

NEW MEXICO
LOTTERY

Best Practices for May

Maximize YOUR Sales!

Want to increase Lottery sales at your store? Maximize your Lottery sales by telling your players about promotions! For example, when you ask for the sale of the new SKEE-BALL® Scratcher, let the player know there is a second-chance promotion for this game!

Here is how you can make sure you know all about what's new at the Lottery and how to play:

- Sign up for promotional emails at the **Promo Zone**.
- Follow us on social media!

- Share the Lottery's posts to your store's social media page.
- Give your customers another reason to come to your store by letting them know about all the fun games the Lottery has to offer.



Facebook



Instagram

- Visit the Lottery's website at **nmlottery.com**.
- Read the point-of-sale material in your store and point them out to players.



nmlottery.com



Use the Sell-in Sheets provided by your Field Service Representative to let your staff and coworkers know about promotions, too! For example, post the SKEE-BALL sell-in sheet where staff can reference it in your store.

Lotto Combo Makes it EASY!



Lotto Combo is a great way to make a \$10 sale! Your players get a variety of draw games by only pushing one button. Here is what players get for \$10:

- 1 **PLAY** - (\$3) Powerball + Double Play
- 1 **PLAY** - (\$5) Mega Millions
- 1 **PLAY** - (\$1) Lotto America
- 1 **PLAY** - (\$1) Roadrunner Cash

Test Your Lottery Knowledge

TRUE or FALSE?

If overall odds on a game are 1:5, and you buy 5 tickets, one of them is guaranteed to be a winner.

Scan the QR code to find out the answer.



MAY 2025 GAMES AVAILABLE TO ORDER

If you need additional games, please be sure to check with your CSR, as new games may be released throughout the month!


\$1
#634

NEW!
#616

\$2
#637

NEW!
#600

#636

#620

\$3
#639

AVAILABLE SOON!
#633

#627

#589

#578

\$5
#630

#618

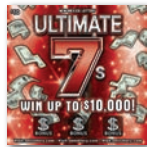
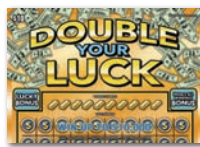
#621

#625

#626

#585

\$10
#622

#579

\$10 BIG TICKETS
#629

#598


Have empty slots in your dispenser? Use display cards to make it look full without doubling up on active packs in your dispenser! Ask your Field Service Representative for more info.

\$15
#613


GAMES ENDING

You can view up-to-date information on games ending at any time on nmllottery.com.
THE FOLLOWING GAMES ARE ENDING AND MUST NOT BE SOLD IN STORES.



Game Number	Price Point	Game Name	Announced End of Game Date	Due to the Warehouse	Last Day to Claim a Prize
NM #574	\$10	Money	2/4/2025	4/9/2025	5/5/2025
NM #592	\$5	20X	2/4/2025	4/9/2025	5/5/2025
NM #599	\$2	Fantastic 5s	2/5/2025	4/10/2025	5/6/2025
NM #577	\$15	Pink Panther™ Crossword	2/7/2025	4/11/2025	5/8/2025
NM #491	\$10	Ca\$h Is King	2/18/2025	4/22/2025	5/19/2025
NM #497	\$10	Cash Out	2/18/2025	4/22/2025	5/19/2025
NM #510	\$10	X the Money	2/18/2025	4/22/2025	5/19/2025
NM #549	\$10	\$25, \$50 or \$100!	2/18/2025	4/22/2025	5/19/2025
NM #611	\$3	12 Days of Christmas	2/18/2025	4/22/2025	5/19/2025
NM #612	\$5	The Most Wonderful Time of the Year!	2/18/2025	4/22/2025	5/19/2025
NM #609	\$1	Gift Tag Cash!	3/19/2025	5/23/2025	6/17/2025
NM #610	\$2	Oh Ca\$hmas Tree	3/19/2025	5/23/2025	6/17/2025
NM #580	\$5	Win \$500!	3/28/2025	6/2/2025	6/26/2025
NM #584	\$20	Cash Spectacular	3/28/2025	6/2/2025	6/26/2025
NM #588	\$5	JAWS CA\$H ATTACK!	3/28/2025	6/2/2025	6/26/2025
NM #593	\$10	50X	3/28/2025	6/2/2025	6/26/2025
NM #603	\$5	Chile Bonus Crossword	3/28/2025	6/2/2025	6/26/2025
NM #604	\$2	\$50 Frenzy	3/28/2025	6/2/2025	6/26/2025
NM #550	\$10	Wild Cherry Crossword	4/15/2025	6/17/2025	7/14/2025