



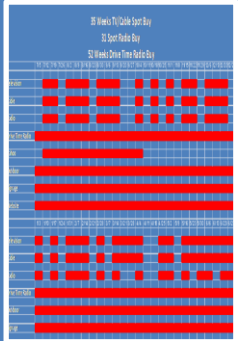
ADVERTISING OVERVIEW

Joanna Buntin
Advertising Director

TEAM



DEPARTMENT FUNCTIONS



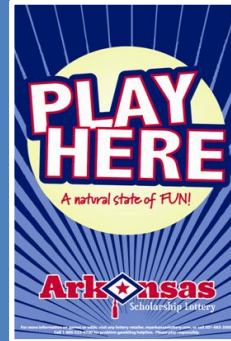
**Media
Planning &
Buying**



**Creative
Development**



**Broadcast
Production
and
Distribution**



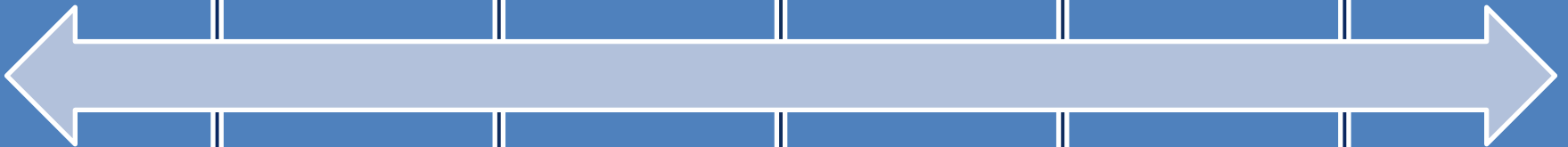
**Retail
Signage &
Collateral**



Promotions



**Website
Development
and
Maintenance**



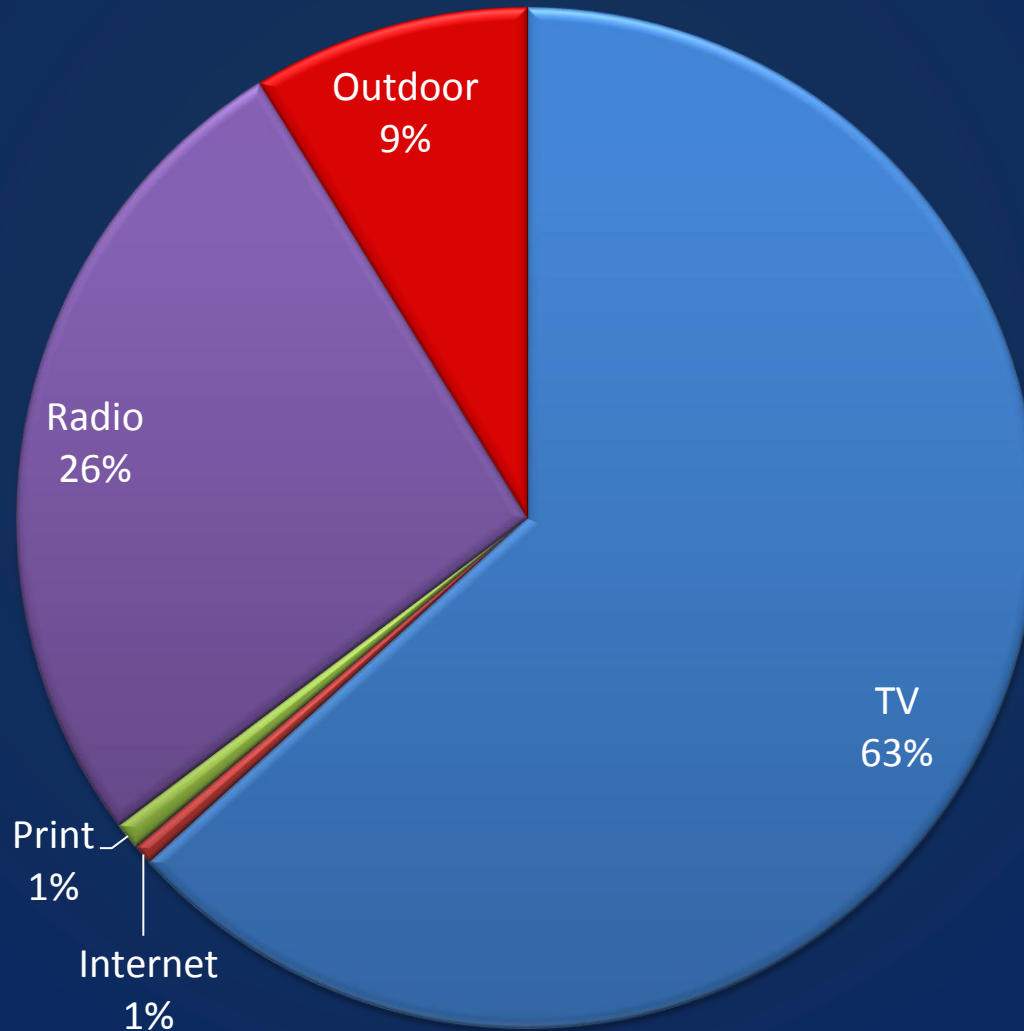
ADVERTISING CAMPAIGN DEVELOPMENT PROCESS



MEDIA SPEND

FY 2011

MEDIA	ASL
TV	63%
Internet	1%
Print	1%
Radio	26%
Outdoor	9%



MEDIA FLOWCHART

FY 2011

35 Weeks TV/Cable Spot Buy

31 Spot Radio Buy

52 Weeks Drive Time Radio Buy

[illegible]

BILLBOARDS

16 Vinyl billboards around the state and 3 electronic billboards in Little Rock



TV & RADIO MEDIA

FY 2011

Television

Over 12,900 thirty-second spots aired on 10 stations.

Average reach and frequency numbers: Little Rock 84% reach with frequency at 21X; Ft. Smith/Fayetteville 99% reach with frequency at 15X; and Jonesboro 92% reach with frequency at 28X.

Cable Placements

Over 159,300 thirty-second spots aired reaching 517,500 homes, 45 counties and 111 cities/towns.

Radio Placements

51,077 thirty-second spots aired on over 100 stations.

24,747 fifteen-second drive time spots aired on 34 stations.

TV & RADIO PRODUCTIONS

FY 2011

Television Productions

20 Total Spots

- 16 Spots Produced In-house
- 3 Spots Outsourced
- 1 spot From Another State

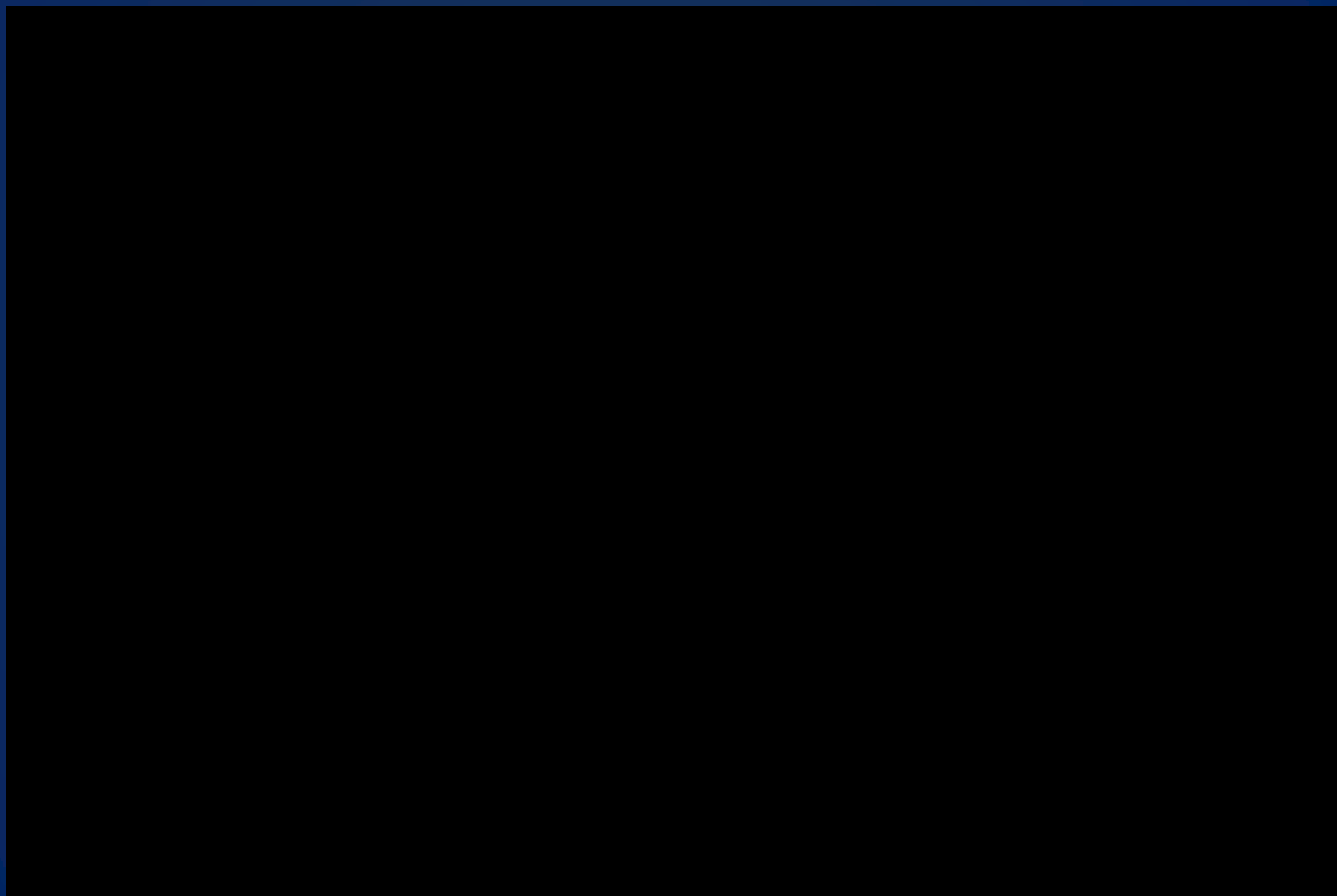


Radio Productions

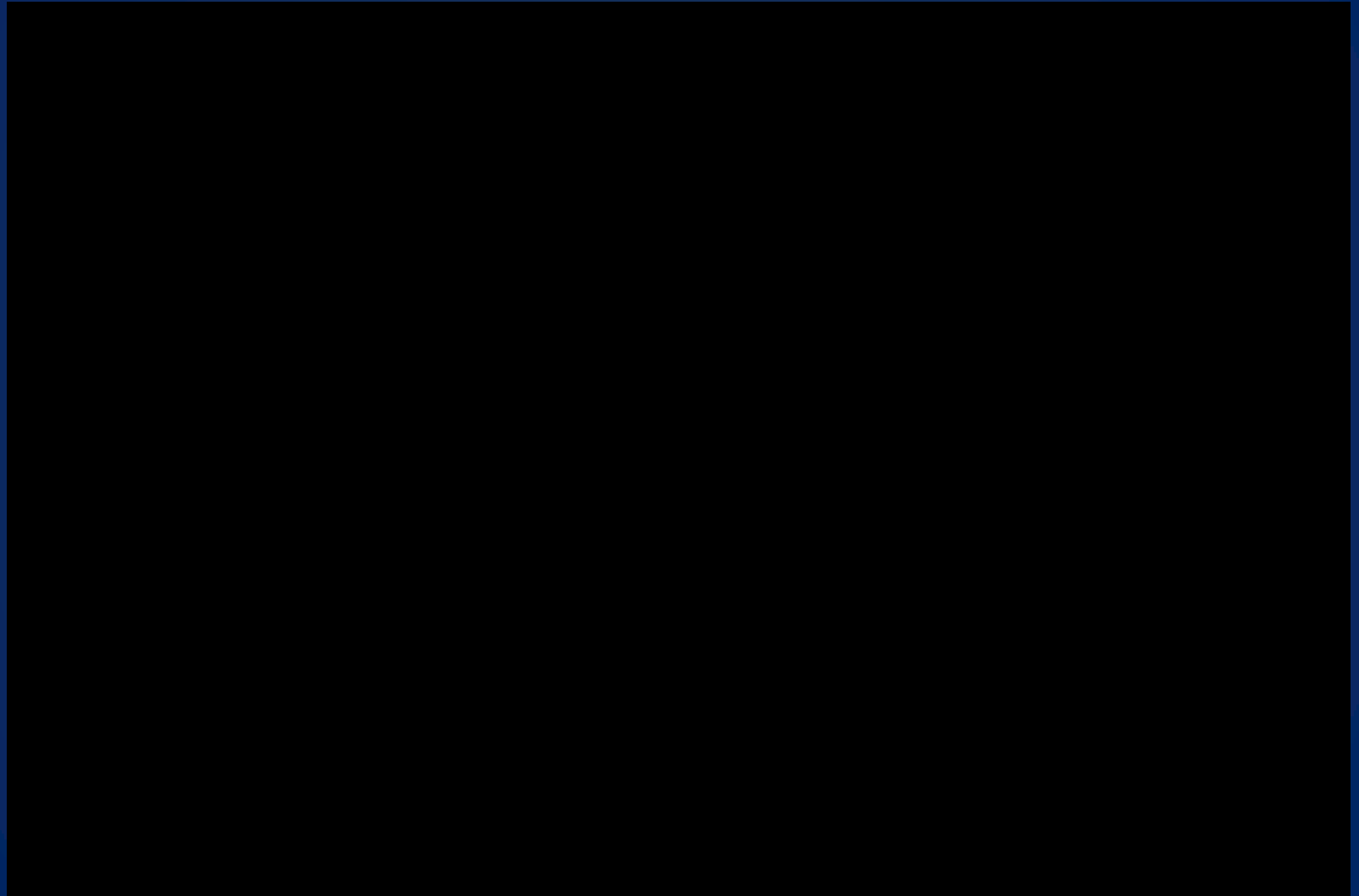
39 Total Spots

- 39 Spots Produced In-house

ARKANSAS 50/50 TV



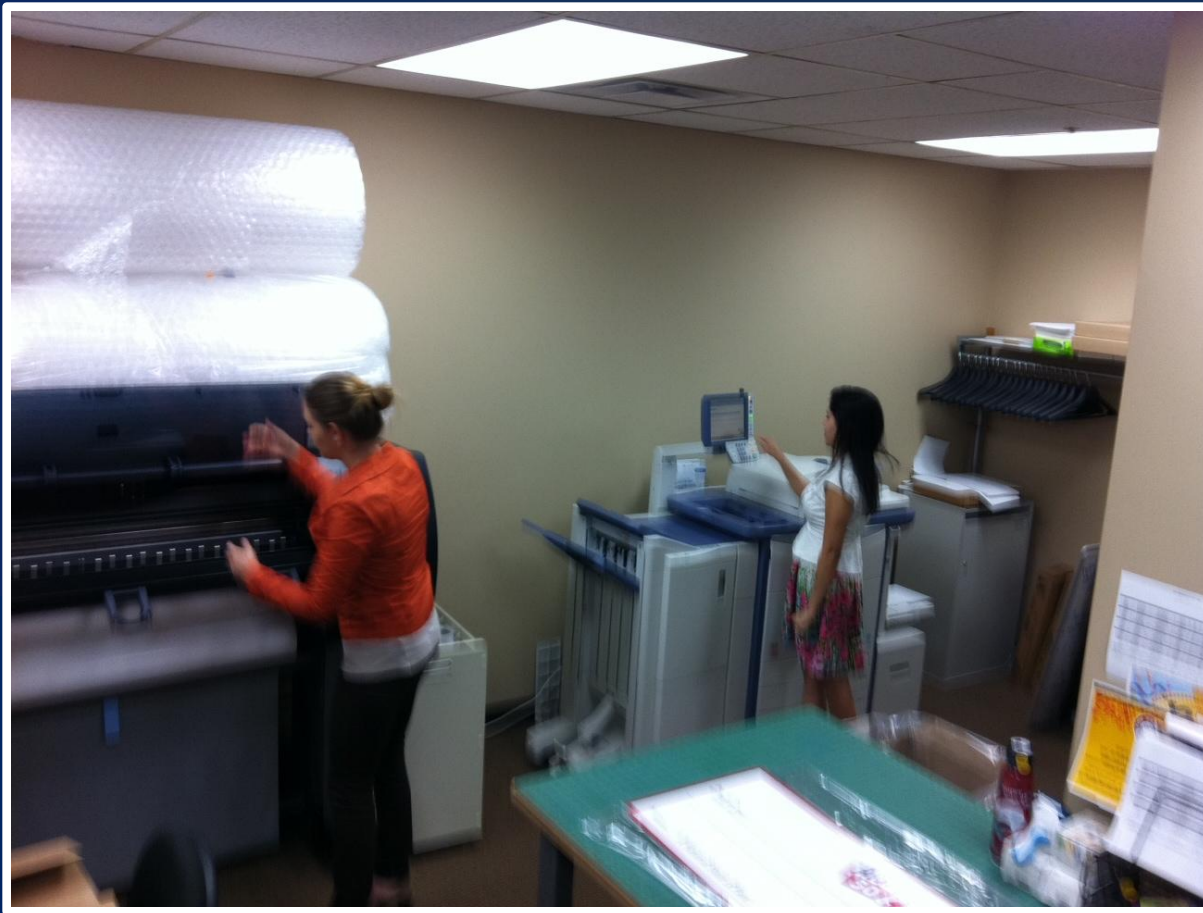
DECADES OF DOLLARS TV



RETAIL SIGNAGE

PLAYSTATION

Approximately 9,500 posters printed, packaged and sent to MSR's each month.



RETAIL SIGNAGE

PLAY STATION MATERIALS

Wallet Cards (4 Types)

Brochures (4 Types)

Arkansas Scholarship Lottery **POWERBALL** POWER

\$1 per play

\$20 Million
Starting Annuitized Jackpot

Matching Balls	Powerball Prize	Game Odds
●●●●● + ●	Jackpot!	1 in 195,249,054
●●●●●	\$200,000	1 in 5,138,133
●●●●● + ●	\$10,000	1 in 723,145
●●●●●	\$100	1 in 19,030
●●●●● + ●	\$100	1 in 13,644
●●●●●	\$7	1 in 359
●●●●● + ●	\$7	1 in 787
●●●●●	\$4	1 in 123
●●●●● + ●	\$3	1 in 62

● PICK 5 NUMBERS 1-59 ● PICK 1 NUMBER 1-39

Drawings at 9:59 P.M. CST Wednesday & Saturday.
Overall odds of winning a prize are 1 in 35.

If there is more than one winning jackpot ticket, the jackpot will be divided equally. Prizes may be reduced if claims exceed prize fund. See rules for details.

POWERPLAY® \$1 more per play

Multiplies your non-jackpot winnings up to 5 times.
The odds of each multiplier being selected are 1 in 4.

	X2	X3	X4	X5
●●●●●	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
●●●●● + ●	\$20,000	\$30,000	\$40,000	\$50,000
●●●●●	\$200	\$300	\$400	\$500
●●●●● + ●	\$200	\$300	\$400	\$500
●●●●●	\$14	\$21	\$28	\$35
●●●●● + ●	\$14	\$21	\$28	\$35
●●●●●	\$8	\$12	\$16	\$20
●●●●● + ●	\$6	\$9	\$12	\$15

Call 1-800-522-4700 for problem gambling helpline. Please play responsibly.

For more information on games or odds, visit any lottery retailer, myarkansaslottery.com, or call 501-683-2000.

Arkansas Scholarship Lottery **MEGA MILLIONS**

\$1 per play

\$12 MILLION
Starting Annuitized Jackpot

Matching Balls	Prize	Game Odds
●●●●● + ●	JACKPOT	1 in 175,711,536
●●●●●	\$250,000	1 in 3,904,701
●●●●● + ●	\$10,000	1 in 689,065
●●●●●	\$150	1 in 15,313
●●●●● + ●	\$150	1 in 13,781
●●●●●	\$10	1 in 844
●●●●● + ●	\$7	1 in 306
●●●●●	\$3	1 in 141
●●●●● + ●	\$2	1 in 75

● PICK 5 NUMBERS 1-56 ● PICK 1 NUMBER 1-46

Drawings at 10:00 P.M. CST Tuesday & Friday.
Overall odds of winning a prize are 1 in 40.

If there is more than one winning jackpot ticket, the jackpot will be divided equally. Prizes may be reduced if claims exceed prize fund. See rules for details.

MEGAPLIER® \$1 more per play

MEGAPLIER® multiplies your non-jackpot winnings up to 4 times.

Matching Balls	X2 Odds: 1 in 10.5	X3 Odds: 1 in 3	X4 Odds: 1 in 1.75
●●●●●	\$1,000,000	\$1,000,000	\$1,000,000
●●●●● + ●	\$20,000	\$30,000	\$40,000
●●●●●	\$300	\$450	\$600
●●●●● + ●	\$300	\$450	\$600
●●●●●	\$20	\$30	\$40
●●●●● + ●	\$14	\$21	\$28
●●●●●	\$6	\$9	\$12
●●●●● + ●	\$4	\$6	\$8

Call 1-800-522-4700 for problem gambling helpline. Please play responsibly.

For more information on games or odds, visit any lottery retailer, myarkansaslottery.com, or call 501-683-2000.

ARKANSAS 50/50

Arkansas 50/50 is a raffle-style draw game exclusive to Arkansas. Draw sales begin on the first of every month and end on the last day of every month.

THE MORE YOU PLAY, THE BIGGER THE JACKPOT.

HOW TO PLAY

1. Visit any lottery retailer and ask for an Arkansas 50/50 ticket. Each ticket costs \$5.
2. Each Arkansas 50/50 ticket will print from a terminal and reveal a six-digit number. Ticket numbers are sold in order – players do not get to pick their own.
3. Sign the back of your ticket and keep it until the scheduled monthly drawing.

DRAWINGS

- Drawings will be held on the first Tuesday of each month.
- On the day of the drawing, 25 ticket numbers will be drawn by a random number generator.
- In order to win, your 6-digit ticket number must be identical to one of the twenty-five 6-digit ticket numbers drawn.
- Drawing results will be posted at www.myarkansaslottery.com.

PRIZES:

- Prizes will be awarded to 25 winners.

Prize	75% of total prizes	25% of total prizes
Number of Winners	1	24

All odds of winning vary depending on the number of tickets sold.

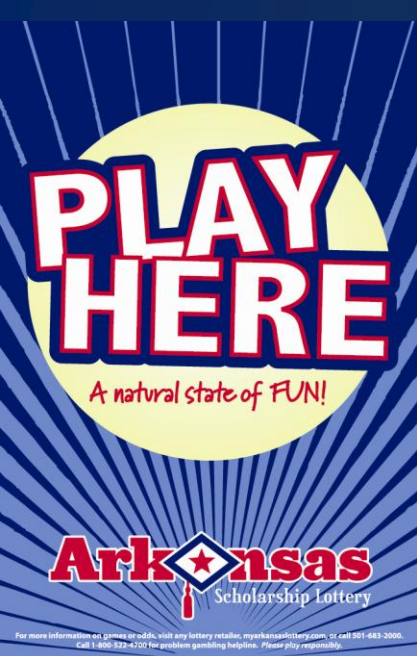
Arkansas Scholarship Lottery

For information on games or odds, visit any lottery retailer, myarkansaslottery.com, or call 501-683-2000. Call 1-800-522-4700 for problem gambling helpline. Please play responsibly.

RETAIL SIGNAGE

IN-STORE

LED Jackpot Signs



Window Clings

Street Talker

COLLATERAL

Over-sized Winners Checks



Jackpot Stickers



MONTHLY RETAILER NEWSLETTER

Salesforce

Arkansas
Scholarship Lottery

Vol 23 | October 2011 Retailer e-newsletter

Welcome to the October Sales Force newsletter for the Arkansas Scholarship Lottery. Our aim is to keep you well-informed about Arkansas Scholarship Lottery games and how they are played. This is your lottery newsletter – what would you like to see in it to help you and your business? If you'd like future editions sent to you electronically, send an email to Amber Fiser at amber.fiser@arkansas.gov.

A Message from Ernie Passalacqua
Dear Arkansas Scholarship Lottery Retailer:

It's been a busy time here at the Arkansas Scholarship Lottery; we've been gearing up for the launch of another great new lottery product that we hope you'll like. The latest new ASL game we're proud of is Arkansas 50/50. This is a raffle-style draw game that, unlike Decades of Dollars™, Powerball® or Mega Millions®, is exclusive to the state. Tickets cost \$5 and there are drawings every month.

Arkansas 50/50 sales will begin on the first of the month and end on the last day of every month. Drawings are held the first Tuesday of the month; half of sales will be awarded amongst 25 winners. One lucky player will win 75 percent of the pot while the rest will go to the remaining two dozen winners.

We think the Arkansas 50/50 game is an exciting ASL game that will be a hit with your customers, but let us know what you think. Thanks for all you do for Arkansas students, and have a great month!

Sincerely,
Ernie Passalacqua | Director

ARKANSAS
50/50

A JACKPOT GAME
TO CALL
OUR VERY OWN.



QUESTIONS &
ANSWERS

- Q. How much does a ticket cost? **\$5**
- Q. When are the drawings? **First Tuesday of each month.**
- Q. Where can I buy a ticket? **Your local lottery retailer.**
- Q. Who's playing? **Anyone that purchases a ticket in Arkansas.**

NEW GAMES!

GAME LAUNCH FOR OCT. 4

\$1 9's in a Line
Win up to \$999
Overall Odds: 1 in 4.13
Top Prize Odds: 1 in 480,000

\$2 Pure Gold
Win up to \$24,000
Overall Odds: 1 in 3.89
Top Prize Odds: 1 in 450,000

\$3 Lucky Stars
Win up to \$50,000
Overall Odds: 1 in 3.16
Top Prize Odds: 1 in 560,000

\$5 Cash Frenzy
Win up to \$75,000
Overall Odds: 1 in 3.58
Top Prize Odds: 1 in 480,000



GAME OVER

The days are numbered
for these ASL games:

The last day to redeem is also the final
Play It Again™ entry deadline for that game.

LAST DAY TO REDEEM: 10/5/2011

• Cash Spectacular • Red White & Blue 7's

LAST DAY TO REDEEM: 12/5/2011

• Harley-Davidson® • Betty Boop™
• Cool Cash • Shamrock 4's
• Crossword • Hit \$100
• Gimme 5!

LAST DAY TO REDEEM: 12/19/2011

• Arkansas Limited • Money Money Money
• Lady Bucks

LAST DAY TO SELL: 10/19/2011

LAST DAY TO REDEEM: 1/17/2012

• Junior Jumbo Bucks • Money Roll
• Giant Jumbo Bucks • King's Ransom
• Lucky Wheel • Sevens/Elevens

LAST DAY TO SELL: 11/17/2011

LAST DAY TO REDEEM: 2/15/2012

• Money Madness • Cash Money
• All The Money • Right on the Money
• 10K Payday • 10X Cash
• Wild 10's • Fantastic 5's

FALL IN TO TRIPLE POINTS FOR PRIZES™!

Do a triple take, because there's triple Points for Prizes™ for you this month from the Arkansas Scholarship Lottery! The triple point game for October is \$2 Football Fever.

WINNER HIGHLIGHT

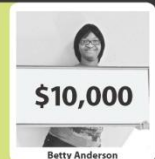


Danny Rettstatt

Danny said he loves playing the lottery just as much as he loves working at Red River Dodge in Heber Springs!

His son and daughter are Iraqi War veterans & he's going to spend most of his winnings doing something special for them!

MORE ASL WINNERS



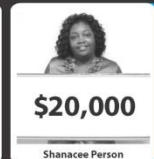
Betty Anderson



Jolene Wyatt



Samuel R. Maddox Jr.



Shanacee Person



Justin Reader



Jonelle Phillee

Richard Cox of West Memphis won \$1,000 playing a \$10 Money Maker instant ticket purchased at Flash Market #35 in West Memphis, AR 72301.

Jonelle Phillee of Springfield won \$100,000 in a Play It Again™ drawing with her \$5 \$100,000 Taxes Paid ticket originally purchased at Valero Superstop #676 in Morrilton, AR 72110.

Danny Rettstatt of Cabot won \$50,000 playing a \$20 \$1,000,000 Diamond Dazzler ticket purchased at Doublebee #133 in El Paso, AR 72045.

William Wadley of Bald Knob won \$1,000 playing a \$10 Money Maker instant ticket purchased at Video Corner in Bald Knob, AR 72010.

Samuel R. Maddox Jr. won \$100,000 in a Play It Again™ drawing with his \$5 MONOPOLY™ ticket originally purchased at Quik Stop in Blytheville, AR 72315.

Justin Reader of Bauxite won \$10,000 playing a \$10 Money Maker instant ticket purchased at EZ Mart #45 in Texarkana, AR 71854.

Betty Anderson of Jonesboro won \$10,000 playing a \$20 \$1,000,000 Diamond Dazzler instant ticket purchased at Tobacco Warehouse #115 in Jonesboro, AR 72401.

Jolene Wyatt of Stephens won \$10,000 playing a \$10 Money Maker instant ticket purchased at the Pit Stop in Stephens, AR 71764.

Levi Oberlies of Charleston won \$1,000 playing a \$5 \$ Card Draw instant ticket purchased at Charleston Super Stop in Charleston, AR 72933.

Shanacee Person of Jacksonville won \$20,000 playing a \$2 Fire 'N' Dice instant ticket purchased at Victory Lane in Jacksonville, AR 72076.

RETAIL PROMOTIONS

Over 115 Retail Promotions Executed in FY 2011



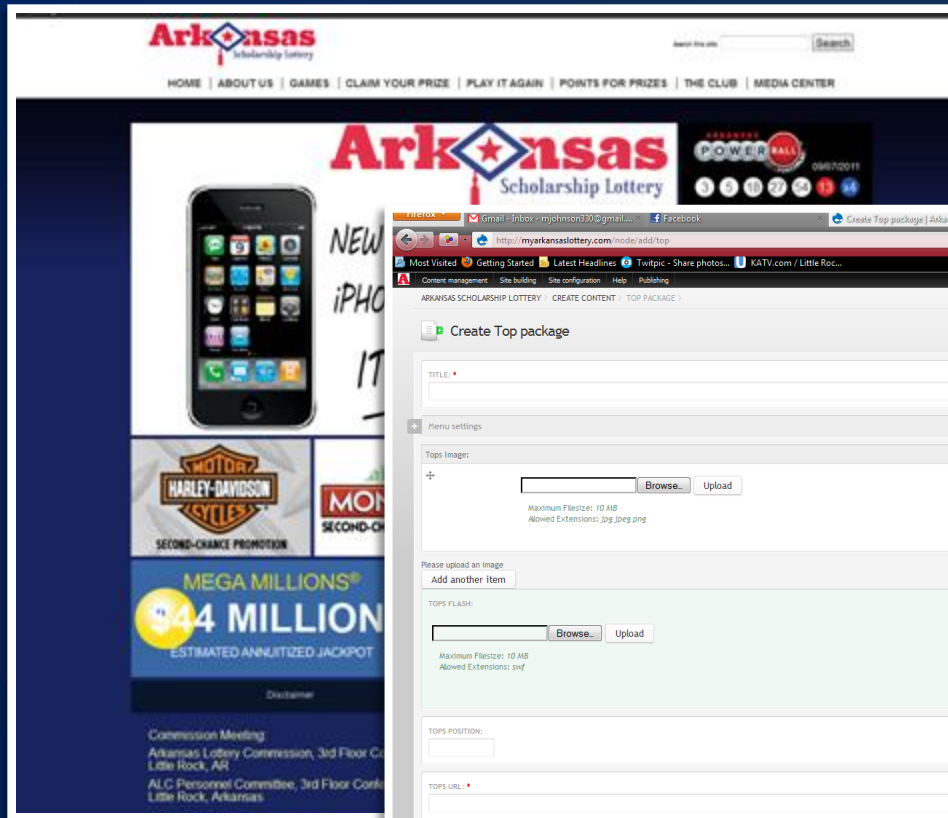
Arkansas
Scholarship Lottery

Arkansas
Scholarship Lottery

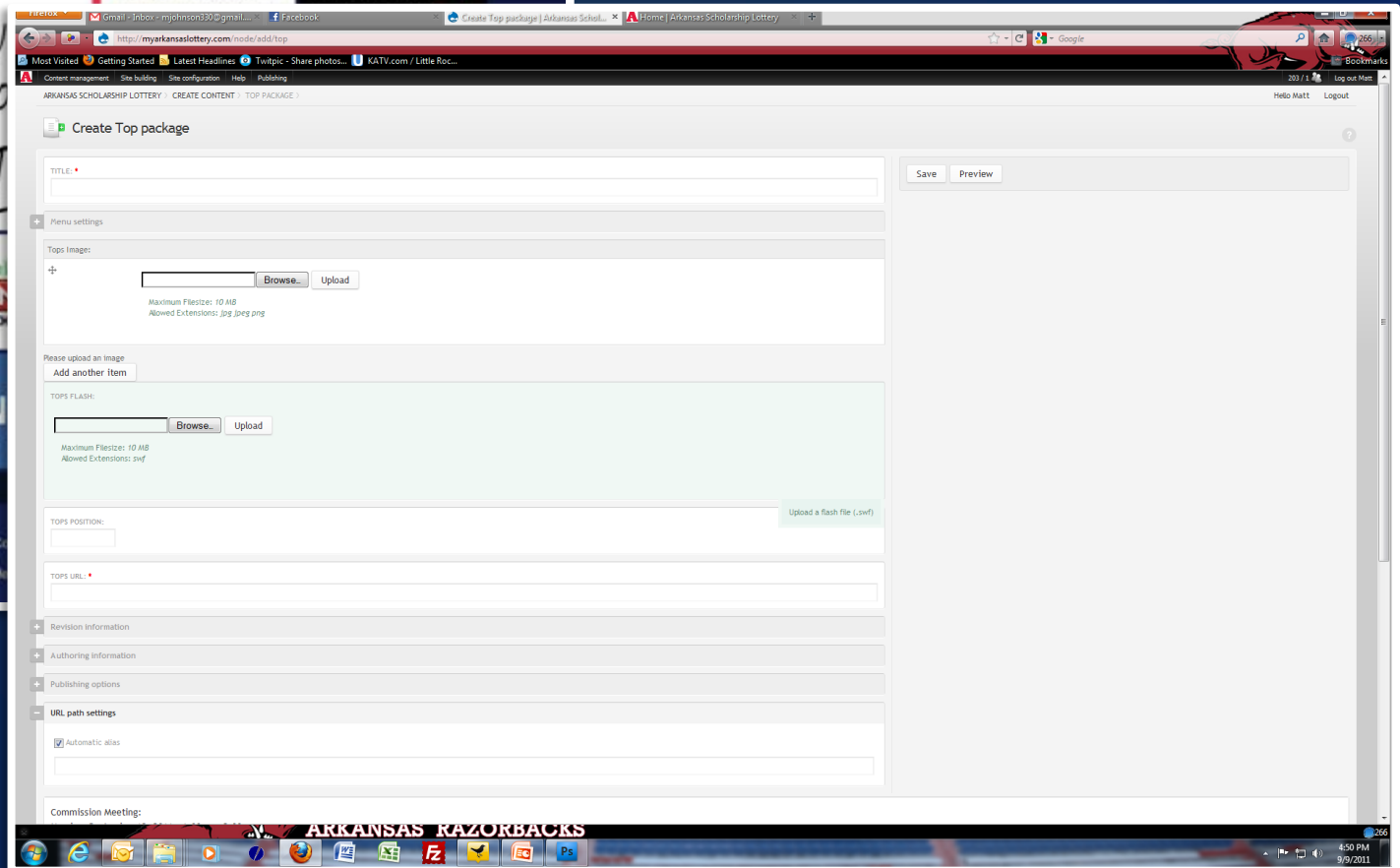
Arkansas
Scholarship Lottery

Arkansas
Scholarship Lottery

MYARKANSASLOTTERY.COM



Content Management System



MYARKANSASLOTTERY.COM

Website Analytics

Site Usage	Apr	May	June	July	Aug	Sep
Visits	623,013	505,130	490,128	481,855	534,809	489,111
Page Views	2,757,491	1,935,801	1,818,947	1,714,009	1,890,766	1,733,301
Pages/Visit	4.43	3.83	3.71	3.56	3.54	3.54
Avg. Time on Site	2:58	2:38	2:31	2:25	2:37	2:44
% New Visits	26%	21%	21%	21%	22%	22%
Page Views						
Instant Games	165,968	186,786	172,134	149,062	170,215	162,866
Powerball	147,667	131,352	124,533	123,839	163,821	125,489
Mega Millions	104,662	79,493	82,598	84,857	105,877	90,403
Cash 3	24,505	23,534	22,845	23,573	26,461	27,603
Cash 4	17,590	16,470	15,974	15,913	18,645	20,084
Decades of Dollars	9,181	79,845	65,471	53,873	51,873	52,408
Fast Play	12,060	11,607	8,913	9,355	10,192	10,493
Arkansas 50/50						3,493

ASL IPHONE APP

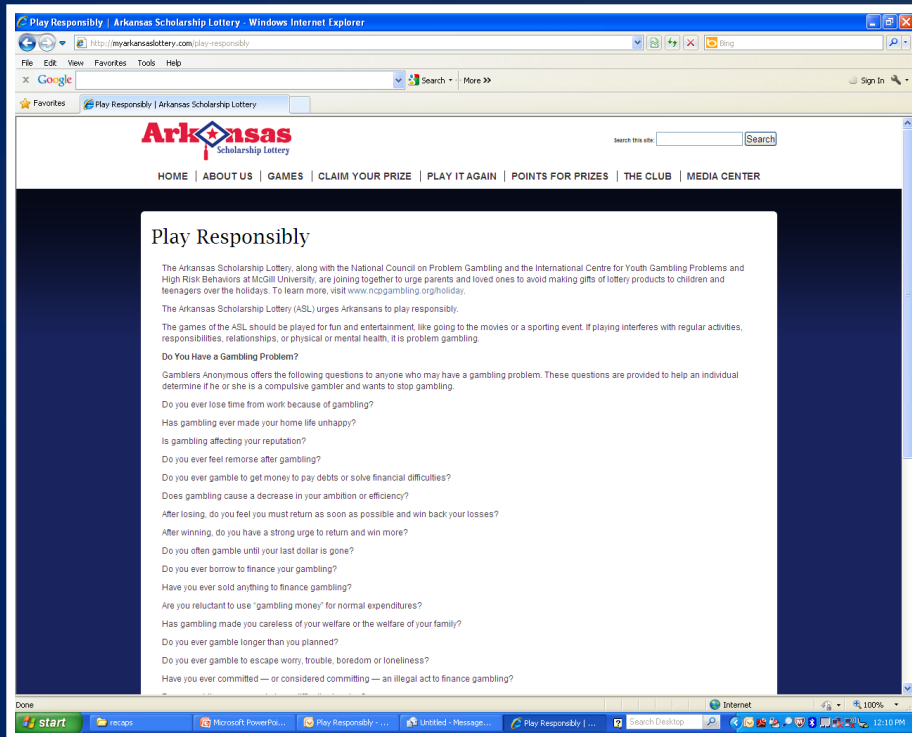
11,383 Downloads



- Check winning numbers for Cash 3, Cash 4, Powerball, Mega Millions and Decades of Dollars games.
- See if numbers ever won with historical winning numbers.
- Receive push notifications when winning numbers are drawn.
- Find the closest lottery retailer locations based on current location.
- Access The Club

PLAY RESPONSIBLY MESSAGES

Website



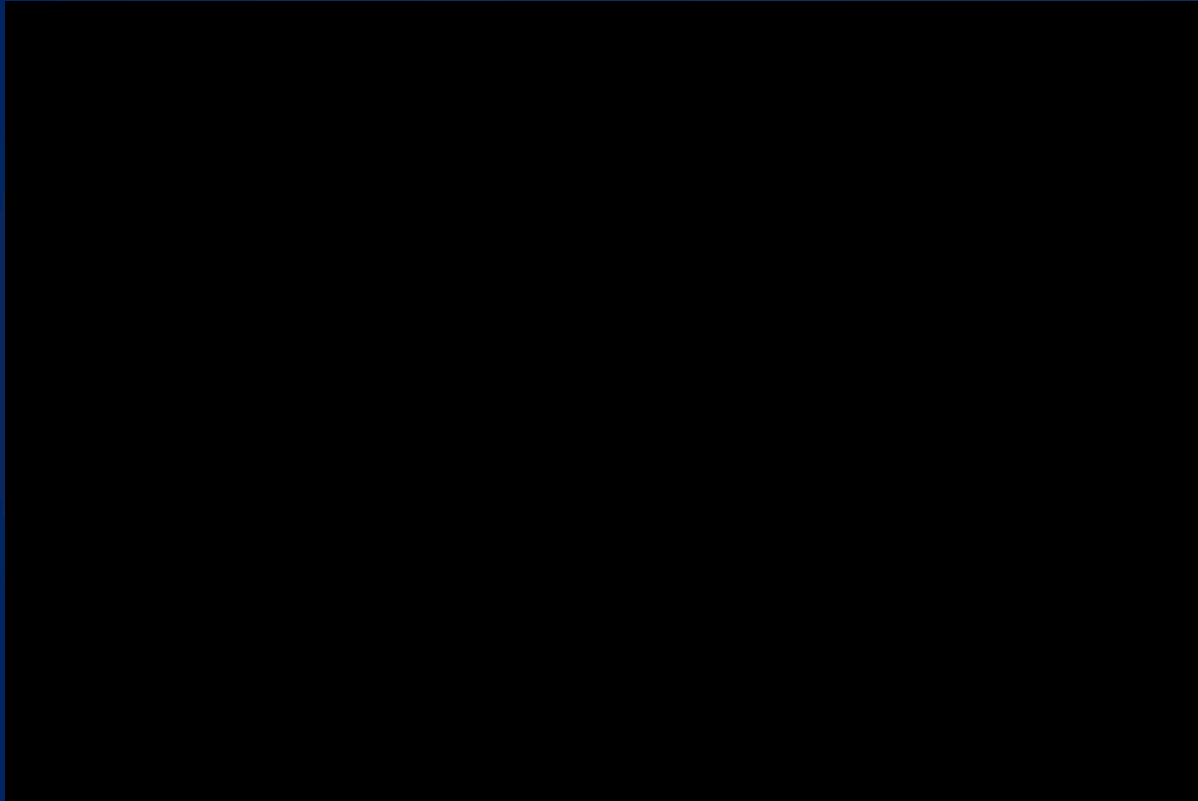
Advertising Disclaimer

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Play Station Brochures

A brochure titled 'always remember: it's just A GAME!' with the Arkansas Scholarship Lottery logo. It provides advice on responsible gaming and where to get help. The brochure is divided into three main sections: 'always remember: it's just A GAME!', 'Getting Help', and 'Enjoy the lottery...'. The 'always remember' section lists six points: 1. Gambling isn't a way to make money. 2. Play for fun. When the fun stops, so should you. 3. Consider money spent on the lottery as an entertainment cost (like going to the movies). 4. Set a limit. Know what you can spend and don't change your mind. 5. Don't gamble when you are depressed or upset. 6. Balance gambling with other activities. Don't play to win back losses. Don't borrow money to play. The 'Getting Help' section encourages contacting Gamblers Anonymous at 800-522-4700 or visiting www.ncpgambling.org. The 'Enjoy the lottery...' section features three small images: a hand holding a coin, a clock, and a smiling couple, with the text 'play responsibly' below them. The Arkansas Scholarship Lottery logo is at the bottom right.

PLAY RESPONSIBLY PSA



Absolutely wonderful, great PSA!!! Now if we could only get NASPL to give an award for RG messages like they do for other ads....

Keith S. Whyte
Executive Director
National Council on Problem Gambling

ARKANSAS ACADEMIC CHALLENGE SCHOLARSHIP

- Creative
 - Graphic Design
 - Broadcast Production
- Brochure & Media Procurement

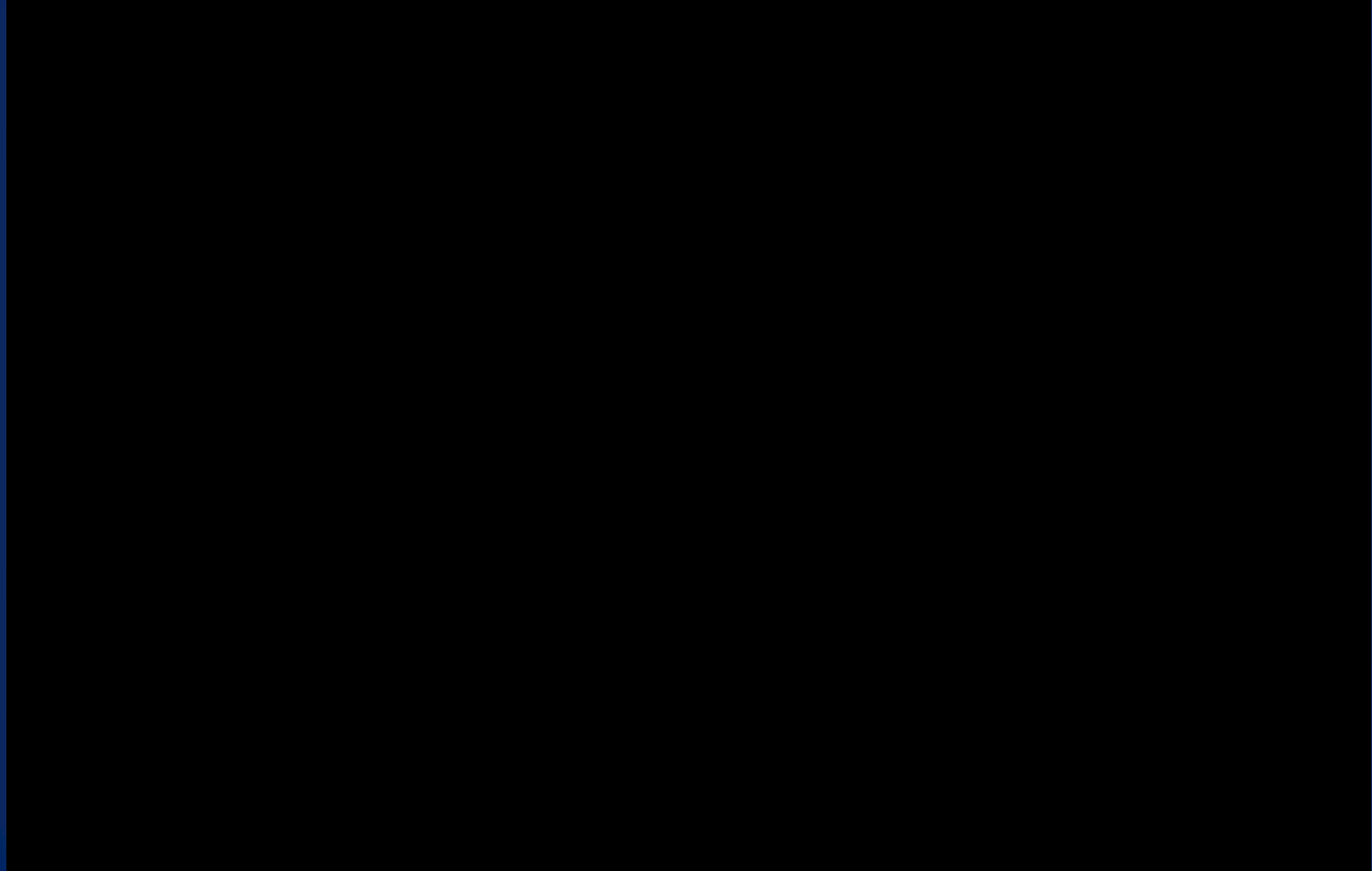
FY 2011

Brochures + Mailout	\$	26,923
Newspaper & Magazines	\$	33,918
TV/Cable	\$	279,734
Radio	\$	62,926
TOTAL	\$	403,501



2011/2012 Brochure

ACADEMIC CHALLENGE SCHOLARSHIP TV



May 2011

BENEFICIARY CREATIVE



I'm pursuing three majors, I'm an RA in a residence hall on campus, I've taken a study abroad trip to study Monarch butterflies in Mexico, I've spent six weeks living with a family in Mexico during a Spanish language immersion course and I'm doing a teaching internship in eighth grade English in Russellville. Thanks to the Arkansas Challenge Scholarship,

**I'm making the
MOST out of my
college experience.**

- Shayla Morrow. (Senior)
University of the Ozarks
Hartman, Arkansas

BENEFICIARY CREATIVE



Growing up, college was constantly emphasized by my parents and by my teachers, but there was always a concern about how we would be able to pay for it. Because of the Arkansas Challenge Scholarship,

I am the FIRST PERSON

in my family to attend college, and I am one step closer to my goal of going to medical school and becoming a doctor.

- Corey Pintado. (Freshman)
University of the Ozarks
Scranton, AR.

