



# Best Practices for July

## Player Promotions!

Scan the QR code for info about promotions



See ALL the current promotions by scanning this QR code or visiting [nm lottery.com](http://nm lottery.com) and clicking on the Promotions tab!

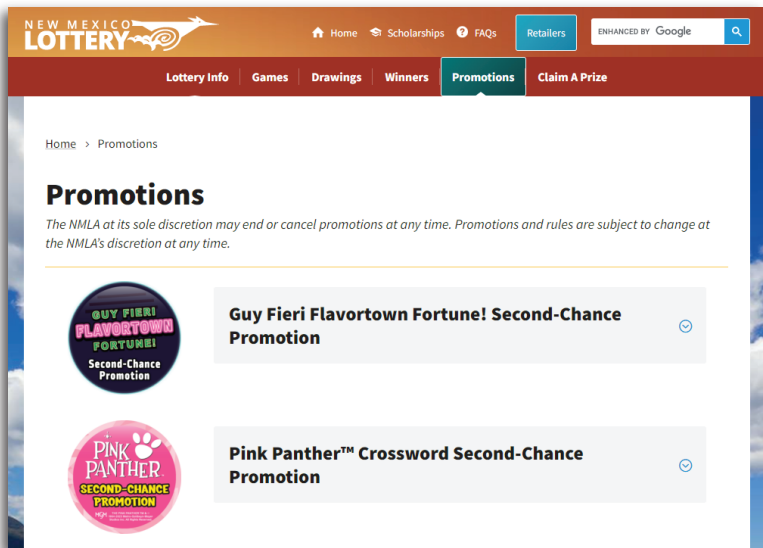
Use these promotions to sell more Scratchers!

Let players know these games have a second chance to win. This extra incentive is a great way to grow your sales!



## Helping Players Find Promotions

The New Mexico Lottery has several sites to enter second-chance promotions. So, the best way for players to find the promotion they are looking for is to visit [nm lottery.com](http://nm lottery.com) and click on the Promotions tab at the top. Once they have clicked on Promotions, players will find all active New Mexico Lottery promotions in one place and can select the one they want to enter.



## Increase Your Lottery Sales with FREE Signs for Your Store!

Did you know that Lottery is an impulse purchase?

- Reminding players that you carry Lottery products can help increase sales in your store.
- In a survey the NMLA conducted in June 2024, players stated the following about how they purchase Lottery:
  - 56% look for Lottery signage before making a purchasing decision
  - 90% say it would be helpful to see the Scratchers displayed in the store so they can make a purchasing decision before reaching the register
  - 68% don't know what they want to buy when they reach the register and like to take their time to shop

Do you know how to get Lottery signs for your store?

- Lottery signage is FREE and can be customized for your store.
- Ask for a Sign Catalog. You can ask your Customer Service Representative on your weekly call, and they will mail a copy to you. You can also ask your Field Service Representative when they visit your store. They have catalogs in their service vehicle.
- You can also download/print a sign catalog. Visit [nm lottery.com](http://nm lottery.com) and click on the Retailers button at the top to view it online. Just select Retailer Resources to find the Sign Catalog.



# JULY 2024 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

\$2

\$3

\$5

\$10

\$15

#586

#590

#587

#599

#591

#570

#607

#578

#561

#556

#603

#592

#572

#569

#593

#574

#491

#549

#550

#577

#598

#497

#510

\$20

#584

#582

## GAMES ENDING

You can view up-to-date information on games ending at any time on [nmlottery.com](http://nmlottery.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 #517	\$5	For the Win!	4/3/2024	6/7/2024	7/2/2024
NM #552	\$1	Win It All	4/3/2024	6/7/2024	7/2/2024
NM #558	\$20	\$250,000 Riches	4/3/2024	6/7/2024	7/2/2024
NM #545	\$2	\$5,000 ORO	4/3/2024	6/7/2024	7/2/2024
NM #547	\$10	\$50,000 ORO	4/3/2024	6/7/2024	7/2/2024
NM #555	\$5	Dungeons & Dragons®	4/12/2024	6/14/2024	7/11/2024
NM #562	\$1	Oh, What Fun!	4/30/2024	7/2/2024	7/29/2024
NM #563	\$2	When It's Gold Outside	4/30/2024	7/2/2024	7/29/2024
NM #565	\$5	What's Under the Tree?	4/20/2024	7/2/2024	7/29/2024
NM #566	\$2	Universal Monsters – Halloween	4/30/2024	7/2/2024	7/29/2024
NM #358	\$10	\$25, \$50 or \$100!	5/14/2024	7/18/2024	8/12/2024
NM #421	\$10	Best of 7's	5/14/2024	7/18/2024	8/12/2024
NM #436	\$10	Mega Cash	5/14/2024	7/18/2024	8/12/2024
NM #482	\$3	Hot Cash Lines	5/14/2024	7/18/2024	8/12/2024
NM #483	\$2	Winning 7's	5/14/2024	7/18/2024	8/12/2024
NM #567	\$2	Universal Monsters – Valentine's Day	5/29/2024	8/2/2024	8/27/2024
NM #453	\$5	Lucky Cash	6/5/2024	8/9/2024	9/3/2024
NM #481	\$1	Aces High	6/5/2024	8/9/2024	9/3/2024
NM #495	\$2	Fast \$50s	6/5/2024	8/9/2024	9/3/2024
NM #498	\$3	Bingo Night	6/5/2024	8/9/2024	9/3/2024
NM #507	\$1	Double Doubler	6/5/2024	8/9/2024	9/3/2024