customers see locations that do not keep their products filled as reducing their chances to win and not caring about the product. Keep the dispensers full, especially Friday through Sunday. You will see happier customers, more stable sales, and an increase in commissions. Should you run out of any games in your planogram, simply call 888-987 5297 to order tickets.

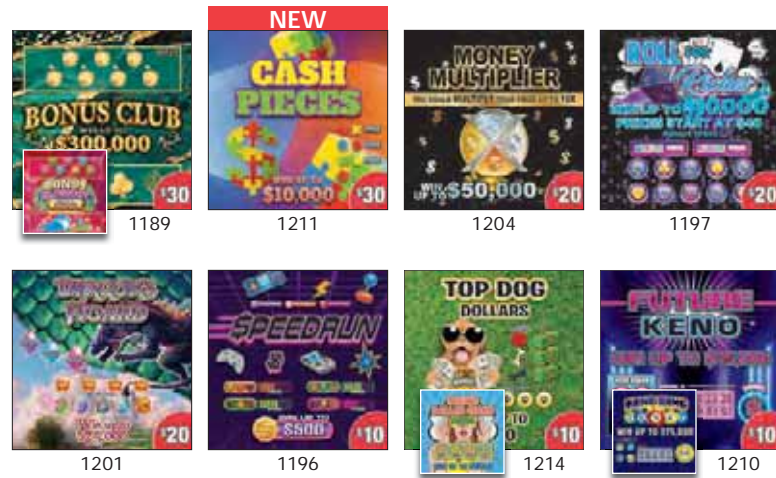


24-Bin Planogram

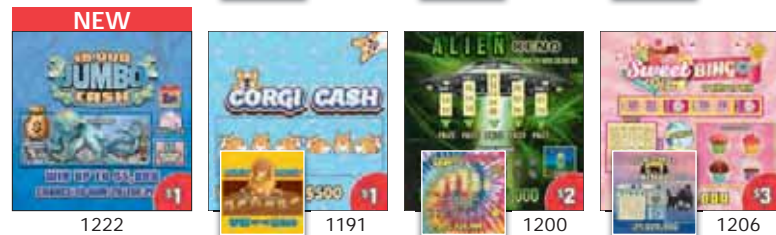
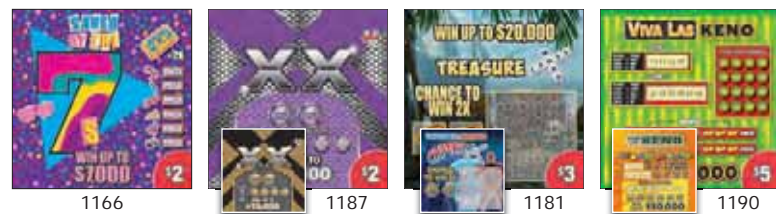
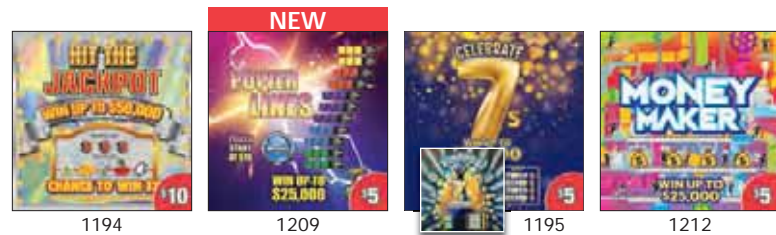
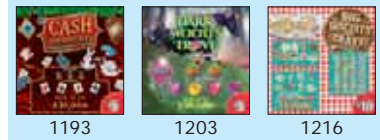
January 2025



Planogram changes on December 3, 2024.



BLUE box indicates drawer placement for Super Ticket as needed.



RETURN GAMES (1/1/25 – 1/31/25)



Top Instant Sales Retailers

September 2024

1. Little General Store #5000 Ona
2. State Fair of West Virginia Lewisburg
3. One Stop #8101 South Charleston
4. Sheetz #234 Weirton
5. Welch Bantam Market Welch
6. Par Mar Oil #84 Elkins
7. Sheetz #482 Beckley
8. Sheetz #501 Clarksburg
9. Sheetz #275 Morgantown
10. 7-Eleven 17703C Martinsburg

Top Draw Sales Retailers

September 2024

1. Winners Corner WV White Hall
2. One Stop #8101 South Charleston
3. Giant Eagle #59 Morgantown
4. Go-Mart #32 Saint Albans
5. Mimi's - Dunbar Village Dunbar
6. Welch Bantam Market Welch
7. Neely's Grocery Wheeling
8. Giant Eagle #58 Morgantown
9. M & M Mart Charleston
10. Martin's Food Market #6102 Charles Town

Top Total Sales Retailers

September 2024

1. Winners Corner WV White Hall
2. One Stop #8101 South Charleston
3. Little General Store #5000 Ona
4. Welch Bantam Market Welch
5. Sheetz #234 Weirton
6. State Fair of West Virginia Lewisburg
7. Par Mar Oil #84 Elkins
8. Sheetz #482 Beckley
9. Sheetz #501 Clarksburg
10. Sheetz #275 Morgantown

Call IGT to order tickets at 888-WV-PLAYS!

wvlottery.com

(987-5297)

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wvlottery.com

(987-5297)

28-Bin Planogram

January 2025



30+ Bin Game Availability

Planogram changes on December 27, 2024.

1189, 1211, 1184, 1204, 1201, 1197, 1214, 1210, 1202, 1194, 1198, 1193, 1216, 1196, 1209, 1182, 1190, 1203, 1195, 1212, 1206, 1166, 1179, 1187, 1181, 1222, 1191, 1213, 1200

BLUE box indicates drawer placement for Super Ticket as needed.

1136, 1176, 1157, 1180, 1185, 1177, 1186, 1158, 1192

Upcoming Instant Tickets

Est. Start: 1/28/25

\$20 - \$100,000 Jumbo Bucks #1218
 UPC: 7-91157-01218-2

Cost/Pack	Tickets/Pack	Top Prize
\$558.00	30	\$100,000
Overall Odds	Prize Payout	Low End \$\$/Pack
3.73	72.48%	\$300

Est. Start: 1/28/25

\$10 - \$75,000 Jumbo Bucks #1219
 UPC: 7-91157-01219-9

Cost/Pack	Tickets/Pack	Top Prize
\$465.00	50	\$75,000
Overall Odds	Prize Payout	Low End \$\$/Pack
3.95	71.85%	\$240

Est. Start: 1/28/25

\$5 - \$50,000 Jumbo Bucks #1220
 UPC: 7-91157-01220-5

Cost/Pack	Tickets/Pack	Top Prize
\$372.00	80	\$50,000
Overall Odds	Prize Payout	Low End \$\$/Pack
4.22	69.61%	\$210

Est. Start: 1/28/25

\$2 - \$25,000 Jumbo Bucks #1221
 UPC: 7-91157-01221-2

Cost/Pack	Tickets/Pack	Top Prize
\$186.00	100	\$25,000
Overall Odds	Prize Payout	Low End \$\$/Pack
4.57	64.99%	\$118