



Request for Proposal 09-x-39622

For: Advertising Agency Services: Division of Lottery

Event	Date	Time
Bidder's Electronic Question Due Date (Refer to RFP Section 1.3.1 for more information.)	01/14/08	5:00 PM
Optional Pre-bid Conference (Refer to RFP Section 1.3.4 for more information.)	02/07/08	10:00AM
Mandatory Site Visit	NA	NA
Bid Submission Due Date (Refer to RFP Section 1.3.2 for more information.)	03/06/08	2:00 PM

Dates are subject to change. All changes will be reflected in Addenda to the RFP posted on the Division of Purchase and Property website.

<p>Small Business Set-Aside (Refer to RFP Section 4.4.2.2 for more information.)</p>	<p>Status</p> <p><input type="checkbox"/> Not Applicable</p> <p><input type="checkbox"/> Entire Contract</p> <p><input type="checkbox"/> Partial Contract</p> <p><input checked="" type="checkbox"/> Subcontracting Only</p>	<p>Category</p> <p><input checked="" type="checkbox"/> I</p> <p><input checked="" type="checkbox"/> II</p> <p><input checked="" type="checkbox"/> III</p>
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RFP Issued By

State of New Jersey
Department of the Treasury
Division of Purchase and Property
Trenton, New Jersey 08625-0230

Using Agency

State of New Jersey
Department of the Treasury
Division of Lottery
Trenton, New Jersey 08625-0041

Date: 01/03/08

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NOTICE TO BIDDERS

SET-ASIDE CONTRACTS N.J.S.A 52:32-17, N.J.A.C. 17:13, 12A:10

Pursuant to the provisions of the New Jersey statute and administrative code cited above, this contract, or a portion thereof, has been designated as a set-aside contract for Small Business. As such, as indicated on page one of this document, eligibility to bid is limited to bidders (or subcontractors, as applicable) that meet statutory and regulatory requirements and have had their eligibility determined by the New Jersey Commerce Commission (Commerce). The definitions of each Small Business set-aside category can be found at N.J.A.C. 17:13-1.2 or N.J.A.C. 12A:10-1.2.

"Small Business" means a business that has its principal place of business in the State of New Jersey, is independently owned and operated, and has no more than 100 full-time employees.

The new program places Small Business into the following categories: (I) those with gross revenues up to \$500,000; (II) those with gross revenues of up to \$5 million; and (III) those with gross revenues that do not exceed \$12 million. While companies registered as having revenues below \$500,000 can bid on any contract, those earning more than the \$500,000 and \$5 million amounts will not be permitted to bid on contracts designated for revenue classifications below their respective levels.

Each business interested in bidding for this contract should provide, as part of its response to this solicitation, proof of its current registration as a qualifying Small Business with the New Jersey Commerce Commission. Any business that seeks to register as a Small Business is required to submit a fee along with its application to Commerce.

All necessary forms and any additional information concerning registration may be obtained by contacting Commerce's office of Small Business services, by telephone at the number below, or by mail, or in person between the hours of 9:00 am and 5:00 p.m. at the address below.

NEW JERSEY COMMERCE COMMISSION
OFFICE OF SMALL BUSINESS SERVICES
20 WEST STATE STREET - 4TH FLOOR
PO BOX 820, TRENTON, NJ 08625-0820

TELEPHONE: 609-292-2146

1.0 INFORMATION FOR BIDDERS

1.1 PURPOSE AND INTENT

This Request for Proposal (RFP) is issued by the Purchase Bureau, Division of Purchase and Property, Department of the Treasury on behalf of the Department of the Treasury, Division of Lottery. The purpose of this RFP is to solicit bid proposals to engage a contractor to provide advertising and public relations services for the New Jersey State Lottery ("Lottery").

The intent of this RFP is to award a contract to that responsible bidder whose bid proposal, conforming to this RFP is most advantageous to the State, price and other factors considered. The State, however, reserves the right to separately procure individual requirements that are the subject of the contract during the contract term, when deemed by the Director to be in the State's best interest.

The NJ Standard Terms & Conditions version 07/27/07 will apply to all contracts or purchase agreements made with the State of New Jersey. These terms are in addition to the terms and conditions set forth in this RFP and should be read in conjunction with them unless the RFP specifically indicates otherwise.

1.2 BACKGROUND

This is a reprocurement of the Advertising and Public Relations Services term contract, presently due to expire on June 30, 2008. Bidders interested in the current contract specifications and pricing information may review the current contract, T-0654, at <http://www.state.nj.us/treasury/purchase/contracts.htm>.

Any existing advertising plans in place will be transitioned with the award of a new contract and carried out for the balance of the fiscal year 2008 by the winning bidder. Under direction from the State Contract Manager, the winning bidder will be responsible for providing an advertising and promotion plan that complements the marketing plan developed by the Lottery Gaming System and Support Services contractor as approved by the State for fiscal year 2009.

1.2.1 NEW JERSEY STATE LOTTERY

The mission of the Lottery is to raise revenue for maximum contribution to education and State institutions benefiting the citizens of New Jersey through the sale of lottery products. This is accomplished by providing entertaining products through a dynamic public business enterprise built upon honesty, integrity, customer satisfaction, teamwork, and public/private partnerships.

The Lottery was created by an amendment to the State's Constitution on November 11, 1969. This Constitutional Amendment was approved by 81.5% of New Jersey citizens. Legislation enacted through passage of the amendment earmarked Lottery net revenues for education and State institutions.

Sales of lottery tickets commenced in December, 1970. Since that time, the Lottery has contributed more than \$14.7 billion over 35 years to help the State fund these programs. Various polls and studies conducted since the Lottery's inception continue to indicate a majority support among New Jersey citizens for the Lottery as a revenue source.

New Jersey Lottery player demographics have remained constant over the past few years with a diverse group of individuals playing the lottery mirroring the population of the State.

1.2.2 CURRENT LOGO AND TAGLINE

The Lottery logo and “Give Your Dreams A Chance®” tagline is the current brand behind the Lottery. The tagline was transitioned into all communications beginning in the spring of 2005. The Lottery is expecting to maintain and further incorporate its brand image into all communications. Bidders should not consider or propose alternative logos or taglines.

1.2.3 REVENUE BY PRODUCT

Revenues have increased steadily over the 35-year history of the Lottery. In its first full year, sales were \$72 million. For fiscal year (FY) 2007 sales totaled approximately \$2.40 billion, a 2% decrease from fiscal year 2006. Comparisons are as follows:

	FY2007 (Millions)	FY 2007 Share OF TOTAL SALES	FY 2006 (Millions)	PERCENT CHANGE
Pick-3	\$448.81	19.1%	\$458.70	-2%
Pick-4	\$256.01	10.9%	\$260.10	-2%
Pick-6 Lotto	\$87.45	3.7%	\$102.70	-15%
Instant Games	\$1,193.15	50.7%	\$1,141.70	5%
Jersey Cash 5	\$119.26	5.1%	\$125.90	-5%
Mega Millions	\$236.63	10.1%	\$317.20	-25%
Raffle	\$10.00	0.4%	\$0	0%
TOTAL	\$2,351.31	-	\$2,406.60	-2%

Note: Pick-3 and Pick-4 include Instant Match sales; Sales Discounts excluded from Ticket Sales amounts; Unaudited Financial Data; Fiscal Year 2007 sales decrease reflects a shutdown in operations due to State budget impasse.

By law, a minimum of 30 percent (30%) of total revenue must be returned to the State for educational programs and institutional support. The Lottery has historically exceeded the minimum. In FY 2007 for example, \$801 million or 34.1% percent of total revenue was contributed to the State.

1.2.4 PROGRAMS

The Lottery Beneficiaries receiving revenue to support programs are quite varied and cover a broad spectrum of activities. A few of the more noteworthy programs are listed below.

FY 2006

Department of Education

Non-Public School Aid \$76.0 million

Department of Agriculture

School Nutrition \$4.1 million

Higher Educational Programs

Senior Public Institutions – Operating Aid \$392.6 million

Tuition and Grants \$79.5 million

Aid to County Colleges \$61.0 million

Aid to Independent Colleges and Universities \$9.8 million

Department of Human Services

Operation of Psychiatric Hospitals	\$115.4 million
Operation of Centers for Developmentally Disabled	\$44.9 million

Department of Military and Veterans Affairs

Operations of Homes for Disabled Soldiers	\$26.1 million
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1.2.5 OVERALL REVENUE

Of the more than \$2.4 billion in sales revenue raised by the Lottery during FY 2006, 57% (\$1.38 billion) went to players in prizes, 35% (\$844 million) was contributed to education and State institutions, 5% (\$134 million) was paid for retailer commissions, and 2% (\$48 million) was paid for vendor fees. Only 1% (\$30 million) was used to promote and operate the Lottery. This has made the Lottery one of the most efficient state lotteries in the United States.

The Lottery provides retailers with an economic incentive in the form of commissions and bonuses, giving them the opportunity to significantly increase their overall sales. The average retailer earns over \$20,000 in commissions annually. Some have earned over \$200,000 in yearly commissions.

1.2.6 ORGANIZATION

The legislation that created the Lottery also provides for a Commission to govern and oversee Lottery policy. The Commission consists of six, non-salaried, bipartisan members, appointed by the Governor with the advice and consent of the State Senate, and includes the State Treasurer as an ex-officio member.

The Lottery's chief operating officer is the Executive Director. The Executive Director also serves as Secretary to the Commission.

The Lottery has a staff of approximately 150 contained under eight units that include Operations, Administration, Marketing, Communications, Sales, Information Technology, Security and Audit, Finance, and Licensing. These units are responsible for the day-to-day activities in the Lottery Division.

In addition, there are five Sales Districts that include both independent and chain-store retailers, with a combined field staff of approximately 60 employees. The individual Sales Districts service Lottery retailers throughout their districts and provide support services, training, and advice to retailers on merchandising techniques. They also recommend businesses for licensure as Lottery retailers.

1.2.7 LOTTERY DRAWINGS

Lottery drawings are currently conducted and broadcast live on New Jersey Network Television and simulcast via the New Jersey Lottery website at 12:57 p.m. and 7:56 p.m. every day except Christmas. In addition, the Mega Millions drawing is conducted in Atlanta, Georgia and broadcast live on New Jersey Network Television at 11:00 p.m. on Tuesdays and Fridays including Christmas.

Via the telephone number 1-900-443-4444, the Lottery provides current and past winning number results to customers for 99 cents per minute.

1.2.8 LOTTERY PLAYER DEMOGRAPHICS

The New Jersey Lottery Attitude and Usage Market Research Tracking Study is requested as needed by Lottery as a tool to better understand the New Jersey players, their play patterns and motivations as they relate to the Lottery's product line. Key demographic measurement updates included in the most current Tracking Study - New Jersey Lottery Attitude and Usage Market Research Tracking Study, Wave VI, May 2005 – are outlined below:

Race		Age	
White	73%	18-24 yrs	6%
African American	10%	25-34 yrs	12%
Hispanic	7%	35-54 yrs	44%
Asian	2%	55-64 yrs	16%
Other/Refused	8%	65 yrs+	20%
		Don't Know/Refused	2%
Income		Education	
>\$15K	3%	High School Grad	25%
\$15-\$24K	7%	Some College	21%
\$25-49K	17%	College Grad	28%
\$50-74K	17%	Grad School or more	15%
\$75K+	30%	Other/Refused	11%
Don't Know/Refused	25%		
Gender			
Male	50%		
Female	50%		

1.2.9 VIP CLUB

In the fall of 2000, the Lottery began a customer relations marketing program whereby the Lottery would send daily winning number e-mails to individuals who signed up on the Lottery Web site. The service was free and members provided the Lottery with names, mailing and e-mail addresses, as well as basic demographic information.

In January 2002, the program transitioned into the first Lottery VIP Club. Membership was still free and included: receipt of daily winning numbers and jackpot updates; automatic entry into exclusive VIP Club drawings for prizes; early notification of new games and promotions; and the ability to register with LOTTERY BONUS ZONE 2nd chance drawings via the Internet. In addition, a VIP Club Exclusive newsletter is e-mailed to members quarterly. Current VIP Club membership now stands at over 120,000 registered members.

The member database is located on the Office of Information Technology (OIT) server and the program is managed and controlled by the Lottery.

1.2.10 LOTTERY WEB SITE

A further source of consumer information is the Lottery's web site; <http://www.njlottery.net>, which averages over 14.9 million, visits per month and over 483,000 unique visits per month. In addition, the Lottery maintains a portal web site for Lottery retailers through which the Lottery communicates with retailers. Both Lottery web sites are hosted by the State's Office of Information (OIT) Technology on a UNIX server. The Lottery website is currently undergoing a re-design incorporating many best practice examples of other states within the lottery industry.

The Lottery works closely with OIT for technical expertise for any new programs or updates to the Lottery's web sites. This includes, but is not limited to, backend programming, registration, database systems, streaming media (Daily Drawing), etc. Lottery staff maintains site content and functionality internally.

The Lottery is an IBM personal computer (PC) shop. Information throughout the site is maintained and updated using Macromedia Dreamweaver v4.0 or newer. Software applications used to maintain the Lottery web sites are Adobe Photoshop, Adobe Illustrator, Macromedia Flash, Java tools, etc.

1.2.11 RETAILER NETWORK

The Lottery Retailer Network consists of approximately 6,100 full service licensed Lottery Retailers of which approximately 1,100 are chain stores and 5,000 are independently owned. These are the business owners who have the day-to-day contact with players and potential Lottery customers. Retailers sell the on-line games via a remote dedicated gaming terminal, which are not the property of the Lottery but are owned and maintained by a contracted vendor. Retailers manually sell instant "Scratch off" game tickets, though there are 200 instant ticket self-vending machines currently in operation at existing licensed retailer locations.

During FY 2006, the Lottery experienced approximately 561 retailer changes of ownership and 504 retailer terminations. Licensed retailers receive a 5% sales commission and 1.25% for cashing winning Lottery tickets up to \$600, as well as other sales bonuses.

Aside from the independent and chain store licensed retail stores, Lottery tickets are sold at the Meadowlands and Monmouth Park Racetracks, the Garden State Parkway and New Jersey Turnpike rest stop areas, Atlantic City casinos, and Newark Liberty International Airport. Lottery tickets are also sold at events and festivals throughout the State through the Lottery's promotional trailer and its remote terminal.

Lottery communicates with the retailer network through Retailer Insights (a publication issued to retailers four to six times per year) via the gaming terminal, field sales representatives, retailer web site and printed notifications. Lottery, through its gaming system contractor, has contracted for a bi-weekly packaging and distribution system providing for the ability to distribute items through the retailer network using standard sized mailer bags and cartons. Mailer bag specifications are: 15" length x 12" width x 2" inside usable height. Carton specifications are: 12" length x 8.5" width x 6.25" height or 15" length x 12" width x 2.5" height. An annual schedule of distribution dates can be found in [Attachment 1](#).

1.2.12 HISTORICAL MEDIA EXPENDITURES

The following presents approximate media expenditures for the Lottery over the last four (4) fiscal years.

Category	FY2007	FY2006	FY2005	FY2004
Television	\$3.7	\$3.9	\$4.0	\$1.9
Radio	\$5.3	\$4.8	\$5.4	\$3.2
Out-of-Home	\$2.5	\$1.4	\$1.9	\$1.4
Print	\$.20	\$0	\$0	\$.67
Internet	\$.14	\$.04	\$.31	\$.13
TOTALS	\$11.68	\$10.14	\$11.61	\$7.3

1.2.13 COMPETITION

The Lottery competes for the customer's entertainment dollar. The Lottery's major competitors are government sanctioned, bordering, state lotteries (PA, NY, and DE), Powerball, and other various legal forms of wager-type entertainment, such as that found in Atlantic City casinos, horse racing and Video Lottery Operations in surrounding states. Illegal forms of betting such as Internet gambling should also be noted as competition.

1.2.14 PRODUCT OVERVIEW: LOTTERY GAMES

1.2.14.1 PICK-3

Pick-3 was first offered for sale on May 22, 1975. Pick-3 is the three-digit numbers game, which is offered two (2) times per day seven (7) days a week. Drawings for the Pick-3 number are televised both midday and evening on New Jersey Network TV. There is no drawing on Christmas day. The cost per play is fifty cents and the game can be played a variety of ways. A straight bet is played by selecting any three-digit number between 000 and 999. To win, a player must match the three-digit number in exact order. A box bet is played by selecting any three-digit number between 000 and 999. To win, a player must match the three-digit number in any order. A pair bet is played by selecting the first two digits (front pair), last two digits (back pair) or the first and last digits (split pair) of a three-digit number. To win, the player must match the two digits (pair) of the numbers selected. In addition, Pick-3 bets can be wheeled, meaning any combination of the three-digit number will be wagered as a straight bet.

Other features of the game include advance betting up to seven (7) days two (2) times per day, and Quick-3, which allows the gaming terminal to randomly select the three (3) digits for the player.

- **Odds of winning and the average payouts:**

<u>Bet Type</u>	<u>Odds</u>	<u>Average Prize</u>
Straight	1,000 TO 1	\$275.00
Box	333 TO 1	\$91.00
Pairs	100 TO 1	\$27.50
6-way wheel	167 TO 1	\$275.00
3-way wheel	133 TO 1	\$275.00

- **Reasons To Play**

Players cite the reasons to play Pick-3 as easy to play and easy to win. If the player wins, he/she can cash the winning ticket shortly after the televised drawing.

- **Sales**

A ten (10) fiscal year review of sales shows that Pick-3 sales declined between 1996 and 2000, rose through 2003, then declined and rose again. Pick-3 ranks second in Lottery sales, representing 19% of all Lottery sales.

<u>FY</u>	<u>Sales</u>	<u>\$ Change from Prior Year</u>	<u>% Change from Prior Year</u>
2007	\$448,807,318	\$(9,909,608)	-2.16%
2006	\$458,716,926	\$ 2,134,412	0.5%
2005	\$ 456,582,544	\$ 4,120,070	0.9%
2004	\$ 452,462,474	\$ (15,144,470)	-3.2%
2003	\$ 467,606,944	\$ 11,305,523	2.5%
2002	\$ 456,301,421	\$ 18,654,056	4.3%
2001	\$ 437,647,365	\$ 2,289,821	0.5%
2000	\$ 435,357,544	\$ (10,485,941)	-2.4%
1999	\$ 445,843,485	\$ (5,694,172)	-1.3%
1998	\$ 451,537,657	\$ (11,581,405)	-2.5%
1997	\$ 463,119,062	\$ (5,514,620)	-1.2%
1996	\$ 468,633,682	\$ (6,047,070)	-1.3%

- **Market Situation**

Pick-3 is one of the Lottery's most mature products. Prior to May 2000, it had not received any significant advertising funding to support it. The addition of a mid-day draw, several game promotions, and advertising support have positively impacted the game and reversed the sales declines that Pick-3 experienced.

1.2.14.2 PICK-4

Pick-4 was first offered for sale in June of 1977. Pick-4 is the four-digit numbers game and is offered two (2) times per day, seven (7) days a week. Drawings of the Pick-4 number are televised mid-day and evening on New Jersey Network TV. The cost per play is fifty (50) cents and the game can be played two ways. A straight bet is played by selecting any four-digit number between 0000 and 9999. To win, a player must match the four-digit number in exact order. A box bet is played by selecting any four-digit number between 0000 and 9999. There are four options for the Box Bet. To win, a player must match the four-digit number in any order.

Other game features of Pick-4 are that it can be played two (2) times per day for up to seven (7) days in advance and a Quick-4, which allows the gaming terminal to randomly select the four (4) digits for the player.

- **Odds of winning and the average payouts:**

<u>Bet Type</u>	<u>Odds</u>	<u>Average Prize</u>
Straight	10,000 to 1	\$2,788.00
4-Way Box	2,500 to 1	697.00*
6-Way Box	1,667 to 1	464.50
12-Way Box	833 to 1	232.00
24-Way Box	417 to 1	116.00

* Box winners of \$599.50 or less can be paid at the retailer level shortly after the televised drawing.

- **Reasons To Play**

Players cite the reasons to play as being a “pick-me-up for my day” and “they have a good chance to win as Pick-4 has relatively good odds with large cash top prize.” Pick-4 straight winners receive a check approximately 2 - 3 weeks after mailing a claim form.

- **Sales**

A fiscal year review of sales shows that Pick-4 sales declined through 2000 after which they increased through 2003. In FY 2007, Pick-4 sales represented 11% of all Lottery product sales.

<u>Fiscal Year</u>	<u>Sales</u>	<u>\$ Change from Prior Year</u>	<u>% Change from Prior Year</u>
2007	\$ 256,009,771	\$ (4,257,699)	-1.64%
2006	\$ 260,267,469	\$ (4,739,500)	-1.8%
2005	\$ 265,006,969	\$ 3,151,423	1.2%
2004	\$ 261,852,496	\$ (4,233,626)	-1.6%
2003	\$ 266,086,122	\$ 10,077,306	3.9%
2002	\$ 256,008,816	\$ 16,847,669	7.0%
2001	\$ 239,161,147	\$ 3,213,373	1.4%
2000	\$ 235,947,774	\$ (7,843,764)	-3.2%
1999	\$ 243,791,538	\$ (9,380,649)	-3.7%
1998	\$ 253,172,187	\$ (5,734,570)	-2.2%
1997	\$ 258,906,757	\$ (3,687,924)	-1.4%

- **Market Situation**

With the exception of FYs 2004 and 2006, Pick-4 sales have increased annually since 2000. Since Pick-3 players also tend to be Pick-4 players, Lottery promotions that began in May 2000 for Pick-3 positively affected Pick-4 sales. Sales levels have decreased during FY 2006 and FY 2007.

1.2.14.3 INSTANT MATCH

INSTANT MATCH, formerly known as BONUS MATCH, is an instant win feature that can be added to Pick-3 and Pick-4 wagers. BONUS MATCH was introduced on October 7, 2002 and subsequently modified and re-introduced as INSTANT MATCH on September 13, 2004.

To play INSTANT MATCH, players select a Pick-3 or Pick-4 number, bet type, and wager amount. The INSTANT MATCH feature can be added to Pick-3 and Pick-4 wagers for an additional \$1.00. The gaming terminal will print a set of INSTANT MATCH numbers with a corresponding prize amount at the bottom of the Pick-3 or Pick-4 ticket. Players win by matching their Pick-3 or Pick-4 numbers, in any order printed on the ticket, to the INSTANT MATCH numbers. They can match one or more numbers in any position to win that corresponding prize instantly. Winning tickets can be cashed immediately.

INSTANT MATCH is designed to have prize structures change on a regular basis in order to stimulate sales. The BONUS MATCH game was launched with a prize payout of 57% and INSTANT MATCH was re-launched with a prize payout of 65%. Several short-run promotional prize structures have been introduced to stimulate participation in INSTANT MATCH.

- **Market Situation**

In FYs 2005 and 2006, INSTANT MATCH promotional prize structures were introduced at various times. These promotions were supported only with in-store point-of-sale advertising.

In FY 2006, INSTANT MATCH made up 1.5% of Pick-3 sales and 2.4% of Pick-4 sales. It is anticipated that loyal and occasional Pick-3 and Pick-4 players will add INSTANT MATCH to some of their wagers.

1.2.14.4 JERSEY CASH 5

Jersey Cash 5 is a cash lotto game that was introduced on September 30, 1992 with one (1) 5-digit winning number draw per week. At its introduction, players selected five (5) numbers from a number field of 1-38 or asked for a Quick 5 and let the gaming terminal randomly select five numbers for them. Prizes were won for matching 3, 4 or 5 numbers. All prizes were paid in cash, including the top prize. Jersey Cash 5 had a "roll-down" game feature such that if there were no top prizewinners, the top prize money "rolled-down" to the 2nd prize tier, and it was equally shared by the 4 out of 5 winners.

On a national level, cash lotto game sales tended to decline at a faster rate than other lottery products. Typically, the game needed to be "altered" with game enhancements every 12 to 18 months to stop the decline in sales. The addition of winning number draws has been the most common change made to cash lotto games.

At the game launch, the top prize for Jersey Cash 5 averaged approximately \$300,000 in cash for each draw based on sales of \$1.5 million per draw. In June 1994, Lottery added a second draw to Jersey Cash 5. Drawings were held every Tuesday and Friday. Draw sales averaged \$900,000 and the top prize was approximately \$250,000.

In February 1997, the Lottery again added another draw to Jersey Cash 5. It was drawn three times a week on Monday, Wednesday and Friday. Sales for each draw averaged \$750,000 and the top prize was approximately \$140,000.

In February 1999, the Lottery again increased the number of draws to five (5) days per week - Monday through Friday. Sales for each draw averaged \$422,000 and the top prize was approximately \$84,000.

In October 2001, the Lottery increased the number of draws to seven (7) days per week. To promote the addition of weekend play, the Lottery ran double cash weekend promotion where all prizes were doubled on weekends during the month of October. Sales averaged \$210,000 per draw and the top prize was approximately \$41,000.

In September 2003, the Jersey Cash 5 game was modified and re-launched. It was made into a rollover game, and the matrix was changed from 5 out of 38 to 5 out of 40.

Odds of winning and the average payouts:

<u># Winning #s in Player Selection</u>	<u>Odds of Winning</u>	<u>Pool Payout Distribution</u>	<u>Avg. # Winning Selections Per YR</u>	<u>Avg. Prize \$ Per Customer Selection</u>
5 out of 5	1 out of \$658,008	53%	138	\$174,000
4 out of 5	1 out of \$3,760	27%	24,024	\$511
3 out of 5	1 out of 111	20%	819,728	\$11
TOTALS		100%	843,890	

* Average prize tier payouts per year.

- **Reason To Play**

Players cite the reasons to play as Jersey Cash 5 offers a good chance of winning.

- **Sales**

Jersey Cash 5 sales experienced a significant increase when the game was changed in fiscal year 2004. Jersey Cash 5 sales represented 5% of the total Lottery sales in fiscal year 2007.

<u>Fiscal Year</u>	<u>Sales</u>	<u>\$ Change from Prior Year</u>	<u>% Change from Prior Year</u>
2007	\$ 119,265,344	\$ (6,637,748)	-5.27%
2006	\$ 125,903,092	\$ 2,649,857	2.1%
2005	\$ 123,253,235	\$ 7,827,072	6.8%
2004	\$ 115,426,263	\$ 47,179,777	69.1%
2003	\$ 68,246,486	\$ (6,828,974)	-9.1%
2002	\$ 75,075,460	\$ 7,538,076	11.2%
2001	\$ 67,537,384	\$ (13,861,443)	-17.0%
2000	\$ 81,398,827	\$ (20,522,235)	-20.1%
1999	\$ 101,921,062	\$ (11,520,328)	-10.2%
1998	\$ 113,441,390	\$ 2,990,475	2.7%
1997	\$ 110,450,915	\$ 9,411,721	9.3%

- **Market Situation**

Jersey Cash 5 has been supported with a variety of promotions including a “Buy 2 Get 1 Free” Coupon and raffle promotions. Each has been supported with television, radio and out-of-home advertising as well as support at the point-of-purchase.

1.2.14.5 PICK-6 LOTTO

Pick-6 Lotto was first offered for sale in May 1980 along with a Bonus Million “kicker” game. Pick 6 was introduced as a one-dollar (\$1) game with high odds and a large cash jackpot. At that time, Pick 6 drawings were held once a week on Thursdays, following the Pick-3 and Pick-4 drawings on New Jersey Network TV. In addition to each Pick-6 Lotto selection, a player received a five-digit bonus number for the Bonus Million Game on his/her ticket at no additional cost. The Bonus Million game was a second chance for Pick-6 players to win a million dollars or one of fourteen other cash prizes. The Bonus Million number was drawn prior to the Pick-6 Lotto numbers. Bonus Million Grand prize drawings were held in an Atlantic City casino about once a month.

- **Game Change History**

In 1982, Pick-6 Lotto top prizes went from a cash payout to include an annuity payout and the drawings were increased to two (2) times per week - Mondays and Thursdays. The annuity boosted the jackpot prizes to over a million dollars. Pick-6 started with a matrix of 6 out of 36, and changed to 6 out of 39 in 1984, 6 out of 42 in 1986, and again changed to 6 out of 46 in 1989. To win, players must match six of the six numbers drawn, five out of six for the second prize, and four of the numbers drawn for the third prize.

In October 1990, the Pick-6 prize distribution was revamped to create a larger top prize accomplished by a redistribution of prize monies for the top prize, 5 out of 6, and 4 out of 6 prizes. The redistribution of prize monies created double-digit record jackpots and caused sales increases for fiscal years 1991 and 1992 of 14.72% and 19.54%, respectively. In May 1997, the Lottery introduced Cash Option and Advance Play for the Pick-6 Lotto Game. Cash Option gives the player the option to take the top prize in cash rather than a twenty (20) year annuity payment. The cash value of the top prize is approximately half of the prize paid over twenty years (20) years. This option must be selected at the time the customer purchases the ticket. The advance play feature was also introduced at this time allowing the player to play Pick-6 Lotto up to 13 weeks or 26 draws in advance. These two features were offered to make the Pick-6 Lotto game more attractive and user friendly for the consumer; however, they had no positive effect on sales. In September 1998, the Lottery changed the annuity from 20 years to 25 years to increase the size of the jackpots with fewer rolls. For example, with the 25 year annuity, the jackpot reaches \$10 million in five rollovers instead of six.

In May 1999, the Lottery introduced a multi-state game called The Big Game into the Lotto-product mix. As is commonplace in the Lottery industry after this type of game is brought into the mix, Pick-6 Lotto sales declined significantly. In an effort to revitalize the game, the Pick-6 Lotto prize distribution was revamped in September 2000 to create a larger top prize and increase sales. This was accomplished by discontinuing the Bonus Million Game and redistributing prize money for the top prize, 5 out of 6, and 4 out of 6 prizes. Furthermore, the 3 out of 6 prize was reintroduced with a \$3 fixed payout. The game enhancements managed to reverse the sales declines that the game had been experiencing and created a new jackpot record.

Presently, Pick-6 Lotto is drawn twice a week on Mondays and Thursdays and is available to consumers for one dollar (\$1) per selection. Players must select any six (6) numbers from 1 to 49 or they can ask for a Quick-6 and let the gaming terminal randomly select six numbers for them. In fiscal year 2006, Pick-6 Lotto was supported with raffle promotions that included advertising support with television, radio and out-of-home advertising as well as support at the point-of-purchase.

Odds of winning and the average payouts:

<u>Bet Type</u>	<u>Odds</u>	<u>Average Prize</u>
6/6	13,983,816 to 1	\$12 million
5/6	54,201 to 1	\$2,700*
4/6	1,032 to 1	\$56*
3/6	57 to 1	\$3**

* Average pari-mutuel prizes

**Fixed prize

- **Reasons To Play**

Players cite the reason to play, as a chance to change their life. Many play with family and friends and consider playing Pick-6 Lotto to be exciting and fun.

- **Sales**

Sales for Lotto games are dependent on jackpot amounts. Without large jackpots, sales remain flat or decrease. Over the last few years, the lottery industry has struggled to maintain successful lotto jackpot games, especially since many lotteries are members of multi-state mega jackpot games such as MEGA MILLIONS and Powerball.

Furthermore, “jackpot fatigue” has had a major effect on sales for this product-type as players become less excited over \$20 million jackpots and are less likely to play or not inclined to play until the jackpot reaches the \$100 million mark.

A review of fiscal-year sales shows that Pick 6 sales have declined almost regularly since 1997. The decline grew to -43% when The Big Game was introduced into the lotto-product mix. Recent game enhancements and promotions have been successful in stopping the decline as sales for fiscal years 2001 and 2002 are significantly higher than they were at their lowest point in 2000. New Jersey has been successful in promoting the Pick 6 game as per capita sales rank #2 for lotteries with multi-state Lotto games. Pick-6 Lotto represents 4% of the fiscal year 2007 total product sales for the Lottery.

<u>Fiscal Year</u>	<u>Sales</u>	<u>\$ Change from Prior Year</u>	<u>% Change from Prior Year</u>
2007	\$ 87,448,520	\$ (15,284,340)	-14.88%
2006	\$ 102,732,860	\$ (7,250,677)	-6.59
2005	\$ 109,983,537	\$ (20,791,023)	-15.9%
2004	\$ 130,774,560	\$ 3,609,120	2.8%
2003	\$ 127,165,440	\$ (62,704,752)	-33.0%
2002	\$ 189,870,192	\$ (5,893,646)	-3.0%
2001	\$ 195,763,838	\$ 33,509,905	20.7%
2000	\$ 162,253,933	\$ 121,067,946)	-42.7%
1999	\$ 283,321,879	\$ (7,318,302)	-2.5%
1998	\$ 290,640,181	\$ 49,697,505)	-14.6%
1997	\$340,337,686	\$ (75,778,098)	-18.21

- **Market Situation**

Research indicates that Pick-6 has the broadest appeal of all Lottery products and is seen as “life changing.”

Pick-6 was supported with a jackpot awareness program through the fall of 2004. Support of Pick-6 resumed in November 2005 with a promotion driven campaign and again in March 2006 with a second promotion driven campaign.

Pick-6 is being evaluated for possible enhancements or modifications.

1.2.14.6 MEGA MILLIONS

Many lotto games in the United States have been experiencing significant sales declines over the past 10 years. "Jackpot fatigue" has plagued the industry where occasional lottery players need higher and higher jackpots to play. The New Jersey Lottery experienced this effect since 1997 with its lotto game. In an effort to further entertain players and to restore the lotto-product line, the Lottery introduced The Big Game into the product mix in May 1999.

The Big Game was a multi-state lotto game designed for jackpots to reach the \$300 million level. Member states included Georgia, Illinois, Maryland, Massachusetts, Michigan, New Jersey, and Virginia. Players selected numbers from two pools - 5 numbers from a field of 50 and 1 number from a field of 36. Each bet was \$1.00. This game was successful in attracting lapsed, new, and occasional players to the Lottery and increasing sales overall. The game attracted players from neighboring states (border sales) when jackpots exceeded \$100 million. In May 2000, The Big Game jackpot reached record-breaking levels when the jackpot reached \$363 million and again, in April 2002, when the jackpot rolled to a high of \$325 million. While jackpots rose to these levels occasionally over the three-year period, jackpot fatigue again set in and began to affect sales on a draw-by-draw basis.

During fiscal year 2002, the member states voted to include new members and to complete a game change. In addition, the members agreed to change the name of the game to MEGA MILLIONS and to have a uniformed logo and "look" to market the game. New York and Ohio were included in the membership in May 2002. Washington State joined September 4, 2002 and California joined June 22, 2005. Currently, the pools of numbers a player can select are 5 of 56 and 1 of 46. These game changes were expected to create jackpots that could exceed the \$500 million level. In March 2007, the MEGA MILLIONS jackpot reached record-breaking levels when the jackpot reached \$390 million. One of the winning tickets was sold in New Jersey and this further increased the excitement for players throughout the State.

- Odds of MEGA MILLIONS

<u>How to Win</u>	<u>Prizes</u>	<u>Odds</u>
Match 5 White Balls + Mega Ball	Jackpot*	1:175,711,536
Match 5 White Balls	\$250,000	1:3,904,701
Match 4 White Balls + Mega Ball	\$10,000	1:689,065
Match 4 White Balls	\$150	1:15,313
Match 3 White Balls + Mega Ball	\$150	1:13,781
Match 2 White Balls + Mega Ball	\$10	1:844
Match 3 White Balls	\$7	1:306
Match 1 White Ball + Mega Ball	\$3	1:141
Match 0 White Balls + Mega Ball	\$2	1:75
Overall Odds		1:40

* The jackpot prize will be divided equally among multiple winners. The prize is paid in 26 annual installments unless Cash Option is selected.

Subject to the published rules of the MEGA MILLIONS Game and the Lottery, the fixed prize amounts indicated here may be pari-mutuel when the total prize liability exceeds available prize pool funds by 300% of sales or \$50,000,000 plus 50% of sales, whichever is less.

- **Reasons To Play**

Players cite that it offers a chance to change their life and that they like to dream about what to do with the money if they win. Many play with family and friends and consider playing MEGA MILLIONS to be exciting and fun.

- **Sales**

Sales for Multi-State Lotto games are heavily dependent on jackpot amounts. Without large jackpots, sales remain flat or decrease. This was the case in fiscal year 2001 when The Big Game experienced a –44% decline in sales compared to the prior year. In fiscal years 2000 and 2002, the game experienced jackpots in excess of \$300 million. Mega Millions represents 10% of the fiscal year 2007 total product sales for the Lottery.

<u>Fiscal Year</u>	<u>Sales</u>	<u>\$ Change from Prior Year</u>	<u>% Change from Prior Year</u>
2007	\$ 236,629,538	\$ (80,578,136)	-25.40%
2006	\$ 317,207,674	\$ 63,798,620	25.2%
2005	\$ 253,409,054	\$ 2,112,303	0.8%
2004	\$ 251,295,751	\$ 22,029,905	9.6%
2003	\$ 229,265,846	\$ (64,600,167)	-22.0%
2002	\$ 293,866,013	\$ 127,476,874	76.6%
2001	\$ 166,389,139	\$ (132,985,045)	-44.4%
2000	\$ 299,374,184	\$ 288,436,445	2637.1%
1999	\$ 10,937,739	-	-

- **Market Situation**

MEGA MILLIONS is regularly supported with advertising on cable and spot TV, radio, Internet, and billboards for a jackpot awareness program. MEGA MILLIONS jackpots are continually supported with twelve (12) jackpot awareness billboards around the State and Internet advertisements on Yahoo and New Jersey Online. A mix of spot TV, cable TV, and radio advertising support jackpots at pre-determined thresholds and vary based on funding levels.

1.2.14.7 INSTANT GAMES

Instant games are tickets in which a player removes a latex covering play area to determine whether he/she is a winner. Lottery Instant Games were first introduced in 1975 at a cost of \$1 with a 50% prize payout. Generally, only one game was on sale in the market place at any given time and about 3 to 4 Instant Games were introduced annually. In the late 1980s, the Lottery expanded to a multi-game strategy in which 3 to 4 games were on sale simultaneously throughout the year and increased the prize payout of some games.

Currently, the Lottery introduces approximately fifty-two (52) new limited run Instant Games annually and maintains 4 to 6 core games resulting in upwards of 35 games on-sale simultaneously. Limited run games are produced in a limited quantity with a projected sell through rate. Core games are those that remain on sale indefinitely and include “Win For Life”, “Crossword”, “Bingo”, “Big Money Spectacular”, and “Double Your Luck”. Prize payouts range from 55% to 65%, with a limited number of games introduced at nearly a 70% prize payout.

Throughout the year a variety of \$1, \$2, \$3, \$5 and \$10 games are introduced with varying themes, prizes, and play formats. The variety of games also includes licensed brands with

merchandise and travel prizes. Some Instant Games include added value opportunities such as second chance drawings for more prizes.

Several games have developed a loyal following among on-line, numbers game players. Instant games offer unique opportunities in that they continually change and are responsive to market needs, thereby maintaining the player's interest. This most versatile Lottery product can be quickly changed and distributed to meet a specific market or opportunity.

- **Reasons To Play**

Players cite the reason to play Instant Games as “a Pick-me-up for the day” and “Fun” and “Exciting.” They also like new games being introduced and displayed in the store.

- **Sales**

Fiscal year 2007 Instant sales amounted to \$1.193 billion representing a 4.5% (\$51.4 Million) increase over the prior year. Instant games represented 50% of all fiscal year 2007 Lottery sales.

<u>Fiscal Year</u>	<u>Sales</u>	<u>\$ Change from Prior Year</u>	<u>% Change from Prior Year</u>
2007	\$ 1,193,127,696	\$ 51,451,054	4.5%
2006	\$ 1,141,743,814	\$ 75,652,947	7.1%
2005	\$ 1,066,130,914	\$ 92,497,918	9.5%
2004	\$ 973,632,996	\$ 72,441,045	8.0%
2003	\$ 901,191,951	\$ 127,527,244	16.5%
2002	\$ 773,664,707	\$ 97,786,768	14.5%
2001	\$ 675,877,939	\$ 78,541,072	13.2%
2000	\$ 597,336,867	\$ 68,972,975	13.1%
1999	\$ 528,363,892	\$ 9,789,168	1.9%
1998	\$ 518,574,724	\$ 135,310,824	35.3%
1997	\$ 383,263,900	\$ 43,618,367	12.8%

- **Market Situation**

The overall number of games being introduced annually has leveled. Shifting sales into higher price points and cultivating new players through innovative and branded licensed games have achieved sales growth in recent years. Payout strategies have remained relatively level over the last ten years. The fiscal year 2007 aggregate prize payout for Instant games was 64.9%.

The development of the Internet Lottery VIP Club and the LOTTERY BONUS ZONE^{®1} as it relates to Instant Games, continues to provide added value and rewards for Lottery enthusiasts. Its growing membership and participation is helping to further the entertainment value of Instant Games and cultivate loyal players. In fiscal year 2004, the Lottery introduced the industry’s first ever web based interactive lottery game, Cyber Slingo. Cyber Slingo combined the traditional elements of an instant game with an entertaining interactive Internet experience using graphics and audio.

¹ The LOTTERY BONUS ZONE[®] is a registered trademark of MDI Entertainment, a Scientific Games company.

The retailer plays an important role in the success or failure of each Instant Game. Displaying and making available the variety of all games supports the Lottery's marketing strategy. While most retailers dedicate attention to actively marketing and promoting the Instant product at retail, a significant number of retailers give marginal support at best. The daily management of Instant Games encumbers some retailers from handling all games leading to the lack of support.

Past Instant Game advertising has typically consisted of a television, radio, and an outdoor campaign during the holiday season to promote Holiday Games and gift giving. In addition, other select games have had media support during the year.

1.2.14.8 RAFFLE GAMES

The first "Million Dollar New Year" Raffle game was introduced November 21, 2006 and offered a limited number of \$20 tickets. With only 500,000 tickets available and four \$1,000,000 cash prizes, "Million Dollar New Year" offered the best ever odds to win \$1 million. There was one drawing on December 31, 2006 to select four \$1 million prizewinners, five \$100,000, ten \$25,000 and five-hundred \$500 prizewinners. A subsequent "Independence Day Raffle" game was introduced May 21, 2007 and also offered a limited number of \$20 tickets. With the same number of tickets and prizes (500,000 tickets and four \$1,000,000 cash prizes), "Independence Day Raffle" also offered the best odds to win \$1 million.

The green machine gaming terminal issues raffle Game tickets. Each ticket contains a unique six (6)-digit raffle number printed on it. Raffle numbers are produced in sequential order with no omissions or duplicates. Players are NOT able to pick their own numbers. Raffle Game tickets cannot be cancelled.

There is a single Raffle Game drawing conducted after the sales period expires, or after all tickets are sold. A computerized random number generator is used to select the winning raffle ticket numbers. The winning raffle ticket numbers for the top prize tier (\$1 million) are announced to the public through a number of methods including an announcement on the nightly televised drawing, a posting on the Lottery website, a special email to VIP Club members, terminal messages, starlet LED messages, and the winning numbers hotline. A complete listing of all winning raffle numbers, and the associated prize value, is made available to the playing public via the Lottery website. A complete printed listing of all winning raffle tickets, and the associated prizes, is distributed to the Lottery retailer network. Winning raffle ticket numbers are currently NOT drawn during the NJN live televised broadcast.

Winning tickets may be validated at any retailer location shortly after the drawing takes place. Winners have one year to claim any prizes after the date of the drawing.

1.2.15 PUBLIC INFORMATION OFFICE

The Lottery Public information office is staffed by the Lottery's Chief of Communications and a Public Information Officer (PIO), who are responsible for overseeing all aspects of communications with the public including, but not limited to:

- the daily release of winning numbers and identification of winners
- the production and dissemination of the Lottery's Annual Report, the "Where the Money Goes" awareness program, and the bi-monthly publication, "Retailer Insights", which is distributed to 6,000+ Lottery retailers
- coordinating all media inquiries for the Executive Director of the Division of Lottery.

The Lottery also markets a Responsible Play Awareness Program designed to provide access to education and treatment for compulsive gamblers. As part of this initiative, the Lottery produces a pamphlet alerting players to the warning signs of this disorder and also includes the "Play Responsibly, if you or someone you know has a gambling problem call 1-800 GAMBLER" statement on its tickets, printed materials and web sites. Further, the PIO oversees the development and execution of promotional and press events, such as winner press conferences and new game promotions. Past campaigns have included Lottery's anniversary celebrations, press conference with Lottery's largest single jackpot winner, media van tours, and on-site promotional kickoff events for instant and on line games.

1.2.16 "WHERE THE MONEY GOES" LOTTERY BENEFICIARY AWARENESS PROGRAM

The "Where the Money Goes" awareness program consists of a brochure, which is distributed to Lottery retailers and players, is exhibited at various events throughout the State legislative and State offices, and is displayed on the Lottery Web site. Additionally, a TV commercial, produced in both English and Spanish, has aired on NJN Public Television, Hispanic networks and some cable TV. While the advertising campaign has increased public awareness over the year, research continues to show that 42% of current Lottery players and 39% of lapsed Lottery players mention education as the beneficiary of Lottery revenues, while approximately 33% of Lottery players are unaware of where the money goes.

Lottery beneficiaries also receive Lottery funds through an appropriation from the State's General Fund, rather than directly from Lottery. Therefore, many beneficiaries remain unaware of the positive impact of Lottery revenue on their programs.

With the addition of the multi-state Mega Millions on-line game, which includes neighboring states, it has become increasingly important to educate the public of the negative impact of playing the Lottery in a state other than New Jersey.

1.2.17 ADVERTISING GUIDELINES, GOALS, AND OBJECTIVES

1.2.17.1 ADVERTISING GUIDELINES

Games and advertising must reflect Lottery policy, which states:

- Lottery products will not be associated with tobacco, alcohol, or sexually oriented products.
- The Lottery will not encourage people to gamble beyond their means.
- The Lottery will promote responsible play by printing the Council on Compulsive Gambling of New Jersey's hotline number on all its products.
- The Lottery will not associate itself with unlicensed or unregistered businesses.
- The Lottery will not target minors in its advertising and will actively work to prohibit minors from playing.
- Advertising campaigns will be focused on adults 21 and older Statewide with a broad reach and effective cost-efficiencies.
- All print advertising will include the following information:
 - "Benefits Education and Institutions"
 - The name and title of the Governor and Executive Director of the New Jersey Lottery
 - "njlottery.net"

- "Play responsibly. If you or someone you know has a gambling problem, call 1-800-GAMBLER[®]"

1.2.17.2 ADVERTISING GOALS

The goals of the New Jersey Lottery advertising and public relations campaigns are to:

- a) Raise awareness and stimulate the sale of New Jersey Lottery games and promotions;
- b) Reinforce and enhance the image of the New Jersey Lottery as a funding source for education and institutions benefiting the citizens of New Jersey.

1.2.17.3 ADVERTISING OBJECTIVES

New Jersey Lottery Advertising Objectives include:

- a) Increase sales of mature Lottery products among core Lottery players and occasional Lottery players;
- a) Increase awareness and sales of existing and soon to be introduced instant games;
- b) Design innovative promotions (to include – consumer, in-store and out-of-store, cross-promotions with instant games, new play features, etc.) and/or direct advertising programs including web advertising and other web-based programs;
- c) Design innovative promotions and/or advertising programs to increase sales (and attract new player base) when introducing new on-line and instant games;
- d) Increase awareness of winners of all levels and the variety of top-tier prizes available throughout the lifecycle of each instant game (supporting and promoting winners and prizes remaining at the retail level and statewide);
- e) Develop and expand opportunities through Internet related programs, corporate partnerships, and branded properties;
- f) Use the VIP Club and the LOTTERY BONUS ZONE to further relationships and build loyalty among players.

Public Relations Campaigns Advertising Objectives include:

- a) "Where the Money Goes"
 - Increase public awareness of the direct benefit of Lottery revenues.
 - Establish a co-operative relationship with the beneficiaries of Lottery revenues to ensure that awareness of the direct benefit of Lottery revenues is promoted throughout the beneficiary community.
 - Improve participation of State government and beneficiaries in Lottery events.
- b) Responsible Play
 - Communicate a responsible play message designed to discourage compulsive gambling and reinforce underage gambling prohibitions while maintaining a positive image and a corporate relationship with the New Jersey Council on Compulsive Gambling.

1.2.18 ADVERTISING STRATEGY

- Incorporate the findings of the Lottery Gaming System and Support Services contractor's research, focus groups, surveys and/or tracking studies to determine potential of new games and promotions, player demographics, and cannibalization effects.
- Incorporate the findings of research, focus groups, surveys and/or out-sourced e-mail listings to determine player demographics and increase membership of the VIP Club plus the web-based LOTTERY BONUS ZONE 2nd chance drawings.
- Use the VIP Club and the LOTTERY BONUS ZONE to further relationships and build loyalty among players.
- Increase and/or supplement the advertising budget and/or the exposure for the Lottery by securing partners and/or corporate sponsors to provide funding, media opportunities, and/or other promotional tie-in opportunities.

1.2.18.1 INTENDED AUDIENCE

The intended audience for the Lottery differs for each product and is broadly defined as adults 18 years of age or older living and/or working in or visiting New Jersey or its border areas that will play responsibly and within their means.

1.3 KEY EVENTS

1.3.1 ELECTRONIC QUESTION AND ANSWER PERIOD

The Purchase Bureau will accept questions and inquiries from all potential bidders electronically via web form. To submit a question, please go to Current Bid Opportunities webpage or to <http://ebid.nj.gov/QA.aspx>

Questions should be directly tied to the RFP and asked in consecutive order, from beginning to end, following the organization of the RFP. Each question should begin by referencing the RFP page number and section number to which it relates.

Bidders are not to contact the Using Agency directly, in person, by telephone or by email, concerning this RFP.

The cut-off date for electronic questions and inquiries relating to this RFP is indicated on the cover sheet. Addenda to this RFP, if any, will be posted on the Purchase Bureau website after the cut-off date (see [Section 1.4.1](#) of this RFP for further information.)

1.3.2 SUBMISSION OF BID PROPOSAL

In order to be considered for award, the bid proposal must be received by the Purchase Bureau of the Division of Purchase and Property at the appropriate location by the required time.

ANY BID PROPOSAL NOT RECEIVED ON TIME AT THE LOCATION INDICATED BELOW WILL BE REJECTED. THE DATE AND TIME IS INDICATED ON THE COVER SHEET. THE LOCATION IS AS FOLLOWS:

BID RECEIVING ROOM - 9TH FLOOR
PURCHASE BUREAU
DIVISION OF PURCHASE AND PROPERTY

DEPARTMENT OF THE TREASURY
33 WEST STATE STREET, P.O. BOX 230
TRENTON, NJ 08625-0230

Directions to the Purchase Bureau can be found at the following web address:

<http://www.state.nj.us/treasury/purchase/directions.htm>.

Note: Bidders using USPS Regular or Express mail services should allow additional time since USPS mail deliveries are not delivered directly to the Purchase Bureau.

Procedural inquiries on this RFP may be directed to RFP.procedures@treas.state.nj.us. The Purchase Bureau will not respond to substantive questions related to the RFP or any contract.

To submit an RFP or contract related question, go to the Current Bidding Opportunities webpage or to <http://ebid.nj.gov/QA.aspx>.

1.3.3 DOCUMENT REVIEW

The State has established a document review room. The document review room has been established to allow bidders access to information that may be needed to prepare and submit accurate comprehensive bid proposals. Such review, while recommended, is not mandatory.

The document review room will be located at:

**New Jersey Lottery Headquarters
One Lawrence Park Complex
Brunswick Avenue Circle
Lawrenceville, New Jersey 08648**

And will contain the following material:

The document review room shall contain the following information:

- Miscellaneous samples of television, radio, point-of-sale, out-of-home, etc. advertisements.
(Note: A significant amount of these are only available in electronic formats. They can be accessed via a P/C or we can provide them to interested parties in a USB Flash.
(Accommodations will need to be made.)
- Attitude and Awareness Tracking Study Wave VI
- Pick-6 Lotto Add-On Game Qualitative research findings (August, 2005)
- Pick-6 Lotto Add-On Game Qualitative research findings (March, 2006)
- US Lotteries Raffle sales and statistics
- Press Releases
- Press clippings
- "Where The Money Goes," Rutgers Graduate Program Case Study, Semester I and II project results

- Fiscal Year 2008 Marketing Plan flowchart
- Monthly Directors Financial Reports (FY 2007)
- Historical daily game sales by product
- Lottery Milestones since inception.

NOTE: BIDDERS ARE PROHIBITED FROM REMOVING ANY MATERIALS FROM THE DOCUMENT REVIEW ROOM. LOTTERY WILL NOT PROVIDE FOR THE PHOTOCOPYING OF ANY MATERIALS CONTAINED IN THE DOCUMENT REVIEW ROOM. BIDDERS HOWEVER ARE PERMITTED TO BRING PHOTOCOPY EQUIPMENT FOR THE PURPOSE OF COPYING MATERIALS.

A significant portion of the above listed material is only available in electronic format; therefore, a PC will be available in the document review room for review of the electronic data for those who schedule an appointment within the times and dates listed below.

Appointments to access the document review room must be made through the office of **Lou Cleary** at **609-599-5900**. Access to the document review room will not be allowed unless an appointment is scheduled.

Appointments will be available between the hours of 10:00 AM and 12:00 PM (Noon) and again between the hours of 2:00 PM and 4:00 PM, daily. Appointments can be scheduled from the bid issuance date of 01/03/08 to bid opening date of 03/06/08.

No questions or inquires regarding the substance of the RFP will be accepted or answered during the document review. All questions must be submitted in writing in accordance with RFP [Section 1.3.1](#).

1.3.4 OPTIONAL PRE-BID CONFERENCE

The date and time of the Optional Pre-Bid Conference are indicated on the cover sheet. The location of the Optional Pre-Bid Conference will be as follows:

**BID RECEIVING ROOM - 9TH FLOOR
PURCHASE BUREAU
DIVISION OF PURCHASE AND PROPERTY
DEPARTMENT OF THE TREASURY
33 WEST STATE STREET, P.O. BOX 230
TRENTON, NJ 08625-0230**

The purpose of the Optional Pre-Bid Conference is to provide a structured and formal opportunity for the State to accept questions from vendors regarding this RFP.

1.4 ADDITIONAL INFORMATION

1.4.1 ADDENDA: REVISIONS TO THIS RFP

In the event that it becomes necessary to clarify or revise this RFP, such clarification or revision will be by addendum. Any addendum to this RFP will become part of this RFP and part of any contract awarded as a result of this RFP.

ALL RFP ADDENDA WILL BE ISSUED ON THE DIVISION OF PURCHASE AND PROPERTY WEB SITE. TO ACCESS ADDENDA, SELECT THE BID NUMBER ON THE BIDDING OPPORTUNITIES WEB PAGE AT THE FOLLOWING ADDRESS:

<http://www.state.nj.us/treasury/purchase/bid/summary/bid.shtml>.

There are no designated dates for release of addenda. Therefore interested bidders should check the Purchase Bureau "Bidding Opportunities" website on a daily basis from time of RFP issuance through bid opening.

It is the sole responsibility of the bidder to be knowledgeable of all addenda related to this procurement.

1.4.2 BIDDER RESPONSIBILITY

The bidder assumes sole responsibility for the complete effort required in submitting a bid proposal in response to this RFP. No special consideration will be given after bid proposals are opened because of a bidder's failure to be knowledgeable as to all of the requirements of this RFP.

1.4.3 COST LIABILITY

The State assumes no responsibility and bears no liability for costs incurred by a bidder in the preparation and submittal of a bid proposal in response to this RFP.

1.4.4 CONTENTS OF BID PROPOSAL

Subsequent to bid opening, all information submitted by bidders in response to the bid solicitation is considered public information, except as may be exempted from public disclosure by the Open Public Records Act, N.J.S.A. 47:1A-1 et seq., ("OPRA") and the common law. Because the State proposes to negotiate and/or pursue a Best and Final Offer, bid proposals will not be made public until the Letter of Intent to Award is issued.

A bidder may designate specific information as not subject to disclosure when the bidder has a good faith legal/factual basis for such assertion. The State reserves the right to make the determination and will advise the bidder accordingly. The location in the bid proposal of any such designation should be clearly stated in a cover letter. The State will not honor any attempt by a bidder either to designate its entire bid proposal as proprietary and/or to claim copyright protection for its entire proposal.

To assist the State's determination on a claim of confidentiality or protection under OPRA and/or the common law, a bidder must clearly identify such information and address the following points to substantiate the confidentiality claim on the information: (1) the extent to which the information is known outside the owner's business; (2) the extent to which it is known by employees and others involved with your business; (3) the extent of the measures taken by your firm to guard the secrecy of the information; (4) the value of the information to your firm and your competitors; (5) the amount of effort or money expended by your firm in developing the information; and (6) the ease or difficulty with which the information could be properly acquired or duplicated by others. Also, the bidder must commit in writing to assist the State's effort to protect the confidentiality of the documents and/or information should there be an OPRA request for disclosure or a challenge to the confidentiality of the documents/information determined to be confidential by the State. A claim for confidentiality should be separate from the bid proposal, but should accompany the bidder's submission of the bid proposal.

By signing the cover sheet of this RFP, the bidder waives any claims of copyright protection set forth within the manufacturer's price list and/or catalogs. The price lists and/or catalogs must be accessible to State using agencies and cooperative purchasing partners and thus have to be made public to allow all eligible purchasing entities access to the pricing information.

All bid proposals, with the exception of information determined by the State or the Court to be proprietary, are available for public inspection after the Letter of Intent to Award is issued. At such time, interested parties can make an appointment with the Purchase Bureau to inspect bid proposals received in response to this RFP.

1.4.5 BID OPENING

On the date and time bid proposals are due under the RFP, only the names of the bidders submitting bid proposals will be publicly announced. The contents of the bid proposals shall remain confidential until the Notice of Intent to Award is issued by the Director.

1.4.6 PRICE ALTERATION

Bid prices must be typed or written in ink. Any price change (including "white-outs") must be initialed. Failure to initial price changes shall preclude a contract award from being made to the bidder.

1.4.7 BID ERRORS

In accordance with N.J.A.C. 17:12-1.22, "Bid Errors," a bidder may withdraw its bid as follows:

A bidder may request that its bid be withdrawn prior to bid opening. Such request must be made, in writing, to the Supervisor of the Business Unit. If the request is granted, the bidder may submit a revised bid as long as the bid is received prior to the announced date and time for bid opening and at the place specified.

If, after bid opening but before contract award, a bidder discovers an error in its proposal, the bidder may make written request to the Supervisor of the Business Unit for authorization to withdraw its proposal from consideration for award. Evidence of the bidder's good faith in making this request shall be used in making the determination. The factors that will be considered are that the mistake is so significant that to enforce the contract resulting from the proposal would be unconscionable; that the mistake relates to a material feature of the contract; that the mistake occurred notwithstanding the bidder's exercise of reasonable care; and that the State will not be significantly prejudiced by granting the withdrawal of the proposal. Note: a PB-36 complaint form may be filed and forwarded to the Division's Contract Compliance and Administration Unit (CCAU) for handling. A record of the complaint will also be maintained in the Division's vendor performance file for evaluation of future bids submitted.

All bid withdrawal requests must include the bid identification number and the final bid opening date and sent to the following address:

Department of the Treasury
Purchase Bureau, PO Box 230
33 West State Street – 9th Floor
Trenton, New Jersey 08625-0230
Attention: Supervisor, Business Unit

If during a bid evaluation process, an obvious pricing error made by a potential contract awardee is found, the Director shall issue written notice to the bidder. The bidder will have five days after

receipt of the notice to confirm its pricing. If the vendor fails to respond, its bid shall be considered withdrawn, and no further consideration shall be given it.

If it is discovered that there is an arithmetic disparity between the unit price and the total extended price, the unit price shall prevail. If there is any other ambiguity in the pricing other than a disparity between the unit price and extended price and the bidder's intention is not readily discernible from other parts of the bid proposal, the Director may seek clarification from the bidder to ascertain the true intent of the bid.

1.4.8 JOINT VENTURE

If a joint venture is submitting a bid proposal, the agreement between the parties relating to such joint venture should be submitted with the joint venture's bid proposal. Authorized signatories from each party comprising the joint venture must sign the bid proposal. A separate Ownership Disclosure Form, Disclosure of Investigations and Actions Involving Bidder, Affirmative Action Employee Information Report, MacBride Principles Certification, and Business Registration or Interim Registration must be supplied for each party to a joint venture.

2.0 DEFINITIONS

The following definitions will be part of any contract awarded or order placed as result of this RFP.

2.1 GENERAL DEFINITIONS

Addendum – Written clarification or revision to this RFP issued by the Purchase Bureau.

All-Inclusive Hourly Rate – An hourly rate comprised of all direct and indirect costs including, but not limited to: overhead, fee or profit, clerical support, travel expenses, per diem, safety equipment, materials, supplies, managerial support and all documents, forms, and reproductions thereof. This rate also includes portal-to-portal expenses as well as per diem expenses such as food.

Amendment – A change in the scope of work to be performed by the contractor. An amendment is not effective until it is signed by the Director, Division of Purchase and Property.

Bidder – An individual or business entity submitting a bid proposal in response to this RFP.

Contract – This RFP, any addendum to this RFP, and the bidder's proposal submitted in response to this RFP, as accepted by the State.

Contractor – The bidder awarded a contract resulting from this RFP. Also referred to as the Implementation Contractor.

Director – Director, Division of Purchase and Property, Department of the Treasury. By statutory authority, the Director is the chief contracting officer for the State of New Jersey.

Division – The Division of Purchase and Property

Evaluation Committee – A committee established by the Director to review and evaluate bid proposals submitted in response to this RFP and to recommend a contract award to the Director.

Firm Fixed Price – A price that is all-inclusive of direct cost and indirect costs, including, but not limited to, direct labor costs, overhead, fee or profit, clerical support, equipment, materials, supplies, managerial (administrative) support, all documents, reports, forms, travel, reproduction and any other costs. No additional fees or costs shall be paid by the State unless there is a change in the scope of work.

Joint Venture – A business undertaking by two or more entities to share risk and responsibility for a specific project.

May – Denotes that which is permissible, not mandatory.

Project – The undertaking or services that are the subject of this RFP.

Request for Proposal (RFP) – This document which establishes the bidding and contract requirements and solicits bid proposals to meet the purchase needs of the using Agencies as identified herein.

Shall or Must – Denotes that which is a mandatory requirement. Failure to meet a mandatory requirement will result in the rejection of a bid proposal as materially non-responsive.

Should – Denotes that which is recommended, not mandatory.

State Contract Manager – The individual responsible for the approval of all deliverables, i.e., tasks, sub-tasks or other work elements in the Scope of Work as set forth in Section 8.0.

Subtasks – Detailed activities that comprise the actual performance of a task.

State – State of New Jersey.

Subcontractor – An entity having an arrangement with a State contractor, whereby the State contractor uses the products and/or services of that entity to fulfill some of its obligations under its State contract, while retaining full responsibility for the performance of all of its (the contractor's) obligations under the contract, including payment to the subcontractor. The subcontractor has no legal relationship with the State, only with the contractor.

Task – A discrete unit of work to be performed.

Using Agency [ies] – The entity [ies] for which the Division has issued this RFP and will enter into a contract.

2.2 CONTRACT SPECIFIC DEFINITIONS

Executive Director - Chief Operating Officer of the Lottery

Fiscal Year (FY) - The State fiscal year begins July 1 and ends June 30.

GRP - Gross Rating Points

Green Machine - At the retailer location, a dedicated gaming terminal, which is connected through the communications network to the Gaming System vendor's central computer system, used to sell and validate numbers and lotto game (Raffle, Pick-3, Pick-4, Jersey Cash 5, Pick-6 Lotto and Mega Millions) tickets and validate instant tickets.

Instant Ticket Vending Machines (ITVM) – Self-service machines that dispense Instant Tickets.

LGS Contractor – Contractor for the Lottery gaming system and services.

Lottery Beneficiary– State education and institutions that receive Lottery revenue to fund public programs.

Media Buyer - One who works with a media planner to allocate budgeted funds provided for an advertising campaign among specific print or online media (magazines, TV, websites, etc.), and who calls and places advertising orders. For websites, placing the order often includes requesting proposals and negotiating the final cost.

New Jersey Network (NJN) – The State of New Jersey's public broadcasting television network.

Office of Information Technology (OIT) - The State agency that oversees the mainframes, servers, networks, and databases that makes up the State's technical infrastructure.

Online Games - Those lottery games which are sold and generated via the lottery gaming terminal and include Pick-3, Pick-4, Jersey Cash 5, Pick-6 Lotto and Mega Millions.

Out-of Home (OOH) – Advertising that one would not be exposed to in the home, e.g., billboards, bus signs, airplane banners, cinema slides, etc.

Pari-mutuel - Total amount of the game's prize pool shared by the winners in accordance with a formula.

Point-of-Sale (POS)/Point-of-Purchase (POP) - A retail store, a checkout counter in a store, or a variable location where a transaction occurs.

Powerball – Multi-state lotto game (Not available in New Jersey.)

Public Information Officer (PIO) – The person(s) responsible for responding to requests for information about the agency from the press or general public.

3.0 SCOPE OF WORK

The contractor shall work through Lottery with the contracted Lottery Gaming System and Support Services contractor, relying on the gaming contractor's expertise in the gaming industry. It is the direct responsibility of the contractor to advise the State on the appropriate advertising and promotion plan that will effectively support the game portfolio as approved by the Executive Director on advice from the New Jersey Lottery Commission. The contractor shall meet quarterly with the Lottery Gaming System and Support Services contractor and Lottery for planning and strategy.

The contractor shall assist the Lottery with a multi-faceted advertising and communications plan, which entails designing, executing and assisting with Lottery's advertising and promotional programs by providing creative expertise, account, and production personnel, as stated in this RFP and the contractor's bid proposal. Various tasks shall include, but not be limited to, creative development, media placement, copywriting, and account and production services.

The contractor shall provide a fixed detailed price and a project plan, including the time frame for project completion, specific description of and schedule for deliverable items, and a schedule of costs associated with specific events and deliverables. No advertising or promotional activities shall be conducted without the written approval of the State Contract Manager. All pricing for such assignments shall be based on the prices quoted in the Price Schedule that is part of this RFP. All materials become the property of the Lottery.

The term of the contract resulting from this RFP will be for a period of three (3) years from contract award. The budget for this contract will be established annually once the State Legislature has approved the funding authorization. Please refer to section 1.2.12 for the historical spending over the last four (4) fiscal years. The State does not guarantee these spending levels and reserves the right to increase and/or decrease the budget allotment at any time during the contract period with all terms, conditions, specifications, and prices of the original contract remaining the same. The term of contract may be extended for two (2) one (1) year terms in accordance with [Section 5.2](#) of this RFP.

3.1 PROMOTION PLAN

The contractor shall provide professional expertise to plan, create, design, write, produce, budget, administer, and evaluate its advertising and public relations campaigns utilizing print, radio, television, Internet, and other forms of media as agreed upon at the time of project assignment. The contractor shall develop an annual advertising and promotion plan, to complement the Lottery's Marketing Plan developed with the assistance of the LGS Contractor, complete with goals and objectives, that outlines promotional strategies and tactics to reinforce and enhance brand messaging and meets specific program goals. A key objective shall include the recommendation of product promotional programs or techniques for use by Lottery and retailers.

The contractor shall assist the Lottery with the development and administration of special promotional programs or corporate sponsorship programs for potential Lottery consumers.

3.2 ADVERTISING

3.2.1 The contractor shall recommend and develop creative, advertising objectives and strategies targeted to designated markets and/or the general public.

3.2.2 The contractor shall submit a media plan for advertising, explaining how the target audience is matched to the appropriate media. The plan shall offer details of the media mix, the specific media vehicles, and the media schedule. The plan shall include:

- Identification of the target audience
- Specific media to be used
- Timing, frequency, penetration and length of placement
- Justification as to how the various elements of the plan are to be integrated for maximum impact, cost effectiveness and return on investment
- A complete itemization of media cost.

3.2.3 The contractor shall design and produce integrated media advertising campaigns with budgets, schedules and products that are based on unique selling propositions, creativity, relevancy, market research, cost effectiveness, target market reach and/or penetration, program development and minority representation. At least three (3) creative concepts shall be presented to the State Contract Manager who will obtain the necessary approvals from the Executive Director before the selection and execution of the final plan.

3.2.4 Upon completion and approval of the detailed plan or portions thereof, the contractor shall arrange for the use, dissemination and distribution of the various forms of communication, literature, publications and advertising materials called for in the plan, as approved by the State Contract Manager.

3.2.5 Under the direction of the State Contract Manager, the contractor shall evaluate all available media and provide recommendations for media mix in terms of cost, reach, program development index, and fit.

3.2.6 The contractor shall assist in the development and administration of programs that target specific customers and potential users.

3.2.7 Under the direction of the State Contract Manager, the contractor may be requested to produce creative execution for outdoor, television, radio, website, collateral, point-of-sale, and other advertising as well as provide professional consulting and other services.

3.2.8 The contractor shall provide for a minimum of three (3) rounds of review and input from Lottery prior to finalizing any work or going to production.

3.2.9 The contractor shall purchase and place all media (newspaper, television, radio, etc.). The State Contract Manager shall direct the contractor as to the placement of all media purchased on Lottery's behalf. The State Contract Manager reserves the right to make all determinations regarding the actual placement of all media.

3.2.10 The contractor shall execute all contracts with the media and other third parties, including the negotiation of the best possible rates for any contracts, when required. All such contracts shall be entered into as a prime contractor and not as an agent of the State. The contractor shall submit to the State percent net cost and the invoice received from the media source with its invoice for all media placement under the contract. Contractor's markup shall only apply to the net cost for media placement. All cost benefits must be passed to the State. The State shall retain the right to audit the contractor's books to verify that the State is receiving all net prices, discounts and rebates.

3.2.11 The contractor shall produce proactive strategic advertising schedules for outdoor and electronic media; create for approval copies of all creative concepts for television and outdoor advertisements and place such, if required, according to Lottery-approved estimates and schedules.

3.2.12 The contractor shall supply photographic services as needed.

3.2.13 The contractor shall contract for Lottery drawing talent, event sponsorships and licenses for names and use of likenesses or brands for use with Lottery Games.

3.2.14 The contractor shall design and produce collateral pieces (e.g., brochures, posters, flyers, newsletters, point-of-sale signage, etc.) under the direction and approval of the State Contract Manager. Collateral materials produced for distribution to the retailer network via the Gaming Systems distribution system must be delivered to the Gaming System vendor's warehouse at least three (3) weeks prior to the intended in-store delivery date. Collateral production invoices must be submitted as straight pass-through costs from the contractor to the State. The contractor must not add on a percentage mark-up, fee or any other cost(s) to the invoice.

3.2.15 If selected as part of the media mix, the contractor shall create, produce and distribute:

- Billboard and other out-of-home artwork
- Radio spots
- Print advertisements
- Television spots
- Internet advertisements
- Collateral and other advertisements.

3.2.16 The contractor shall provide the State Contract Manager with reports concerning recommended media buys for each project with performance and pre- and post-analysis recommendations. These reports shall give the rationale for buys with print and broadcast.

3.2.17 The contractor shall provide the State Contract Manager with copies and tear sheets of all print insertion orders and broadcast orders that are placed by the contractor.

3.2.18 The contractor shall provide the State Contract Manager with electronic and print or recorded copies of all final advertising and promotional materials.

3.2.19 Upon approval of the required detailed advertising plan by the Contract Manager, the contractor shall arrange for the production, use, dissemination, and distribution of various forms of communication, literature, publications, and advertising materials called for in the plan and approved by Lottery. Prior to use, all these materials must be submitted by the contractor for approval by the Contract Manager, in advance of production deadlines and in a timely fashion.

3.2.20 Following submission of advertising material to the media, or other third parties, the contractor shall:

- Examine or audit the advertising and media placements released through the various media to verify that quality, timing, position, and distribution are consistent with the media plan and schedule.
- Provide other services that are customarily performed by the advertising contractor as set forth in the service standards of the American Association of Advertising Agencies.

3.2.21 The contractor may be required to provide research-based measurements, evaluation and analysis during and after each major campaign, as well as pre-promotion consumer research and analyses, as directed by the State Contract Manager.

3.2.22 Certain campaigns may require Spanish media buys and Spanish translations of campaigns. Any subcontracted services for these buys and translations shall require three (3) bid submissions and shall require prior approval by the State Contract Manager.

3.2.23 The contractor may be required to contract for Lottery drawing equipment and maintenance or repair of Lottery drawing equipment.

3.2.24 The contractor may be required to provide a freelance graphic designer on an hourly project basis. The freelance graphic designer must possess at least a Bachelor degree in graphic design and one year of related experience. Examples of freelance graphic designer activity may include, but not be limited to, assisting with layouts of newsletters, publications, annual reports, posters and banners.

3.2.25 NO ADVERTISING ACTIVITIES SHALL BE CONDUCTED, MADE PUBLIC OR DISSEMINATED WITHOUT THE APPROVAL OF THE STATE CONTRACT MANAGER.

3.3 PUBLIC RELATIONS

3.3.1 The contractor shall provide a public relations consultant. The consultant must be available for periodic and spontaneous requests from the Executive Director and/or the PIO for discussion relating to public relations opportunities. The position of Public Relations Consultant shall be filled by a public relations professional with demonstrated ability and a minimum of five (5) years experience in the public relations field. The Public Relations Consultant must have successfully handled public relations accounts for major advertising/public relations' clients with budgets of \$2 million or more. A senior-level person will fill this position.

3.3.2 The contractor, with the approval of the State Contract Manager, shall prepare and execute a public relations plan that parallels and complements the objectives of the entire advertising and public relations campaign. In addition, the contractor may be required to assist in the preparation of assignments such as, but not limited to, speeches and presentations, newsletter articles, press releases, position papers, industry award entries, and responses and editorials.

3.3.3 The contractor may be asked to encourage supportive editorials and produce and place press releases in daily and weekly newspapers, periodicals, newsletters, position papers, trade press, and op-ed pieces.

3.3.4 The contractor may be asked to identify special news and feature placement opportunities and prepare articles and background materials to pursue them.

3.3.5 The contractor shall suggest events for the rollout of the campaign and, after approval by the State Contract Manager, work to plan and execute these events.

3.3.6 The contractor shall provide the State Contract Manager with copies of all public relations materials that are placed by the contractor.

3.3.7 Upon approval of the required detailed public relations plan, the contractor shall arrange for the production, use, dissemination, and distribution of various forms of communication, literature, publications, and public relations materials called for in the plan and approved by the New Jersey Lottery. Prior to use, all these materials must be approved by the State Contract Manager, in advance of production deadlines and in a timely fashion.

3.3.8 The contractor shall execute all contracts with the media and other third parties, including the negotiation of the best possible rates for any contracts, when required. All such contracts shall be entered into as an independent contractor and not as an agent of the State. All cost benefits must be passed to the State. The contractor shall submit to the State percent net cost and the invoice received from the media source with its invoice for all media placement under the contract. Contractor's markup shall only apply to the net cost for media placement. The State

shall retain the right to audit the contractor's books to verify that the State is receiving all net prices, discounts and rebates.

3.3.9 The contractor shall provide Project Status Reports to the State Contract Manager on a weekly basis.

3.3.10 Following submission of public relations material to the media or other third parties, the contractor shall:

- a) Examine or audit the placements released through the various media to verify that quality, timing, position, and distribution are consistent with the media plan and schedule.
- b) Provide such other services that are customarily performed by the public relations contractor as set forth with the service standards of the American Association of Advertising Agencies.

3.3.11 The contractor may be required to maintain a file of Lottery related news clips for historical purposes and to gauge public perception to programs and promotions, including photocopying and analyses.

3.3.12 The contractor shall identify news and feature placement opportunities and recommend them to the Lottery and may be requested to prepare articles and background materials to fulfill those opportunities. The contractor may plan, assist, coordinate, and participate in special public relations events and activities in conjunction with Marketing and Public Information staff.

3.3.13 The contractor may be required to submit monthly reports listing projects completed and hours performed. The reports shall be presented with monthly invoices. Invoices without sufficient documentation will be returned to the contractor.

3.3.14 The contractor may be asked to coordinate, as requested, photography relating to public relations work, e.g. photographs of winners, etc. The contractor shall obtain approval of the Lottery for all photography services utilized, prior to providing services. Payment for photography services shall be made through the contractor on a straight pass-through basis at cost (if the photography work is subcontracted.) The contractor shall make every reasonable effort to obtain the most reasonable costs available for all photographic services required.

3.3.15 NO PUBLIC RELATIONS ACTIVITIES SHALL BE CONDUCTED, MADE PUBLIC OR DISSEMINATED WITHOUT THE APPROVAL OF THE STATE CONTRACT MANAGER.

3.4 WEBSITE DESIGN SERVICES

The contractor may be required to assist in the creative design, programming, development and strategic planning for the Lottery website, including the development of content to support existing and new programs, design of interactive features, website promotions, and files to be posted on the website. The contractor must conform to all OIT requirements identified at <http://www.state.nj.us/it/> when providing web design services. (This contract does not include website hosting services.)

3.4.1 The contractor, with the approval of the State Contract Manager, may be asked to prepare and execute a website plan that parallels and complements the objectives of the entire advertising campaign. Included in this plan shall be measures and targets to track the impact of advertising promotions on the website.

3.4.2 The contractor may be asked to suggest website promotions for the rollout of the campaign and, after approval by the Contract Manager, work to plan and execute these website changes.

3.4.3 The contractor may be asked to plan and execute a quarterly VIP Club newsletter, distributed through the website, which includes program updates, events, and highlights.

3.4.4 The contractor, in conjunction with the Lottery Gaming System and Support Services contractor, may be asked to identify and recommend special website features and interactive functions to optimize public participation, input and feedback on the program.

3.4.5 The contractor may be asked to subcontract with an experienced qualified firm in order to meet the requirements of any website project.

3.4.6 NO WEB ACTIVITIES SHALL BE CONDUCTED, MADE PUBLIC OR DISSEMINATED WITHOUT THE APPROVAL OF THE STATE CONTRACT MANAGER.

3.5 ARTWORK AND MECHANICALS

The contractor shall prepare preliminary creative materials, as planned and scheduled, and present them to the State Contract Manager for approval. In preparing creative material of any type, no fewer than three (3) optional creative approaches shall be submitted. Additional approaches may be requested by the State Contract Manager, at any time, during the review and approval process.

The contractor shall furnish clear and complete printing specifications for each proposed printing item. The specifications shall be written in language understood by and acceptable to the State Contract Manager and the printing trade. Specifications shall include elements such as size, quality, basis weight, glossiness of paper, color of inks, layouts and positions of copy and artwork, camera-ready mechanicals, and other collateral materials necessary for printing.

The contractor shall charge only one time for all artwork or logo, electronic or otherwise, that may be used in multiple forms, formats and software applications.

If the State Contract Manager deems any final product as unusable or unacceptable due to improper preparation of the mechanical(s), the contractor shall be responsible for any and all costs associated with the reproduction of said product. Improper preparation shall include anything done incorrectly to the mechanical during its preparation that can cause printing to be compromised. All duplicate charges for the artwork shall be rejected.

Printing costs shall be included in the estimated budget established for each project assignment.

3.6 PROGRAM EVALUATION

The contractor shall monitor and evaluate the progress and effectiveness of the advertising program. The contractor shall suggest measurable criteria for evaluation that, in its judgment, should be utilized in determining the successful performance of the promotional campaign. These criteria shall include, but are not limited to, such common measures as awareness/trial/usage, tracking studies, focus groups, media research, demographic studies, advertising concept testing, consumer segmentation studies, and/or return on investment studies.

At the end of each media campaign, the contractor shall submit a summary of the campaign, including its goals, its impact and its effectiveness in meeting the goals and objectives.

3.7 PROJECT/PROGRAM DELIVERABLE ITEMS

For each assignment, the contractor shall provide a budget and schedule that includes firm fixed price quotations. The proposal must include a time frame for project completion, a specific description of deliverable items and delivery dates. Unless indicated otherwise, deliveries shall be made directly to the State Contract Manager.

All pricing for such assignments shall be based on the prices quoted in the pricing pages that are part of this RFP. The exact format for the proposals shall be designed with the State Contract Manager during contract start up.

The State Contract Manager shall approve all releases and media contacts in advance.

3.8 JOB PRINTING

In general, Lottery will purchase printing associated with this contract. Printed materials include such items as posters, fliers, brochures, danglers and other point-of-sale materials. The State Contract Manager will decide, on a case-by-case basis, whether to bid the production printing work through the Lottery or assign the work to the contractor for third party processing.

The contractor shall solicit quotations from at least three (3) approved sources and shall select a subcontractor with the approval of the State Contract Manager. The contractor shall bill the Lottery at cost for any printing purchased through the advertising and public relations contract. No up charge, commission, fee, overhead, profit or other additional charges shall be allowed or paid by the Lottery. The contractor shall submit to the State percent net cost and the invoice received from the media source with its invoice for all media placement under the contract. All discounts and rebates must be passed to the Lottery.

The competitive bid proposals shall be firm, fixed price bid proposals. The price proposals shall be given to the State Contract Manager, along with written justification for which firm the contractor recommends be awarded the work, and the reason(s) for the recommendation.

3.8.1 PRINTING SPECIFICATIONS

For estimated budget purposes the contractor shall provide preliminary estimates of printing and production costs at the beginning of each project. Upon final approval by the State Contract Manager of prepress materials, the contractor shall provide to the selected printer the following items: quantity, finish size, shipping specifications, layout, positions of copy and art work, basic weight of paper, color of ink(s), varnishes, composition, printing specifications acceptable to the printing trade that include recycled paper choices, proofing, bindery, packaging and delivery, camera-ready mechanicals, and film or electronic files as required by the printer. The contractor shall subsequently provide the State Contract Manager with the prepress and/or color proof for review and approval. No up charge, commission, fee, overhead, profit or other additional changes shall be allowed or paid by the State. All discounts and rebates must be passed to the State.

If printing is found to be deficient, the contractor shall be responsible for all costs incurred including reproduction of specifications and printing.

3.9 CONTRACTOR PROJECT MANAGEMENT

A monthly project status report must be submitted to the State Contract Manager on the first of every month. While the precise content of the monthly project status report is subject to change, at minimum, this report must contain:

- Project launch meeting with the State Contract Manager to review goals, objectives, budgets, and timeline;
- A written review of progress made during the reporting period. This narrative shall outline problems encountered, proposed and/or implemented solutions, work accomplished, deliverables completed, and scheduled target dates for deliverable completion;
- A description of each deliverable with an explanation of its status and any variance. For deliverable items scheduled but not delivered, there must be an explanation of the failure to meet the schedule, detailed plans to overcome the problem(s), and a solution to preclude its recurrence;
- An update of the project schedule or chart showing work completed, impact of schedules missed and, if needed, a rescheduling of the balance of the projects;
- The exact nature of meetings subject to this requirement shall be determined by the State Contract Manager during contract start up.

4.0 BID PROPOSAL PREPARATION AND SUBMISSION

4.1 GENERAL

The bidder is advised to thoroughly read and follow all instructions contained in this RFP, including the instructions on the RFP's signatory page, in preparing and submitting its bid proposal.

Note: Bid proposals shall not contain URLs (Uniform Resource Locators, i.e., the global address of documents and other resources on the world wide web) or web addresses. Inasmuch as the web contains dynamically changing content, inclusion of a URL or web address in a bid response is indicative of potentially changing information. Inclusion of a URL or web address in a bid response implies that the bid's content changes as the referenced web pages change.

4.2 BID PROPOSAL DELIVERY AND IDENTIFICATION

In order to be considered, a bid proposal must arrive at the Purchase Bureau in accordance with the instructions on the RFP signatory page

<http://www.state.nj.us/treasury/purchase/bid/summary/09-x-39622.shtml>

Bidders are cautioned to allow adequate delivery time to ensure timely delivery of bid proposals. **State regulation mandates that late bid proposals are ineligible for consideration.**

THE EXTERIOR OF ALL BID PROPOSAL PACKAGES ARE TO BE LABELED WITH THE BID IDENTIFICATION NUMBER AND THE FINAL BID OPENING DATE OR RISK NOT BEING RECEIVED IN TIME.

4.3 NUMBER OF BID PROPOSAL COPIES

The bidder must submit **one (1) complete ORIGINAL bid proposal**, clearly marked as the "ORIGINAL" bid proposal. The bidder should submit **seven (7) full, complete, and exact copies and one (1) unbound, complete and exact copy** of the original proposal.

In addition, the bidder should submit one (1) **full, complete, and exact ELECTRONIC copies** of the original proposal in PDF file format to be viewable and "read only" by State evaluators using Adobe Acrobat Reader software on compact disc (CD). The bidder should also submit (1) full, complete, and exact ELECTRONIC copy of the original proposal in an editable and "writable" PDF file format on CD for redaction.

A bidder failing to provide the requested number of copies will be charged the cost incurred by the State in producing the requested number of copies. It is suggested that the bidder make and retain a copy of its bid proposal.

4.4 BID PROPOSAL CONTENT

The bid proposal should be submitted in one (1) volume and that volume divided into four (4) sections with tabs (separators). **Further, the bid proposal should be limited to 50 pages or fewer at no smaller than 12 point type. Forms (Section 1), creatives (Section 2), organizational Support and Experience (Section 3) and Price Schedule (Section 4) are not included in the 50 page limit.** The content of the material should be located behind each tab, as follows:

- Section 1 - Forms (Section 4.4.1 - 4.4.3.)
- Section 2 - Technical Proposal (Section 4.4.4)
- Section 3 - Organizational Support and Experience (Section 4.4.5)
- Section 4 - Cost Proposal (Section 4.4.6)

4.4.1 FORMS THAT MUST BE SUBMITTED WITH BID PROPOSAL

4.4.1.1 SIGNATORY PAGE

The bidder shall complete and submit the Signatory page provided on the Advertised Solicitation, Current Bid Opportunities webpage

<http://www.state.nj.us/treasury/purchase/bid/summary/09-x-39622.shtml>.

The Signatory page shall be signed by an authorized representative of the bidder. If the bidder is a limited partnership, the Signatory page must be signed by a general partner. If the bidder is a joint venture, the Signatory page must be signed by a principal of each party to the joint venture. Failure to comply will result in rejection of the bid proposal.

4.4.1.2 OWNERSHIP DISCLOSURE FORM

In the event the bidder is a corporation, partnership or sole proprietorship, the bidder must complete the attached Ownership Disclosure Form. A current completed Ownership Disclosure Form must be received prior to or accompany the bid proposal. Failure to do so will preclude the award of a contract.

The Ownership Disclosure Form is located on the Advertised Solicitation, Current Bid Opportunities webpage <http://www.state.nj.us/treasury/purchase/bid/summary/09-x-39622.shtml>.

4.4.1.3 DISCLOSURE OF INVESTIGATIONS/ACTIONS INVOLVING BIDDER

The bidder shall provide a detailed description of any investigation, litigation, including administrative complaints or other administrative proceedings, involving any public sector clients during the past five years including the nature and status of the investigation, and, for any litigation, the caption of the action, a brief description of the action, the date of inception, current status, and, if applicable, disposition. The bidder shall use the Disclosure of Investigations and Actions Involving Bidder form located on the Advertised Solicitation, Current Bid Opportunities webpage <http://www.state.nj.us/treasury/purchase/bid/summary/09-x-39622.shtml>.

4.4.1.4 NOTICE OF INTENT TO SUBCONTRACT FORM

All bidders shall complete the attached Notice of Intent to Subcontract Form <http://www.state.nj.us/treasury/purchase/bid/summary/09-x-39622.shtml> to advise the State as to whether or not a subcontractor will be utilized to provide any goods or services under the contract. If this is a Small Business Subcontracting set-aside contract, the bidder must comply with the Procedures for Small Business Participation as Subcontractors set forth in <http://www.state.nj.us/treasury/purchase/bid/summary/09-x-39622.shtml>.

4.4.2 PROOFS OF REGISTRATION THAT MUST BE SUBMITTED WITH THE BID PROPOSAL

4.4.2.1 BUSINESS REGISTRATION CERTIFICATE FROM THE DIVISION OF REVENUE

FAILURE TO SUBMIT A COPY OF THE BIDDER'S BUSINESS REGISTRATION CERTIFICATE (OR INTERIM REGISTRATION) FROM THE DIVISION OF REVENUE WITH THE BID PROPOSAL MAY BE CAUSE FOR REJECTION OF THE BID PROPOSAL.

The bidder may go to www.nj.gov/njbqs to register with the New Jersey Division of Revenue or to obtain a copy of an existing Business Registration Certificate.

Refer to Section 1.1. of the NJ Standard Terms and Conditions version 07/27/07 located on the Advertised Solicitation, Current Bid Opportunities webpage

<http://www.state.nj.us/treasury/purchase/bid/summary/09-x-39622.shtml>

4.4.3 FORMS THAT MUST BE SUBMITTED BEFORE CONTRACT AWARD AND SHOULD BE SUBMITTED WITH THE BID PROPOSAL

4.4.3.1 MACBRIDE PRINCIPLES CERTIFICATION

The bidder is required to complete the attached MacBride Principles Certification evidencing compliance with the MacBride Principles. The requirement is a precondition to entering into a State contract. The MacBride Principles Certification Form is located on the Advertised Solicitation, Current Bid Opportunities webpage:

<http://www.state.nj.us/treasury/purchase/bid/summary/09-x-39622.shtml>.

4.4.3.2 AFFIRMATIVE ACTION

The bidder is required to submit a copy of Certificate of Employee Information or a copy of Federal Letter of Approval verifying that the bidder is operating under a federally approved or sanctioned Affirmative Action program. If the bidder has neither document of Affirmative Action evidence, then the bidder must complete the attached Affirmative Action Employee Information Report (AA-302). This requirement is a precondition to entering into a State contract. The Affirmative Action Employee Information Report (AA-302) is located on the Advertised Solicitation, Current Bid Opportunities webpage:

<http://www.state.nj.us/treasury/purchase/bid/summary/09-x-39622.shtml>.

4.4.3.3 SERVICES SOURCE DISCLOSURE FORM

Pursuant to N.J.S.A. 52:34-13.2, the bidder is required to submit with its bid proposal a completed source disclosure form. The Services Source Disclosure Form is located on the Advertised Solicitation, Current Bid Opportunities webpage

<http://www.state.nj.us/treasury/purchase/bid/summary/09-x-39622.shtml>.

Refer to Section 7.1.2 of this RFP.

4.4.3.4 SMALL BUSINESS SET-ASIDE CONTRACTS

This is a contract with set aside subcontracting goals for Small Businesses. All bidders should include in their bid proposal a completed and signed **Notice of Intent to Subcontract** form located on the Advertised Solicitation, Current Bid Opportunities webpage

<http://www.state.nj.us/treasury/purchase/bid/summary/09-x-39622.shtml>. Bidders intending to utilize subcontractors should also include a completed and signed Subcontractor Utilization Plan form located on the Advertised Solicitation, Current Bid Opportunities webpage

<http://www.state.nj.us/treasury/purchase/bid/summary/09-x-39622.shtml>. Bidders seeking eligible small businesses should contact the New Jersey Commerce Commission at (609) 292-2146.

4.4.4 TECHNICAL PROPOSAL

In this Section, the bidder shall describe its approach and plans for accomplishing the work outlined in the Scope of Work i.e., Section 3.0. The bidder must set forth its understanding of the

requirements of this RFP and its ability to successfully complete the contract. This Section of the bid proposal should contain at least the following information:

4.4.4.1 MANAGEMENT OVERVIEW

a. Narrative

The bidder shall set forth its overall technical approach and plans to meet the requirements of the RFP in a narrative format. This narrative should convince the State that the bidder understands the objectives that the contract is intended to meet, the nature of the required work, and the level of effort necessary to successfully complete the contract. This narrative should convince the State that the bidder's general approach and plans to undertake and complete the contract are appropriate to the tasks and subtasks involved.

Mere reiterations of RFP tasks and subtasks are strongly discouraged, as they do not provide insight into the bidder's ability to complete the contract. The bidder's response to this section should be designed to convince the State that the bidder's detailed plans and approach proposed to complete the Scope of Work are realistic, attainable, and appropriate and that the bidder's bid proposal will lead to successful contract completion.

The bidder should also provide, based on an annual estimated budget of \$13 million:

B. Five (5) Plans

These technical submissions are not to be included in the Price Schedule.

1. Overall Advertising Plan

The bidder should submit a formal Lottery advertising campaign plan, which describes a campaign for the twelve (12) month fiscal year period commencing July 1. The plan should include, but not necessarily be limited to, justification for its goals and strategic direction, success metrics, schedule budget, intended target audience, and products and services offered.

2. Creative Concepts Plan

The bidder should present one (1) creative concept that supports its advertising campaign outlined in the Plan. Artwork, copy, and electronic media shall be presented in photocopied materials. Photocopies of storyboards are acceptable. No original sets of creative concepts need be submitted in the proposal.

3. Detailed Action Plan

Representing an approach to the project, this section should detail the program's needs and the action plans for providing all required functional support and for completing all required tasks. This should serve to convince the State that the plans are realistic, attainable and appropriate, and that the proposed plans shall lead to successful project completion.

4. Media Plan

This section should describe the media plan and should include a complete description of media production costs and placement costs. The bidder should provide a comprehensive allocation of the major media to be used, such as, for radio - reach, frequency, length of broadcast, demographics of audience, and allocation of dollars among the selected media. There should also be an explanation as to how the various elements of minor media, such as out-of-home

media, talk shows, and electronic media, are to be integrated for maximum impact, cost effectiveness, and return on investment. The Plan should also describe how it intends to approach difficult to reach populations.

5. Collateral Plan

A detailed plan, including budget, for the use of collateral materials to be used in the campaign should also be submitted along with an explanation as to how these materials will be developed and incorporated into the overall campaign. These represent items such as point of sale danglers, counter cards, brochures, and fliers.

C. Advertising Case Studies - This shall serve as the foundation for prices in the Price Schedule.

The bidder must respond specifically to the case study based on the information offered in this RFP and any other information that the bidder may discover on its own.

INTRODUCTION

For the purpose of contract award evaluation, each bidder's bid proposal shall include recommended advertising and promotional programs for the following case study.

Recommended programs or campaigns for the case study must be described in detail in the bid proposal. The descriptions should provide justification for the use of the creative concepts when appropriate to be used as well as their application to the various tasks outlined in the scope of work in this RFP. The submission of recommendations and creative and innovative materials should be succinctly detailed to enable the State to accurately evaluate the capabilities of the bidder in terms of creative abilities, comprehensive program development, promotional strategy, media planning, program management and the ability of the bidder to successfully achieve and implement a successful advertising, public relations, and promotion campaign.

The State reserves the right to accept the case study for implementation at the price bid.

Any budget figures mentioned for the case study are for bid proposal purposes only. The Lottery does not make any guarantee of spending at this level for these programs during the course of the contract resulting from this procurement.

Case Study - On-Line Game Promotion

Pick-6 sales performance has been declining over the past several years. As jackpots increase, sales have not increased as significantly as before. The New Jersey Lottery is considering adding an optional play promotion to the Pick-6 game in an effort to increase current lacking sales.

For purposes of this RFP, the following concept description is provided:

A Pick-6 player shall have an option to play Pick-6 "SILVER". Pick-6 "SILVER" would be available only to Pick-6 players, featuring a single six-digit computer-generated number from 000000 to 999999 printed on the Pick-6 ticket. There are one million "SILVER" number combinations in the gaming system, and they are randomly applied during sales when players select the Pick-6 "SILVER" option on the Pick-6 ticket. No six-digit number is repeated until all one million numbers are used. If a player elects the "SILVER" option, the words "SILVER Yes" and the "SILVER" number will be printed on the player's ticket. If a player does not elect the "SILVER" option, the words "SILVER No" would be printed on the player's ticket. The player may only win Pick-6

“SILVER” if it is elected and the ticket reflects the "SILVER Yes" message and the “SILVER” number.

The cost of playing Pick-6 “SILVER” would be an extra dollar, in addition to placing at least a one (1) one dollar (\$1.00) Pick-6 bet. Winning Pick-6 “Silver” numbers will be drawn and displayed during the live broadcasts following the Pick-6 drawings on Monday and Thursday evenings. Pick-6 “SILVER” drawings will be “mechanical” (using lottery balls). Winning Pick-6 “Silver” numbers will be available on the Lottery’s web site following the drawing.

A player shall win a fixed prize award if two, three, four, five or six digits on a player's ticket match in exact order the “SILVER” number drawn, and any such number shall be called a winning "SILVER" number. All Pick-6 “SILVER” fixed prizes shall be paid out in a lump sum. Any winning number of two, three, four, five or six digits shall match in exact order, starting with the first two digits and moving from left to right. Winning numbers will correspond to the letters in the word "SILVER" and fixed prizes shall be awarded to holders of valid winning tickets as follows:

- For each ticket selecting the first two (2) digits (S-I) matching exactly, a fixed prize of ten dollars (\$10).
- For each ticket selecting the first three (3) digits (S-I-L) matching exactly, a fixed prize of one hundred dollars (\$100).
- For each ticket selecting the first four (4) digits (S-I-L-V) matching exactly, a fixed prize of one thousand dollars (\$1,000).
- For each ticket selecting the first five (5) digits (S-I-L-V-E) matching exactly, a fixed prize of five thousand dollars (\$5,000).
- For each ticket selecting all six (6) digits (S-I-L-V-E-R) matching exactly, a fixed prize of one hundred thousand dollars (\$100,000).

If there are no jackpot winners, the prize pool does not roll down or rollover to the next drawing, and no additional money is added to the jackpot. Odds of winning are as follows:

<u>Match</u>	<u>Win</u>	<u>Odds</u>
MATCH all 6 numbers (left to right)	\$100,000	1 in 1,000,000
MATCH 5	\$5,000	1 in 111,111
MATCH 4	\$1,000	1 in 11,111
MATCH 3	\$100	1 in 1,111
MATCH 2	\$10	1 in 111

Overall odds of winning any prize in Pick-6 “SILVER”: 1 in 100

For the purposes of this RFP, bidders shall submit a detailed campaign addressing advertising. The bidder must design a logo for the promotion and recommend how the New Jersey Lottery can successfully introduce this new promotion.

The proposed campaign must, at a minimum, include three (3) creative concepts for the introduction and also include one (1) media mix program with supporting rationale for the recommended campaign. The campaign should address how this promotional game concept should be positioned to differentiate it from other on-line games offered by the New Jersey Lottery as well as how and why the bidder is recommending the campaign. The proposal must also address and include examples of any recommended retailer’s promotions to effectuate support at the point-of-sale.

While the evaluation of bidder’s proposal will be based on the material presented, the New Jersey Lottery shall not be bound to use any of the material submitted at any time or in the event of and

contract awarded as a result of this procurement. The content of this proposed campaign will be judged on the bidder's demonstrated understanding of the issues relating to this case study, the proposed promotion of the online game and overall creativity of the program to stimulate sales.

The New Jersey Lottery has not conducted any player research as it relates to the above case study.

The State is seeking the services of an advertising firm that will provide the unique, strategic and innovative ideas to promote Lottery products, heighten Lottery awareness, maximize the effectiveness of the retailer network, enhance the credibility of the Lottery, and, ultimately, increase ticket sales.

4.4.4.2 CONTRACT MANAGEMENT

The bidder should describe its specific plans to manage, control, and supervise the contract to ensure satisfactory contract completion according to the required schedule. The plan should include the bidder's approach to communicate with the State Contract Manager including, but not limited to, status meetings, and status reports.

4.4.4.3 CONTRACT SCHEDULE

The bidder should include a contract schedule. If key dates are a part of this RFP, the bidder's schedule should incorporate such key dates and should identify the completion date for each task and sub-task required by the Scope of Work. The schedule should also identify the associated deliverable item(s) to be submitted as evidence of completion of each task and/or subtask.

The bidder should identify the contract scheduling and control methodology to be used and should provide the rationale for choosing such methodology. The use of Gantt, PERT or other charts is at the option of the bidder.

4.4.4.4 MOBILIZATION AND IMPLEMENTATION PLAN

Not applicable to this procurement.

4.4.4.5 POTENTIAL PROBLEMS

The bidder should set forth a summary of any and all problems that the bidder anticipates during the term of the contract. For each problem identified, the bidder should provide its proposed solution.

4.4.5 ORGANIZATIONAL SUPPORT AND EXPERIENCE

The bidder should include information relating to its organization, personnel, and experience, including, but not limited to, references, together with contact names and telephone numbers, evidencing the bidder's qualifications and capabilities to perform the services required by this RFP.

4.4.5.1 LOCATION

The bidder should include the address of the bidder's office where responsibility for managing the contract will take place. The bidder should also include the telephone number and name of the contact individual.

4.4.5.2 ORGANIZATION CHART (CONTRACT SPECIFIC)

The bidder should include a contract organization chart, with names showing management, supervisory, and other key personnel (including sub-vendor's management, supervisory and/or other key personnel) to be assigned to the contract. The chart should include the labor category and title of each individual.

4.4.5.3 RESUMES

Detailed resumes should be submitted for all management, supervisory and key personnel to be assigned to the contract. Resumes should **be presented in the [format attached](#)** at the end of this document and emphasize relevant qualifications and experience of these individuals in successfully completing contracts of a similar size and scope to those required by this RFP. Resumes should:

- Clearly identify the individual's previous experience in completing similar contracts.
- Record beginning and ending dates for each similar contract.
- Offer a description of the similar contract and demonstrate how the individual's work on the completed contract relates to the individual's ability to successfully contribute in providing the services required by this RFP.
- Include the name, address, and telephone number of each reference with respect to each similar contract.

4.4.5.4 BACKUP STAFF

The bidder should include a list of backup staff who may be called upon to assist or replace primary individuals assigned. Backup staff must be clearly identified as backup staff.

In the event the bidder must hire management, supervisory and/or key personnel if awarded the contract, the bidder should include, as part of its recruitment plan, a plan to secure backup staff in the event personnel initially recruited need assistance or need to be replaced during the term of the contract.

4.4.5.5 ORGANIZATION CHART (ENTIRE FIRM)

The bidder should include an organization chart showing the bidder's entire organizational structure. This chart should show the relationship of the individuals assigned to the contract to the bidder's overall organizational structure.

4.4.5.6 EXPERIENCE OF BIDDER ON CONTRACTS OF SIMILAR SIZE AND SCOPE

The bidder should provide a comprehensive listing of contracts of similar size and scope that it has successfully completed as evidence of the bidder's ability to successfully complete the services required by this RFP. Emphasis should be placed on contracts that are similar in size and scope to the work required by this RFP. A description of all such contracts should be included and should show how such contracts relate to the ability of the firm to complete the services required by this RFP. For each such contract, the bidder should provide two (2) names and telephone numbers of individuals for the other contract party. Beginning and ending dates should also be given for each contract.

4.4.5.7 FINANCIAL CAPABILITY OF THE BIDDER

In order to provide the State with the ability to judge the bidder's financial capacity and capabilities to undertake and successfully complete the contract, the bidder should submit certified financial statements to include a balance sheet, income statement and statement of

cash flow, and all applicable notes for the two (2) most recent calendar years or the bidder's two (2) most recent fiscal years. If certified financial statements are not available, the bidder should provide either a reviewed or compiled statement from an independent accountant setting forth the same information required for the certified financial statements, together with a certification from the Chief Executive Officer and the Chief Financial Officer, that the financial statements and other information included in the statements fairly present in all material respects the financial condition, results of operations and cash flows of the bidder as of, and for, the periods presented in the statements. In addition, the bidder should submit a bank reference.

A bidder may designate specific financial information as not subject to disclosure when the bidder has a good faith legal/factual basis for such assertion. The bidder may submit specific financial documents in a separate, sealed package clearly marked "Confidential-Financial Information" along with the bid proposal.

The State reserves the right to make the determination to accept the assertion and shall so advise the bidder.

4.4.5.8 SUBCONTRACTOR(S)

All bidders must complete the **Notice of Intent to Subcontract Form** whether or not they intend to utilize subcontractors in connection with the work set forth in this RFP. If the bidder intends to utilize subcontractor(s), then the **Subcontractor Utilization Plan** must also be submitted with the bid.

N.J.A.C. 17:13-4 and Executive Order 71 mandate that if the bidder proposes to utilize a subcontractor, the bidder must make a good faith effort to meet the set-aside subcontracting targets of awarding a total of twenty-five percent (25%) of the value of the contract to New Jersey-based, New Jersey Commerce Commission registered small businesses, with a minimum of five (5) percent awarded to each of the three categories set forth below, and the balance of ten (10) percent spread across the three annual gross revenue categories: Category I – \$1 to \$500,000; Category II - \$500,001 to \$5,000,000; Category III - \$5,000,001 to \$12,000,000.

Should the bidder choose to use subcontractors and fail to meet the Small Business Subcontracting targets set forth above, the bidder must submit documentation demonstrating its good faith effort to meet the targets with its bid proposal or within seven (7) business days upon request.

Should the bidder propose to utilize a subcontractor(s) to fulfill any of its obligations, the bidder shall be responsible for the subcontractor's(s): (a) performance; (b) compliance with all of the terms and conditions of the contract; and (c) compliance with the requirements of all applicable laws.

The bidder must provide a detailed description of services to be provided by each subcontractor, referencing the applicable Section or Subsection of this RFP.

4.4.6 PRICE SCHEDULE

The bidder must submit all requested pricing information. Failure to submit all requested pricing information may result in the bidder's proposal being considered materially non-responsive. Each bidder must hold its price(s) firm through issuance of contract to permit the completion of the evaluation of bid proposals received and the contract award process.

Note: The budget for the case study shall be provided on the price schedule. The same firm fixed hourly and commission rates being bid must be used for the budget for the assignment.

The Unit Price column shall reflect the bidder's proposed means of budgeting contract work. If awarded a contract, the Unit Price column shall be the method for providing cost estimates for specific task assignments. If a labor category is not proposed for the case study but is one that is included on the Price Schedule and may be used over the term of the contract, that rate shall be included in the Price Schedule. If a bidder does not plan to use a staff person to fulfill a specific labor category over the term of the contract, that Price Line should be left blank. The bidder must supply a media placement mark-up percentage. If the percentage is zero, a zero must be supplied.

The bidder must price its staff using the job titles provided in the [Price Schedule](#). Changes, modifications or additions to job titles shall not be permitted.

5.0 SPECIAL CONTRACTUAL TERMS AND CONDITIONS

5.1 PRECEDENCE OF SPECIAL CONTRACTUAL TERMS AND CONDITIONS

The contract awarded as a result of this RFP shall consist of this RFP, addenda to this RFP, the contractor's bid proposal, and the Division's Notice of Award.

Unless specifically stated within this RFP, the Special Contractual Terms and Conditions of the RFP take precedence over the NJ Standard Terms and Conditions version 07/27/07 located on the Advertised Solicitation, Current Bid Opportunities webpage:

<http://www.state.nj.us/treasury/purchase/bid/summary/09-x-39622.shtml>.

In the event of a conflict between the provisions of this RFP, including the Special Contractual Terms and Conditions and the NJ Standard Terms and Conditions version 07/27/07, and any Addendum to this RFP, the Addendum shall govern.

In the event of a conflict between the provisions of this RFP, including any Addendum to this RFP, and the bidder's bid proposal, the RFP and/or the Addendum shall govern.

5.2 CONTRACT TERM AND EXTENSION OPTION

The term of the contract shall be for a period of three (3) years. The anticipated Contract Effective Date is provided on the Signatory Page of this RFP:

<http://www.state.nj.us/treasury/purchase/bid/summary/09-x-39622.shtml>

If delays in the procurement process result in a change to the anticipated Contract Effective Date, the bidder agrees to accept a contract for the full term of the contract. The contract may be extended for all or part of two (2) one-year periods, by the mutual written consent of the contractor and the Director. **Purchase orders may be placed against the contract up to and including the end of business on the last day of the contract, for delivery no more than 45 days after contract expiration.**

5.3 CONTRACT TRANSITION

In the event that a new contract has not been awarded prior to the contract expiration date, as may be extended herein, it shall be incumbent upon the contractor to continue the contract under the same terms and conditions until a new contract can be completely operational. At no time shall this transition period extend more than ninety (90) days beyond the expiration date of the contract.

5.4 CONTRACT AMENDMENT

Any changes or modifications to the terms of the contract shall be valid only when they have been reduced to writing and signed by the contractor and the Director.

5.5 CONTRACTOR RESPONSIBILITIES

The contractor shall have sole responsibility for the complete effort specified in the contract. Payment will be made only to the contractor. The contractor shall have sole responsibility for all payments due any subcontractor.

The contractor is responsible for the professional quality, technical accuracy and timely completion and submission of all deliverables, services or commodities required to be provided under the contract. The contractor shall, without additional compensation, correct or revise any errors, omissions, or other deficiencies in its deliverables and other services. The approval of deliverables furnished under this contract shall not in any way relieve the contractor of

responsibility for the technical adequacy of its work. The review, approval, acceptance or payment for any of the services shall not be construed as a waiver of any rights that the State may have arising out of the contractor's performance of this contract.

5.6 SUBSTITUTION OF STAFF

If it becomes necessary for the contractor to substitute any management, supervisory or key personnel, the contractor will identify the substitute personnel and the work to be performed.

The contractor must provide detailed justification documenting the necessity for the substitution. Resumes must be submitted evidencing that the individual(s) proposed as substitution(s) have qualifications and experience equal to or better than the individual(s) originally proposed or currently assigned.

The contractor shall forward a request to substitute staff to the State Contract Manager for consideration and approval. No substitute personnel are authorized to begin work until the contractor has received written approval to proceed from the State Contract Manager.

5.7 SUBSTITUTION OR ADDITION OF SUBCONTRACTOR(S)

This Subsection serves to supplement but not supersede Section 3.11 of the NJ Standard Terms and Conditions version 07/27/07 located on the Advertised Solicitation, Current Bid Opportunities webpage.

If it becomes necessary for the contractor to substitute a subcontractor, add a subcontractor, or substitute its own staff for a subcontractor, the contractor will identify the proposed new subcontractor or staff member(s) and the work to be performed. The contractor must provide detailed justification documenting the necessity for the substitution or addition.

The contractor must provide detailed resumes of its proposed replacement staff or of the proposed subcontractor's management, supervisory, and other key personnel that demonstrate knowledge, ability and experience relevant to that part of the work which the subcontractor is to undertake.

The qualifications and experience of the replacement(s) must equal or exceed those of similar personnel proposed by the contractor in its bid proposal.

The contractor shall forward a written request to substitute or add a subcontractor or to substitute its own staff for a subcontractor to the State Contract Manager for consideration. If the State Contract Manager approves the request, the State Contract Manager will forward the request to the Director for final approval.

No substituted or additional subcontractors are authorized to begin work until the contractor has received written approval from the Director.

The contractor may subcontract for production, to firms not expressly identified at the time of bid proposal submission. In such instances, the contractor shall obtain a minimum of three (3) competitive bid proposals from subcontractors for each project or engagement. Examples of such subcontracted work include, but may not be limited to, radio commercial production, television commercial production, research projects, etc. The competitive bid proposals shall be firm, fixed price per engagement and include written recommendation based on price and other factors with all support justifying the selection of the firm recommended to conduct the work.

No subcontractor proposed by the contractor for production shall be authorized to begin work until approved by the State Contract Manager prior to engagement and shall be paid as a direct cost as a pass through item.

5.8 OWNERSHIP OF MATERIAL

All data, technical information, materials gathered, originated, developed, prepared, used or obtained in the performance of the contract, including, but not limited to, all reports, surveys, plans, charts, literature, brochures, mailings, recordings (video and/or audio), pictures, drawings, analyses, graphic representations, software computer programs and accompanying documentation and print-outs, notes and memoranda, written procedures and documents, regardless of the state of completion, which are prepared for or are a result of the services required under this contract, shall be and remain the property of the State of New Jersey and shall be delivered to the State of New Jersey upon 30 days notice by the State. With respect to software computer programs and/or source codes developed for the State, the work shall be considered "work for hire", i.e., the State, not the contractor or subcontractor, shall have full and complete ownership of all software computer programs and/or source codes developed. To the extent that any of such materials may not, by operation of the law, be a work made for hire in accordance with the terms of this Agreement, the contractor or subcontractor hereby assigns to the State all right, title and interest in and to any such material, and the State shall have the right to obtain and hold in its own name and copyrights, registrations and any other proprietary rights that may be available.

Should the bidder anticipate bringing pre-existing intellectual property into the project, the intellectual property must be identified in the bid proposal. Otherwise, the language in the first paragraph of this section prevails. If the bidder identifies such intellectual property (Background IP) in its bid proposal, then the Background IP owned by the bidder on the date of the contract, as well as any modifications or adaptations thereto, remain the property of the bidder. Upon contract award, the bidder or contractor shall grant the State a non-exclusive, perpetual royalty free license to use any of the bidder/contractor's Background IP delivered to the State for the purposes contemplated by the contract.

5.9 DATA CONFIDENTIALITY

All financial, statistical, personnel, and/or technical data supplied by the State to the contractor are confidential. The contractor is required to use reasonable care to protect the confidentiality of such data. Any use, sale or offering of this data in any form by the contractor, or any individual or entity in the contractor's charge or employ, will be considered a violation of this contract and may result in contract termination and the contractor's suspension or debarment from State contracting. In addition, such conduct may be reported to the State Attorney General for possible criminal prosecution.

5.10 NEWS RELEASES

The contractor is not permitted to issue news releases pertaining to any aspect of the services being provided under this contract without the prior written consent of the Director.

5.11 ADVERTISING

The contractor shall not use the State's name, logos, images, or any data or results arising from this contract as a part of any commercial advertising without first obtaining the prior written consent of the Director.

5.12 LICENSES AND PERMITS

The contractor shall obtain and maintain in full force and effect all required licenses, permits, and authorizations necessary to perform this contract. The contractor shall supply the State Contract Manager with evidence of all such licenses, permits, and authorizations. This evidence shall be submitted subsequent to the contract award. All costs associated with any such licenses, permits, and authorizations must be considered by the bidder in its bid proposal.

5.13 CLAIMS AND REMEDIES

5.13.1 CLAIMS

All claims asserted against the State by the contractor shall be subject to the New Jersey Tort Claims Act, N.J.S.A. 59:1-1, et seq., and/or the New Jersey Contractual Liability Act, N.J.S.A. 59:13-1, et seq.

5.13.2 REMEDIES

Nothing in the contract shall be construed to be a waiver by the State of any warranty, expressed or implied, of any remedy at law or equity, except as specifically and expressly stated in a writing executed by the Director.

5.13.3 REMEDIES FOR FAILURE TO COMPLY WITH MATERIAL CONTRACT REQUIREMENTS

In the event that the contractor fails to comply with any material contract requirements, the Director may take steps to terminate the contract in accordance with the State administrative code and/or authorize the delivery of contract items by any available means, with the difference between the price paid and the defaulting contractor's price either being deducted from any monies due the defaulting contractor or being an obligation owed the State by the defaulting contractor.

5.14 LATE DELIVERY

The contractor must immediately advise the State Contract Manager of any circumstance or event that could result in late completion of any task or subtask called for to be completed on a date certain.

5.15 RETAINAGE

Not applicable to this procurement.

5.16 STATE'S OPTION TO REDUCE SCOPE OF WORK

The State has the option, in its sole discretion, to reduce the scope of work for any task or subtask called for under this contract. In such an event, the Director shall provide advance written notice to the contractor.

Upon receipt of such written notice, the contractor will submit, within five (5) working days to the Director and the State Contract Manager, an itemization of the work effort already completed by task or subtask. The contractor shall be compensated for such work effort according to the applicable portions of its price schedule.

5.17 SUSPENSION OF WORK

The State Contract Manager may, for valid reason, issue a stop order directing the contractor to suspend work under the contract for a specific time. The contractor shall be paid until the effective date of the stop order. The contractor shall resume work upon the date specified in the stop order or upon such other date as the State Contract Manager may thereafter direct in writing. The period of suspension shall be deemed added to the contractor's approved schedule of performance. The Director and the contractor shall negotiate an equitable adjustment, if any, to the contract price.

5.18 CHANGE IN LAW

Whenever an unforeseen change in applicable law or regulation affects the services that are the subject of this contract, the contractor shall advise the State Contract Manager and the Director in writing and include in such written transmittal any estimated increase or decrease in the cost of its performance of the services as a result of such change in law or regulation. The Director and the contractor shall negotiate an equitable adjustment, if any, to the contract price.

5.19 CONTRACT PRICE INCREASE (PREVAILING WAGE)

Not applicable to this procurement.

5.20 ADDITIONAL WORK AND/OR SPECIAL PROJECTS

The contractor shall not begin performing any additional work or special projects without first obtaining written approval from the State Contract Manager and the Director.

In the event of additional work and/or special projects, the contractor must present a written proposal to the State Contract Manager to perform the additional work. The proposal should provide justification for the necessity of the additional work. The relationship between the additional work and the base contract work must be clearly established by the contractor in its proposal.

The contractor's written proposal must provide a detailed description of the work to be performed by task and subtask. The proposal should also contain details on the level of effort, including hours, labor categories, etc., necessary to complete the additional work.

The written proposal must detail the cost necessary to complete the additional work in a manner consistent with the contract. The written price schedule must be based upon the hourly rates, unit costs, or other cost elements submitted by the contractor in the contractor's original bid proposal submitted in response to this RFP. Whenever possible, the price schedule should be a firm fixed price to perform the required work. The firm fixed price should specifically reference and be tied directly to costs submitted by the contractor in its original bid proposal. A payment schedule, tied to successful completion of tasks and subtasks, must be included.

Upon receipt and approval of the contractor's written proposal, the State Contract Manager shall forward it to the Director for the Director's written approval. Complete documentation from the Using Agency, confirming the need for the additional work, must be submitted. Documentation forwarded by the State Contract Manager to the Director must include all other required State approvals, such as those that may be required from the State of New Jersey's Office of Management and Budget and Office of Information and Technology.

No additional work and/or special project may commence without the Director's written approval. In the event the contractor proceeds with additional work and/or special projects without the

Director's written approval, it shall be at the contractor's sole risk. The State shall be under no obligation to pay for work performed without the Director's written approval.

5.21 FORM OF COMPENSATION AND PAYMENT

This Section supplements Section 4.5 of the NJ Standard Terms and Conditions version 07/27/07, located on the Advertised Solicitation, Current Bid Opportunities webpage <http://www.state.nj.us/treasury/purchase/bid/summary/09-x-39622.shtml>. The contractor must submit official State invoice forms to the Using Agency with supporting documentation evidencing that work for which payment is sought has been satisfactorily completed. Invoices must reference the tasks or subtasks detailed in the Scope of Work section of the RFP and must be in strict accordance with the firm fixed prices submitted for each task or subtask on the RFP pricing sheets. When applicable, invoices should reference the appropriate RFP price sheet line number from the contractor's bid proposal. **Further, the contract must submit, and Using Agency must ensure receipt of proof of the net cost (invoices), it has to pay its provider for placement and then apply the markup to that cost and send this documentation in with every invoice for payment by the State.** All invoices must be approved by the State Contract Manager before payment will be authorized.

In addition, primary contractors must provide, on a monthly and cumulative basis, a breakdown in accordance with the budget submitted, of all monies paid to any small business subcontractor(s). This breakdown shall be sent to the Purchase Bureau Business Unit, Set-Aside Coordinator.

Invoices must also be submitted for any special projects, additional work, or other items properly authorized and satisfactorily completed under the contract. Invoices shall be submitted according to the payment schedule agreed upon when the work was authorized and approved. Payment can only be made for work when it has received all required written approvals and has been satisfactorily completed.

5.21.1 PAYMENT TO CONTRACTOR - OPTIONAL METHOD

Not applicable to this procurement.

5.22 MODIFICATIONS AND CHANGES TO THE NJ STANDARD TERMS AND CONDITIONS VERSION 07/27/07

NJ Standard Terms and Conditions version 07/27/07 are located on the Advertised Solicitation, Current Bid Opportunities webpage <http://www.state.nj.us/treasury/purchase/bid/summary/09-x-39622.shtml>.

5.22.1 PATENT AND COPYRIGHT INDEMNITY

Section 2.1 of the NJ Standard Terms and Conditions version 07/27/07 is deleted and replaced with the following:

2.1 Patent and Copyright Indemnity

a. The contractor shall hold and save the State of New Jersey, its officers, agents, servants and employees, harmless from liability of any nature or kind for or on account of the use of any copyrighted or uncopied composition, secret process, patented or unpatented invention, article, or appliance furnished or used in the performance of the contract.

b. The State of New Jersey agrees: (1) to promptly notify the contractor in writing of such claim or suit, (2) that the contractor shall have control of the defense of settlement of such claim or suit,

and (3) to cooperate with the contractor in the defense of such claim or suit to the extent that the interests of the contractor and the State are consistent.

c. In the event of such claim or suit, the contractor, at its option, may: (1) procure for the State of New Jersey the legal right to continue the use of the product, (2) replace or modify the product to provide a non-infringing product that is the functional equivalent, or (3) refund the purchase price less a reasonable allowance for use that is agreed to by both parties.

5.22.2 INDEMNIFICATION

Section 2.2 of the NJ Standard Terms and Conditions version 07/27/07, is deleted and replaced with the following:

2.2 Indemnification

The contractor's liability to the State for actual, direct damages resulting from the contractor's performance or non-performance, or in any manner related to the contract, for any and all claims, shall be limited in the aggregate to 100 % of the value of the contract, except that such limitation of liability shall not apply to the following:

1. The contractor's obligation to indemnify the State of New Jersey and its employees from and against any claim, demand, loss, damage or expense relating to bodily injury or the death of any person or damage to real property or tangible personal property, incurred from the work or materials supplied by the contractor under the contract caused by negligence or willful misconduct of the contractor,
2. The contractor's breach of its obligations of confidentiality, and
3. The contractor's liability with respect to copyright indemnification.

The contractor's indemnification obligation is not limited by but is in addition to the insurance obligations contained in Section 2.3 of the NJ Standard Terms and Conditions version 07/27/07.

The contractor shall not be liable for special, consequential, or incidental damages.

5.22.3 INSURANCE - PROFESSIONAL LIABILITY INSURANCE

Not applicable to this procurement.

6.0 PROPOSAL EVALUATION

6.1 PROPOSAL EVALUATION COMMITTEE

Bid proposals may be evaluated by an Evaluation Committee composed of members of affected departments and agencies together with representative(s) from the Purchase Bureau. Representatives from other governmental agencies may also serve on the Evaluation Committee. On occasion, the Evaluation Committee may choose to make use of the expertise of outside consultants in an advisory role.

6.2 ORAL PRESENTATION AND/OR CLARIFICATION OF BID PROPOSAL

After the submission of bid proposals, unless requested by the State as noted below, vendor contact with the State is still not permitted.

A bidder may be required to give an oral presentation to the Evaluation Committee concerning its bid proposal. The Evaluation Committee may also require a bidder to submit written responses to questions regarding its bid proposal.

The purpose of such communication with a bidder, either through an oral presentation or a letter of clarification, is to provide an opportunity for the bidder to clarify or elaborate on its bid proposal. Original bid proposals submitted, however, cannot be supplemented, changed, or corrected in any way. No comments regarding other bid proposals are permitted. Bidders may not attend presentations made by their competitors.

It is within the Evaluation Committee's discretion whether to require a bidder to give an oral presentation or require a bidder to submit written responses to questions regarding its bid proposal. Action by the Evaluation Committee in this regard should not be construed to imply acceptance or rejection of a bid proposal.

The Purchase Bureau buyer will be the sole point of contact regarding any request for an oral presentation or clarification.

6.3 EVALUATION CRITERIA

The following evaluation criteria categories, not necessarily listed in order of significance, will be used to evaluate bid proposals received in response to this RFP. The evaluation criteria categories may be used to develop more detailed evaluation criteria to be used in the evaluation process:

6.3.1 TECHNICAL EVALUATION CRITERIA

- a) The bidder's general approach and plans in meeting the requirements of this RFP.
- b) The bidder's detailed approach and plans to perform the services required by the Scope of Work of this RFP.
- c) The bidder's documented experience in successfully completing contracts of a similar size and scope to the work required by this RFP.
- d) The qualifications and experience of the bidder's management, supervisory or other key personnel assigned to the contract, with emphasis on documented experience in successfully completing work on contracts of similar size and scope to the work required by this RFP.

- e) The overall ability of the bidder to mobilize, undertake and successfully complete the contract. This judgment will include, but not be limited to, the following factors: the number and qualifications of management, supervisory and other staff proposed by the bidder to complete the contract, the availability and commitment to the contract of the bidder's management, supervisory and other staff proposed and the bidder's contract management plan, including the bidder's contract organizational chart.
- f) As demonstrated in its case study submitted pursuant to Section 4.4.4.1C of the RFP, the bidder's creativity and clarity expressed in visuals, messages, and media in relaying information required by the Lottery to the target audience(s). This includes visual and verbal excellence, versatility, innovativeness, appropriateness, and overall appeal of the creative offering as it addressed the goal of the project.

6.3.2 BIDDER'S PRICE SCHEDULE

For evaluation purposes, bidders will be ranked according to the total case study bid price located on the Price Schedule.

6.3.3 BID DISCREPANCIES

In evaluating bids, discrepancies between words and figures will be resolved in favor of words. Discrepancies between unit prices and totals of unit prices will be resolved in favor of unit prices. Discrepancies in the multiplication of units of work and unit prices will be resolved in favor of the unit prices. Discrepancies between the indicated total of multiplied unit prices and units of work and the actual total will be resolved in favor of the actual total. Discrepancies between the indicated sum of any column of figures and the correct sum thereof will be resolved in favor of the corrected sum of the column of figures.

6.4 NEGOTIATION AND BEST AND FINAL OFFER (BAFO)

Following the opening of bid proposals, the State shall, pursuant to N.J.S.A. 52:34-12(f), negotiate one or more of the following contractual issues: the technical services offered, the terms and conditions and/or the price of a proposed contract award with any bidder, and/or solicit a Best and Final Offer (BAFO) from one or more bidders.

Initially, the Evaluation Committee will conduct a review of all the bids and select bidders to contact to negotiate and/or conduct a BAFO based on its evaluation and determination of the bid proposals that best satisfy the evaluation criteria and RFP requirements, and that are most advantageous to the State, price and other factors considered. The Committee may not contact all bidders to negotiate and/or to submit a BAFO.

In response to the State's request to negotiate, bidders must continue to satisfy all mandatory RFP requirements but may improve upon their original technical proposal in any revised technical proposal. However, any revised technical proposal that does not continue to satisfy all mandatory requirements will be rejected as non-responsive and the original technical proposal will be used for any further evaluation purposes in accordance with the following procedure.

In response to the State's request for a BAFO, bidders may submit a revised price proposal that is equal to or lower in price than their original submission, but must continue to satisfy all mandatory requirements. Any revised price proposal that is higher in price than the original will be rejected as non-responsive and the original bid will be used for any further evaluation purposes.

After receipt of the results of the negotiation and/or the BAFO(s), the Evaluation Committee will complete its evaluation and recommend to the Director for award that responsible bidder(s) whose bid proposal, conforming to this RFP, is most advantageous to the State, price and other factors considered.

All contacts, records of initial evaluations, any correspondence with bidders related to any request for negotiation or BAFO, any revised technical and/or price proposals, the Evaluation Committee Report and the Award Recommendation, will remain confidential until a Notice of Intent to Award a contract is issued.

7.0 CONTRACT AWARD

7.1 DOCUMENTS REQUIRED BEFORE CONTRACT AWARD

7.1.1 REQUIREMENTS OF N.J.S.A. 19:44A-20.13-25 (FORMERLY EXECUTIVE ORDER 134)

In order to safeguard the integrity of State government procurement by imposing restrictions to insulate the negotiation and award of State contracts from political contributions that pose the risk of improper influence, purchase of access, or the appearance thereof, the Legislature enacted N.J.S.A. 19:44A-20.13 – 25 on March 22, 2005 (the Legislation), retroactive to October 15, 2004, superseding the terms of Executive Order 134. Pursuant to the requirements of the Legislation, the terms and conditions set forth in this section are material terms of any contract resulting from this RFP.

7.1.1.1 DEFINITIONS

For the purpose of this section, the following shall be defined as follows:

- a) **Contribution** – a contribution reportable as a recipient under “The New Jersey Campaign Contributions and Expenditures Reporting Act.” P.L. 1973, c. 83 (C.19:44A-1 et seq.), and implementing regulations set forth at N.J.A.C. 19:25-7 and N.J.A.C. 19:25-10.1 et seq. Through December 31, 2004, contributions in excess of \$400 during a reporting period were deemed "reportable" under these laws. As of January 1, 2005, that threshold was reduced to contributions in excess of \$300.
- b) **Business Entity** – any natural or legal person, business corporation, professional services corporation, Limited Liability Company, partnership, limited partnership, business trust, association, or any other legal commercial entity organized under the laws of New Jersey or any other state or foreign jurisdiction. The definition of a business entity includes (i) all principals who own or control more than 10 percent of the profits or assets of a business entity or 10 percent of the stock in the case of a business entity that is a corporation for profit, as appropriate, (ii) any subsidiaries directly or indirectly controlled by the business entity, (iii) any political organization organized under Section 527 of the Internal Revenue Code that is directly or indirectly controlled by the business entity, other than a candidate committee, election fund, or political party committee, and (iv) if a business entity is a natural person, that person’s spouse or child, residing in the same household.

7.1.1.2 BREACH OF TERMS OF THE LEGISLATION

It shall be a breach of the terms of the contract for the Business Entity to (i) make or solicit a contribution in violation of the Legislation, (ii) knowingly conceal or misrepresent a contribution given or received; (iii) make or solicit contributions through intermediaries for the purpose of concealing or misrepresenting the source of the contribution; (iv) make or solicit any contribution on the condition or with the agreement that it will be contributed to a campaign committee or any candidate or holder of the public office of Governor, or to any State or county party committee; (v) engage or employ a lobbyist or consultant with the intent or understanding that such lobbyist or consultant would make or solicit any contribution, which if made or solicited by the business entity itself, would subject that entity to the restrictions of the Legislation; (vi) fund contributions made by third parties, including consultants, attorneys, family members, and employees; (vii) engage in any exchange of contributions to circumvent the intent of the Legislation; or (viii) directly or indirectly through or by any other person or means, do any act which would subject that entity to the restrictions of the Legislation.

7.1.1.3 CERTIFICATION AND DISCLOSURE REQUIREMENTS

a) The State shall not enter into a contract to procure from any Business Entity services or any material, supplies or equipment, or to acquire, sell or lease any land or building, where the value of the transaction exceeds \$17,500, if that Business Entity has solicited or made any contribution of money, or pledge of contribution, including in-kind contributions to a candidate committee and/or election fund of any candidate for or holder of the public office of Governor, or to any State or county political party committee during certain specified time periods.

b) Prior to awarding any contract or agreement to any Business Entity, the Business Entity proposed as the intended awardee of the contract shall submit the Certification and Disclosure form, certifying that no contributions prohibited by the Legislation have been made by the Business Entity and reporting all contributions the Business Entity made during the preceding four years to any political organization organized under 26 U.S.C.527 of the Internal Revenue Code that also meets the definition of a “continuing political committee” within the mean of N.J.S.A. 19:44A-3(n) and N.J.A.C. 19:25-1.7. The required form and instructions, available for review on the Purchase Bureau website at <http://www.state.nj.us/treasury/purchase/forms.htm#eo134>, shall be provided to the intended awardee for completion and submission to the Purchase Bureau with the Notice of Intent to Award. Upon receipt of a Notice of Intent to Award a Contract, the intended awardee shall submit to the Division, in care of the Purchase Bureau Procurement Specialist, the Certification and Disclosure(s) within five (5) business days of the State’s request. Failure to submit the required forms will preclude award of a contract under this RFP as well as future contract opportunities.

c) Further, the contractor is required, on a continuing basis, to report any contributions it makes during the term of the contract and any extension(s) thereof, at the time any such contribution is made. The required form and instructions, available for review on the Purchase Bureau website at <http://www.state.nj.us/treasury/purchase/forms.htm#eo134>, shall be provided to the intended awardee with the Notice of Intent to Award.

7.1.1.4 STATE TREASURER REVIEW

The State Treasurer or designee shall review the Disclosures submitted pursuant to this section as well as any other pertinent information concerning the contributions or reports thereof by the intended awardee, prior to award, or during the term of the contract, by the contractor. If the State Treasurer determines that any contribution or action by the contractor constitutes a breach of contract that poses a conflict of interest in the awarding of the contract under this solicitation, the State Treasurer shall disqualify the Business Entity from award of such contract.

7.1.1.5 ADDITIONAL DISCLOSURE REQUIREMENT OF P.L. 2005, C. 271

The contractor is advised of its responsibility to file an annual disclosure statement on political contributions with the New Jersey Election Law Enforcement Commission (ELEC), pursuant to P.L. 2005, c. 271, section 3 if the contractor receives contracts in excess of \$50,000 from a public entity in a calendar year. It is the contractor’s responsibility to determine whether filing is necessary. Failure to so file can result in the imposition of financial penalties by ELEC. Additional information about this requirement is available from ELEC at 888-313-3532 or at www.elec.state.nj.us.

7.1.2 SOURCE DISCLOSURE REQUIREMENTS

7.1.2.1 REQUIREMENTS OF N.J.S.A. 52:34-13.2

Under the referenced statute, effective August 3, 2005, all contracts primarily for services awarded by the Director shall be performed within the United States except when the Director certifies in writing a finding that a required service cannot be provided by a contractor or subcontractor within the United States and the certification is approved by the State Treasurer.

7.1.2.2 SOURCE DISCLOSURE REQUIREMENTS

Pursuant to the statutory requirements, the intended awardee of a contract primarily for services with the State of New Jersey must disclose the location by country where services under the contract, including subcontracted services, will be performed. The Source Disclosure Certification form is located on the Advertised Solicitation, Current Bid Opportunities webpage <http://www.state.nj.us/treasury/purchase/bid/summary/09-x-39622.shtml>.

FAILURE TO SUBMIT SOURCING INFORMATION WHEN REQUESTED BY THE STATE SHALL PRECLUDE AWARD OF A CONTRACT TO THE BIDDER.

If any of the services cannot be performed within the United States, the bidder shall state with specificity the reasons why the services cannot be so performed. The Director shall determine whether sufficient justification has been provided by the bidder to form the basis of his certification that the services cannot be performed in the United States and whether to seek the approval of the Treasurer.

7.1.2.3 BREACH OF CONTRACT OF EXECUTIVE ORDER 129

A SHIFT TO PROVISION OF SERVICES OUTSIDE THE UNITED STATES DURING THE TERM OF THE CONTRACT SHALL BE DEEMED A BREACH OF CONTRACT.

If, during the term of the contract, the contractor or subcontractor, who had on contract award declared that services would be performed in the United States, proceeds to shift the performance of any of the services outside the United States, the contractor shall be deemed to be in breach of its contract, which contract shall be subject to termination for cause pursuant to Section 3.5b.1 of the Standard Terms and Conditions version 07/27/07 of the RFP, unless previously approved by the Director and the Treasurer.

7.2 FINAL CONTRACT AWARD

Contract award(s) shall be made with reasonable promptness by written notice to that (those) responsible bidder(s), whose bid proposal(s), conforming to this RFP, is (are) most advantageous to the State, price, and other factors considered. Any or all bid proposals may be rejected when the State Treasurer or the Director determines that it is in the public interest to do so.

7.3 INSURANCE CERTIFICATES

The contractor shall provide the State with current certificates of insurance for all coverages required by the terms of this contract, naming the State as an Additional Insured.

7.4 PERFORMANCE BOND

Not applicable to this procurement.

7.5 NEW JERSEY LOTTERY TICKET PURCHASE AND PRIZE PAYMENT RESTRICTIONS

Restrictions apply to the purchase of tickets and payment of prizes regarding individuals related to the Contractor or the Contractor's significant Subcontractors. No officer, employee, or immediate supervisor of such employee, or relative living in the same household as these individuals shall purchase a New Jersey Lottery ticket or be paid a prize in any New Jersey Lottery game if (i) they conduct duties directly pursuant to the Contract; or (ii) they have access to information made Confidential by the Lottery. The Contractor shall ensure that this requirement is made known to each affected individual. To ensure compliance with this requirement, the Contractor and its Subcontractors shall provide a list of such individuals. The list shall include name, address, date of birth, and social security number, and shall be updated to maintain current information. This requirement applies throughout the life of the Contract. Refer to the Lottery Code of Ethics attached as Attachment 2.

7.6 NEW JERSEY LOTTERY CODE OF ETHICS

The Contractor must also abide by the New Jersey State Lottery Code of Ethics for vendors and Contractors (Attachment 2).

8.0 CONTRACT ADMINISTRATION

8.1 CONTRACT MANAGER

The State Contract Manager is the State employee responsible for the overall management and administration of the contract.

The State Contract Manager for this project will be identified at the time of execution of contract. At that time, the contractor will be provided with the State Contract Manager's name, department, division, agency, address, telephone number, fax number, and e-mail address.

8.1.1 STATE CONTRACT MANAGER RESPONSIBILITIES

For an agency contract where only one State office uses the contract, the State Contract Manager will be responsible for engaging the contractor, assuring that purchase orders are issued to the contractor, directing the contractor to perform the work of the contract, approving the deliverables, and approving payment vouchers. The State Contract Manager is the person whom the contractor will contact **after the contract is executed** for answers to any questions and concerns about any aspect of the contract. The State Contract Manager is responsible for coordinating the use and resolving minor disputes between the contractor and any component part of the State Contract Manager's Department.

If the contract has multiple users, the State Contract Manager shall be the central coordinator of the use of the contract for all using agencies, while other State employees engage and pay the contractor. All persons and agencies that use the contract must notify and coordinate the use of the contract with the State Contract Manager.

8.1.2 COORDINATION WITH THE STATE CONTRACT MANAGER

Any contract user who is unable to resolve disputes with a contractor shall refer those disputes to the State Contract Manager for resolution. Any questions related to performance of the work of the contract by contract users shall be directed to the State Contract Manager. The contractor may contact the State Contract Manager if the contractor cannot resolve a dispute with contract users.

PRICE SCHEDULE

ADVERTISING AGENCY SERVICES: DIVISION OF LOTTERY

Bid Number 09-x-39622

Bidder's Name: _____

Refer to RFP Section 2.1 for the definitions of "Labor Rate (Firm Fixed Price)" and "All-Inclusive Hourly Rate".

<p>The case study represents that specific part of the advertising and public relations proposal wherein the bidder shall present, with all its attendant strategic and budgetary details: One (1) 30-second radio (written) spot and one (1) advertising campaign for print or out-of-home (artwork) to promote the "Where the Money Goes"</p>					
Price Line	Labor Rate (Firm, Fixed Price)	Unit	Unit Price (A)	Budget Hours (B)	Total Price* (A)(B)
1.	Partner - Advertising	Hour			\$
2.	Partner – Public Relations	Hour			\$
3.	President - Advertising	Hour			\$
4.	President – Public Relations	Hour			\$
5.	Comptroller/Accounting Manager	Hour			\$
6.	Account Director/Supervisor - Advertising	Hour			\$
7.	Account Director/Supervisor - Public Relations	Hour			\$
8.	Account Executive - Advertising	Hour			\$
9.	Account Executive - Public Relations	Hour			\$
10.	Public Relations - Lead	Hour			\$
11.	Account Manager - Advertising	Hour			\$
12.	Account Manager – Public Relations	Hour			\$
13.	Creative Director/Copy - Advertising	Hour			\$
14.	Creative Director/Copy – Public Relations	Hour			\$

15.	Creative Director/Art – Advertising	Hour			\$
16.	Creative Director/Art – Public Relations	Hour			\$
17.	Senior Art Director - Advertising	Hour			\$
18.	Senior Art Director - Public Relations	Hour			\$
19.	Art Director – Advertising	Hour			\$
20.	Art Director – Public Relations	Hour			\$
21.	Senior Copywriter - Advertising	Hour			\$
22.	Senior Copywriter – Public Relations	Hour			\$
23.	Junior Copywriter - Advertising	Hour			\$
24.	Junior Copywriter - Public Relations	Hour			\$
25.	Production Director/Print - Advertising	Hour			\$
26.	Production Director/Print – Public Relations	Hour			\$
27.	Production Director/Art - Advertising	Hour			\$
28.	Production Director/Art – Public Relations	Hour			\$
29.	Production Director/Media - Advertising	Hour			\$
30.	Production Director/Media – Public Relations	Hour			\$
31.	Studio Manager - Advertising	Hour			\$
32.	Studio Manager – Public Relations	Hour			\$
33.	Media Director - Advertising	Hour			\$
34.	Media Director – Public Relations	Hour			\$
35.	Media Supervisor - Advertising	Hour			\$
36.	Media Supervisor - Public Relations	Hour			\$
37.	Media Planner/Buyer - Advertising	Hour			\$

38.	Media Planner/Buyer - Public Relations	Hour			\$
39.	Interactive Specialist (Web – DVD) - Advertising	Hour			\$
40.	Interactive Specialist (Web – DVD) – Public Relations	Hour			\$
41.	Web-Traffic Analyst - Advertising	Hour			\$
42.	Web-Traffic Analyst – Public Relations	Hour			\$
43.	Administrative Assistant - Advertising	Hour			\$
44.	Administrative Assistant – Public Relations	Hour			\$
45.	Clerical - Advertising	Hour			\$
46.	Clerical – Public Relations	Hour			\$
47.	Graphic Designer	Hour			\$
48.	*Total Budget Price				\$

49.	**Media Placement Mark-up Percentage				%
-----	--------------------------------------	--	--	--	---

50.	***Net Pass-Through Media Placement (Non-Labor)				\$ N/A
51.	***Pass-Through Media Production (Non-Labor)				\$ N/A
52.	***Pass-Through Non-Media Production (Non-Labor)				\$ N/A
53.	Travel (4.4.6)****				\$ N/A

* Price used to rank bids.

** Bidder shall provide the Media Placement Mark-up Percentage.

*** The bidder shall not supply prices for these lines. These price lines will be used only to pay pass-through costs related to these items.

**** Travel shall only be reimbursed.

For the purpose of the case study, the bidder shall price its staff using the job titles provided in the Price Schedule. Changes, modifications, or additions to job titles shall not be permitted.

Attachment 1

NEW JERSEY LOTTERY RETAILER NETWORK DISTRIBUTION	
DELIVERY DATE TO RETAILERS	MATERIALS REQUIRED AT NJL/LGS Contractor Warehouse
1/8/2007	Week of: 12/18/2006
1/22/2007	Week of: 1/1/2007
2/5/2007	Week of: 1/15/2007
2/19/2007	Week of: 1/29/2007
3/5/2007	Week of: 2/12/2007
3/19/2007	Week of: 2/26/2007
4/2/2007	Week of: 3/12/2007
4/16/2007	Week of: 3/26/2007
4/30/2007	Week of: 4/9/2007
5/14/2007	Week of: 4/23/2007
5/28/2007	Week of: 5/7/2007
6/11/2007	Week of: 5/21/2007
6/25/2007	Week of: 6/4/2007
7/9/2007	Week of: 6/18/2007
7/23/2007	Week of: 7/2/2007
8/6/2007	Week of: 7/16/2007
8/20/2007	Week of: 7/30/2007
9/3/2007	Week of: 8/13/2007
9/17/2007	Week of: 8/27/2007

NEW JERSEY LOTTERY RETAILER NETWORK DISTRIBUTION	
DELIVERY DATE TO RETAILERS	MATERIALS REQUIRED AT NJL/LGS Contractor Warehouse
10/1/2007	Week of 9/10/2007
10/15/2007	Week of: 9/24/2007
10/29/2007	Week of: 10/8/2007
11/12/2007	Week of: 10/22/2007
11/26/2007	Week of: 11/5/2007
12/10/2007	Week of: 11/19/2007
12/24/2007	Week of: 12/3/2007
1/7/2008	Week of: 12/17/2007

*When a holiday falls on a Monday, delivery will occur the next business day.

Attachment 2
CODE OF ETHICS
NEW JERSEY STATE LOTTERY COMMISSION
CODE OF ETHICS FOR VENDORS AND CONTRACTORS

Introduction

The proper functioning and financial success of the New Jersey State Lottery are vitally dependent upon the maintenance of public trust and confidence. It is essential therefore, that the Lottery and those persons or firms who do business with it avoid all situations where proprietary or financial interests or the opportunity for financial gain could lead to favored treatment for any organization or individual. They must also avoid circumstances and conduct which may not constitute wrongdoing or a conflict of interest but might nevertheless appear questionable to the general public, thus compromising the integrity of the Lottery.

The Lottery Commission recognizes that in this complex society there will often occur situations in which overlapping or linked ownerships make total separations of interest impossible. It is also familiar with the laws governing the executive Commission on Ethical Standards, N.J.S.A. 52:13D-12 ET SEC. which, while not strictly applicable to vendors or other contracting parties, provides guidance in this general area.

Accordingly, pursuant to authority embodied in N.J.S.A. 5:9-1, ET SEC., and for good cause, the following is hereby established as the New Jersey State Lottery Code of Ethics for Vendors and Contractors.

This code of ethics shall be made part of every request for proposals (RFP) promulgated by the Lottery following the effective date of this resolution. It shall be distributed to all present and future parties who do business with the Lottery (other than as purchasers of lottery tickets, public comment and projected enactment as an agency rule pursuant to the Administrative Procedure Act, N.J.S.A. 52:14B-1, ET SEC.

Lottery Vendors Code of Ethics

1. No lottery vendor* shall employ any person or maintain any business relationship with any person who is a Lottery Commissioner, Officer or Employee. The maintenance of a business relationship shall be deemed to include but not be limited to any interest, financial or otherwise, direct or indirect, any business transaction or professional activity involving a commissioner, officer or employee. However, it shall not be a violation of this paragraph for a Lottery Commissioner, Officer or Employee to seek future outside employment or to correspond with a lottery vendor with respect thereto, provided that (a) the director is promptly informed of such activities and (b) they are not violative of state law or such other ethical standards as may apply.**
2. No lottery vendor shall cause or influence, or attempt to cause or influence, any Lottery Commissioner, Officer or Employee to act in his official capacity in any manner which might tend to impair the objectivity or independence of judgment of said Lottery Commissioner, Officer or Employee.
3. No lottery vendor shall cause or influence, or attempt to cause or influence, any Lottery Commissioner, Officer or Employee to use, or attempt to use, his official position to secure unwarranted privileges or advantages for that lottery vendor or for any other person.
4. No lottery vendor shall offer any Lottery Commissioner, Officer or Employee any gift, favor, service or other thing of value under circumstances from which it might be reasonable inferred that such gift, service or other thing of value was given or offered for the purpose of influencing the recipient in the discharge of his official duties.
5. This code of ethics shall also apply to any licensed agent of the New Jersey State Lottery.

6. No lottery vendor shall, without the written approval of the director, disclose, directly or indirectly, any information not generally or legally available to the public concerning the affairs of the division.

7. This code is intended to augment and not replace existing administrative orders and pertinent codes of ethics. If any part of this code shall be found ineffective or inoperative, such finding shall not affect the other parts of the code.

8. This code shall take effect immediately upon adoption by the New Jersey State Lottery Commission.

* As used in this code of ethics, lottery vendor means any person, firm or corporation engaging or seeking to engage in business with the Division of State Lottery.

** Lottery Commissioners and Division Officers and Employees are covered by separate Code of Ethics.

Resume Format

The resumes should be formatted as depicted below.

Name:
Present Title:
Role for this Project: *Proposed role for the subject contract.*

Experience Summary: Types of experience the proposed staff has that are applicable to the proposed project, e.g., requirements analysis, project management, training, conversion planning, etc. For each type of experience, the number of years of said experience must be identified.

*Job A:
Employed from (month/year) to (month/year):
Title:
Employer name, phone number, fax number and/or e-mail address:
Employer address:*

*Specific Project A:
Customer name:
Current telephone number, fax number and/or e-mail address:
Brief project description:
Time period individual assigned to project:
Percentage of time on specific project (based on full days, five days per week):*

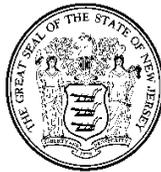
Continue with Projects B, C, etc., as needed.

Continue with Jobs B, C, etc., as needed.

*Educational Background
School name (post-secondary education):
Location:
Type and date of degree received:*

*Specialized Training
Type of training and dates attended (months/year):*

*References:
Provide the following information for each of two (2) references.
Name:
Position:
Current telephone number, fax number and/or e-mail address:
Relationship:*



State of New Jersey

DEPARTMENT OF THE TREASURY
DIVISION OF PURCHASE AND PROPERTY
PURCHASE BUREAU
P.O. BOX 230
TRENTON, NEW JERSEY 08625-0230

JON S. CORZINE
Governor

BRADLEY I. ABELOW
State Treasurer

January 11, 2008

To: All Interested Bidders

Re: RFP # 09-X-39622
Advertising Agency Services:
Division of Lottery

Bid Due Date: March 6, 2008 (2:00 p.m.)

ADDENDUM #1

The following constitutes Addendum #1 to the above referenced solicitation. This addendum is divided into the following parts:

Part 1: Answers to questions.

Part 2: Additions, deletions, clarifications and modifications to the RFP

It is the bidder's responsibility to ensure that all changes are incorporated into the original RFP.

All other instructions, terms and conditions of the RFP shall remain the same.

PART 1.
Advertising Agency Services:
Division of Lottery

Bid Number 09-X-39622
Answers to Questions

Note: Some of the questions have been paraphrased in the interest of readability and clarity. Each question is referenced by the appropriate RFP page number(s) and section where applicable.

- NONE -

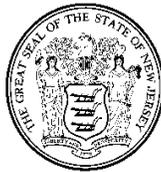
PART 2.
Advertising Agency Services:
Division of Lottery

Bid Number 09-X-39622

Additions, Deletions, Clarifications and Modifications to the RFP

#	Page #	RFP Section Reference	Additions, Deletions, Clarifications and Modifications
1	25-26	1.3.3	<p>DOCUMENT REVIEW ROOM DRAFT-LISTING OF MATERIALS</p> <ul style="list-style-type: none"> • Miscellaneous samples of Television, Radio, Point-of-Sale, Out-of Home, etc. advertisements. <p><i>(A significant amount of these are only available in electronic formats. They can be accessed via a P/C, or we can provide them to interested parties in a USB Flash drive. Either way accommodations will need to be made.)</i></p> <ul style="list-style-type: none"> • Attitude and Awareness Tracking Study Wave VI • U.S Lotteries Raffle sales and statistics • Press Releases • Press clippings? • “Where The Money Goes” Rutgers Graduate Program Case Study, Semester I and II project results • Fiscal Year 2008 Marketing Plan flowchart • Historical daily game sales by product • Lottery Milestones since inception

* The above reflects a change in the documents that are available in the Document Review Room.



State of New Jersey

DEPARTMENT OF THE TREASURY
DIVISION OF PURCHASE AND PROPERTY
PURCHASE BUREAU
P.O. BOX 230
TRENTON, NEW JERSEY 08625-0230

JON S. CORZINE
Governor

R. DAVID ROUSSEAU
Acting State Treasurer

January 31, 2008

To: All Interested Bidders

Re: RFP # 09-x-39622
Advertising Agency Services:
Division of Lottery

Bid Due Date: March 06, 2008 (2:00 p.m.)

ADDENDUM #2

The following constitutes Addendum #2 to the above referenced solicitation. This addendum is divided into the following parts:

Part 1: Answers to questions.

Part 2: Additions, deletions, clarifications and modifications to the RFP

It is the bidder's responsibility to ensure that all changes are incorporated into the original RFP.

All other instructions, terms and conditions of the RFP shall remain the same.

PART 1
Advertising Agency Services:
Division of Lottery

Bid Number 09-x-39622
Answers to Questions

Note: Some of the questions have been paraphrased in the interest of readability and clarity. Each question is referenced by the appropriate RFP page number(s) and section where applicable.

#	Page #	RFP Section Reference	Question	Answer
1.	Cover	N/A	There is a notation to RFP Section 4.4.2.2 for more information regarding the Small Business Set-Aside, however there is NO Section 4.4.2.2, did you mean to direct bidders to Section 4.4.3.4?	Yes, Section 4.4.3.4 is the correct section which is contained in the RFP. Additional language relative to Section 4.4.3.4 can be found in Addendum #1.
2.	22	1.2.17.1	Under 1.2.17.1 ADVERTISING GUIDELINES, it is stated that "advertising campaigns will be focused on adults 21 and older.", however on page 24 under 1.2.18.1, INTENDED AUDIENCE, it states "adults 18 years of age or older." Which is correct?	Adults 21 and older are the target audience for this advertising campaign.
3.	23	1.2.17.3	Under 1.2.17.3 ADVERTISING OBJECTIVES, Part 'E', what do you mean by "internet related programs"? Are you referring to internet advertising?	No. 'Internet related programs' refers to contests or value added offers and 2 nd chance drawings.
4.	36	3.3	Under 3.3 Scope of Work, there is a requirement that Public Relations "handle major clients with \$2 million or more." Is \$2 million dollars an annual public relations budget or can it be a combined \$2 million advertising and public relations business?	No, it is not an annual public relations budget. The budget for this contract will be established annually once the State Legislature has approved funding authorization. Please refer to Section 1.2.12 for the historical spending over the last four (4) fiscal years. The State does not guarantee these spending levels and reserves the right to increase and/or decrease the budget allotment at any time during the contract period with all terms, conditions, specifications, and prices of the original contract remaining the same.
5.	38	3.4.4	Under 3.4.4, can you please clarify what you mean by "the program"?	In this particular instance, "the program" refers to "Lottery promotions and games."
6.	41	4.4	May bidders submit a disk including visual materials not reflective of creative work that would be exempt from the 50 page limit set forth on 4.4 PROPOSAL CONTENT?	Visual materials on disk would be acceptable as long as it is only visual materials that are being presented. Since any materials presented on disk must

#	Page #	RFP Section Reference	Question	Answer
				also be presented on hardcopy, this count would be included in the 50 page limited and cannot be exceeded.
7.	45	4.4.4.1 C	Under 'C', Advertising Case Studies – INTRODUCTION, the following sentence is unclear "the description should provide justification for the use of creative concepts when appropriate to be used as well as their application to the various tasks outlined in the Scope of Work in this RFP." Can you please clarify this statement?	The bidder must explain why it chose the creative concepts that it did and how those concepts apply to the requested tasks in the Scope of Work.
8.	66	Price Schedule	The header for the PRICE SCHEDULE states that the bidder shall present "one (1) 30-second radio (written) spot and one (1) advertising campaign for print or out-of-home (artwork) to promote "Where the Money Goes. Please clarify if the price schedule should reference these elements for "Where the Money Goes" or if they should be presented relative to the ADVERTISING CASE STUDIES and, specifically, the Pick-6 "SILVER" game	"Where The Money Goes" is no longer relevant to this RFP. "Pick-6 SILVER" is the only case study being used.
9.	45	4.4.4.1	Pick-6 SILVER promotion. Has G-Tech identified other states that are also running this game enhancement? (Case Study, Page 45, Section 4.4.4.1 C)	No, GTECH has not identified other states that are also running this game enhancement. Ohio, however, is running this game.
10.	10	1.2.12	What is the breakout of media expenditures by game?	For FY2007, media expenditures by game (based on planned estimates) are as follows: Instant \$1.9 Pick3/Pick4 \$2.7 Jersey Cash 5 \$0.1 Pick6 Lotto \$0.9 MegaMillions \$3.1 Where the Money Goes \$0.5 <u>Raffle \$2.5</u> Total \$11.7 (Figures in Millions)
11.	25	1.3.3	Are the various research reports available online?	No, they are not available online. They are, however, available in the Document Review Room, as well as on CD.
12.	44	4.4.4.1 B.2	Can we submit more than one creative concept? Can we include how the concept would be adapted to various media vehicles?	No, only one (1) concept should be presented. You may show how that concept could be adapted to various media vehicles (billboards, buses, etc.)
13.	46	4.4.4.1 C	Please confirm that you are requesting three (3) different creative approaches	Yes, that is correct.

#	Page #	RFP Section Reference	Question	Answer
			versus two (2) campaigns with three (3) executions.	
14.	46		Can we recommend other names for "Pick-6 SILVER"?	No, changing the name is not an option.
15.	49	4.4.5.8	Please confirm that the small business set-aside is 25% of the total \$13 million budget or a total of \$3.25 million set-aside?	The small business set-aside is a goal. Bidders must demonstrate a good faith effort to achieve the goal.

PART 2

Additions, Deletions, Clarifications and Modifications to the RFP

#	Page #	RFP Section Reference	Additions, Deletions, Clarifications and Modifications
1	Cover		In the "Event" section, the line under "Optional Pre-bid Conference, "(Refer to <u>RFP Section 1.3.4</u> for important.)" should read ""(Refer to <u>RFP Section 1.3.4</u> for more information.)"
2	25	1.3.3	<p>Please note that the revised list of materials that will be available for review in the document review room shall replace the original materials included in Section of the RFP:</p> <p><u>Section 1.3.3 Document Review is changed to read as follows:</u></p> <ul style="list-style-type: none"> • Creative files for FY06, FY07 and FY08 (includes – samples of television, radio, point-of-sale, out-of-home, etc. and advertisements) • Marketing Plan Flowchart (FY08) • Monthly Financials – Historical Daily Game Sales by Product (FY07) • Lottery Milestones Since Inception • Press Releases • U.S. Lotteries Raffle Sales and Statistics • Attitude and Awareness Tracking Study Wave VI • "Where The Money Goes" Rutgers Graduate Program Case Study (Semester I and II Project Results) • Pick 6 Quantitative and Qualitative Research (FY06) <p><u>NOTE:</u> A CD of the items in the Document Review Room will be made available to bidders during their <u>scheduled</u> appointment. The "Where The Money Goes" Rutgers Graduate Program Case Study (Semester I and II Project Results) will not be available on the CD.</p>



State of New Jersey

DEPARTMENT OF THE TREASURY
DIVISION OF PURCHASE AND PROPERTY
PURCHASE BUREAU
P.O. BOX 230
TRENTON, NEW JERSEY 08625-0230

JON S. CORZINE
Governor

R. DAVID ROUSSEAU
Acting State Treasurer

February 11, 2008

To: All Interested Bidders

Re: RFP # 09-X-39622
Advertising Agency Services: Division of Lottery

Bid Due Date: **March 6, 2008** (2:00 p.m.)

ADDENDUM #3

The following constitutes Addendum #3 to the above referenced solicitation. This addendum is divided into the following parts:

Part 1: Answers to questions.

Part 2: Additions, deletions, clarifications and modifications to the RFP

Part 3: Attachments

It is the bidder's responsibility to ensure that all changes are incorporated into the original RFP.

All other instructions, terms and conditions of the RFP shall remain the same.

PART 1

**RFP # 09-X-39622
Advertising Agency Services: Division of Lottery**

Answers to Questions

Note: Some of the questions have been paraphrased in the interest of readability and clarity. Each question is referenced by the appropriate RFP page number(s) and section where applicable.

#	Page #	RFP Section Reference	Question	Answer
1.	8	1.2.7	Lottery Drawings – Does the Lottery receive any revenue from the winning numbers telephone number?	Yes, Lottery does receive some revenue from the winning numbers telephone number.
2.	9	1.2.8	Lottery Player Demographics – Is the Lottery planning another tracking study during the term of this contract?	There are no immediate plans for Lottery to perform a tracking study at this time. However, Lottery reserves the right to reconsider this decision at any time in the future.
3.	9	1.2.9	VIP Club – It is mentioned that the club is “still free”. Is the Lottery considering a fee for membership?	No, Lottery is not considering charging any fees for membership in the VIP Club.
4.	10	1.2.11	Retailer Network: a) Can we get a copy of Retailer Insights? b) Is the Lottery planning on increasing their retailer network FY’08-’09? c) Can items be shipped to retailers that are not within the mailer bag specifications? d) Does the Lottery use UPS to ship the instant tickets and promotional items?	Retailer Network: a) This information is included in Part 3 of this addendum (see Attachment #4: “Retailer Insights”). b) No, Lottery does not have any plans to increase its retailer network FY08-09. c) Yes, arrangements would have to be made. d) Lottery does use UPS to ship instant tickets and promotional items.
5.	9	1.2.10	Lottery Web Site – Who is currently responsible for the website re-design?	The Lottery website is in the midst of a redesign, which is being performed by Lottery with input from the advertising contractor.
6.	11	1.2.14	Sales Figures – a) Can we have copies of sales figures by lottery product from July ’07 to December ’07? b) Are Lottery “sales by county” statistics available for review?	a) Yes, that information is located in Part 3 of this addendum (see “Attachment #1: Weekly Sales Data – January, 2007”). b) Yes, that information is located in Part 3 of this addendum (see “Attachment #2 and Attachment #3 Sales by County FY06” and “FY07”).
7.	11	1.2.14.1	PICK 3 – Can advanced play be increased from 7 days?	Yes, but at this time, Lottery does not plan to do so.

#	Page #	RFP Section Reference	Question	Answer
8.	16	1.2.14.5	Pick 6 Lotto – What percent of Pick 6 Lotto players take the Cash Option?	For a 31 day period ending February 13, 2008; 95% of Pick-6 wagers selected the Cash Option.
9.	19	1.2.14.6	Mega Millions – Are there requirements set forth by the Mega Millions game administrators for advertising?	No.
10.	25	1.33	a) Can you provide the Marketing Plan for Fiscal Year '07? b) Can you confirm that the Lottery is planning to run another Raffle game in June? c) Does the Lottery have any sales versus jackpot level analysis for Mega Millions and/or PICK 6 Lotto? If so, can we get a copy?	a) This information is located in Part 3 of this addendum (see Attachment #5 and Attachment #6: "Advertising Planning – Actual FY06" and "FY07".) b) There are no plans in Lottery's FY08 plans to run another Raffle Game. c) Yes. Sales and Jackpot info is provided in Part 3 of this addendum (see Attachment #1: "Weekly Sales Data – 2007"); however, it will be dependent upon the contractor to analyze the information.
11.	34	3.2.3	First Sentence – What is meant by "minority representation"?	The reference to "minority representation" shall be deleted from the RFP.
12.	44	4.4.4.1 B.2	Creative Concepts Plan – Does the one creative concept that supports the advertising campaign outlined in the plan refer to an individual product creative?	No, one (1) creative concept to one (1) campaign is what is being requested.
13.	45	Case Study	Can we get a prototype or mock up sample of the Pick 6 Lotto Silver Ticket?	No, it would not be possible.
14.	45	General Billing	It is agreed that the contractor assigns billing lines to job functions that are performed by SBE or other sub-vendors other than media or production costs. Under this process: 1) What back-up is required from the SBE is required to be attached to the task order billing and 2) Must the SBE's actual fully loaded hourly rate be equal to the Job line billing line rate or can it reflect a lower cost thus allowing the Contractor to include in the billing line a reasonable overhead amount to cover such things as billing and paying SBE's?	CLARIFICATION: <i>Bidders shall provide their hourly rate (billing rate) per job title on the Price Schedule. These rates shall be the same whether the contractor is using its own employees or a sub-contractor. All rates provided on the price sheet shall be fully loaded firm fixed rates in accordance with Section 2.1 of the RFP.</i> 1) The contractor shall provide an invoice for the TOTAL AMOUNT paid to the sub-contractor from the sub-contractor to the State Contract Manager. 2) The agreement between the contractor and subcontractor is between them. Other than for pass through lines, the State wants the invoice from SBE to reflect the total amount paid to it.

#	Page #	RFP Section Reference	Question	Answer
15.	46	4.4.4.1 C	Please confirm that you are requesting 3 different creative approaches versus 1 campaign with 3 executions?	Refer to above answer.
16.	66	Price Schedule	Is it possible to add a price line item for "subcontractor admin", so that the successful bidder can recap costs to manage SBE subcontractor?	No, a Sub-Contractor Administrator Price Line will not be added to the Price Schedule.

PART 2

**RFP # 09-X-39622
Advertising Agency Services: Division of Lottery**

Additions, deletions, clarifications and modifications to the RFP

#	Page #	RFP Section Reference	Additions, Deletions, Clarifications and Modifications
17.	68	Price Schedule	This Addendum shall add Price Line 54 for Translation Services. Please note that if the bidder is not proposing a subcontractor for translation services, it should refer to Section 3.2.22 of the RFP for instruction on retaining these services. If Translation Services are to be used in this contract, the hourly rate associated with these services shall be included only in the below listed Price Line 54 format and shall be included as part of the bidders' price proposal due on March 6, 2008. This Price Line will not be included in the price evaluation.

*** Note: Line 54 will not be used in the ranking the cost of case studies.**

PRICE LINE 54

Price Line	Labor Rate (Firm Fixed Price)	Unit	Price per Word (A)	Budgeted Words (B)	Total Price (A)(B)
54	Translation Services	Word			\$

#	Page #	RFP Section Reference	Additions, Deletions, Clarifications and Modifications
18.	68	Price Schedule	Regarding Price Line 53 - The bidder shall not provide prices for this price line. This price line will be used only to pay pass-through cost related to this item after the parties have entered a contract and the State has approved in advance any costs/expenses for travel, accommodations and related items. All travel related expenses shall conform with the State Travel Regulations (08-13-OMB) at the following website: http://www.state.nj.us/infobank/circular/cir0813b.pdf

#	Page #	RFP Section Reference	Additions, Deletions, Clarifications and Modifications
19.	56	Section 5.21	<p>The following language shall be added to the end of the second paragraph contained in Section 5.21 of the RFP: “and the State Contract Manager”.</p> <p>The paragraph shall read as follows:</p> <p>“In addition, primary contractors must provide, on a monthly and cumulative basis, a breakdown in accordance with the budget submitted, of all monies paid to any small business subcontractor(s). This breakdown shall be sent to the Office of Supplier Diversity, Set-Aside Coordinator and the State Contract Manager.”</p>

#	Page #	RFP Section Reference	Additions, Deletions, Clarifications and Modifications
20.	68	Price Schedule	<p>Definition of Media Production</p> <p>Media Production – The production of material provided for an advertising campaign among specific print or online media (magazines, TV, websites, etc.).</p> <p>The following goods/services shall be considered Media Production and shall be submitted for payment through Price Line 51:</p> <ol style="list-style-type: none"> 1) Directors 2) Producers 3) Talent <p>The following goods/services shall be considered Non-Media Production and shall be submitted for payment through Price Line 52:</p> <ol style="list-style-type: none"> 1) Signs 2) Research Projects 3) Printed Material <p>In addition, the following section contain goods/services that shall also be considered Non Media Production:</p> <ol style="list-style-type: none"> 1) Section 3.2.14 2) Section 3.3.14 3) Section 3.4.5 4) Section 3.8

PART 3

RFP # 09-X-39622

Advertising Agency Services: Division of Lottery

Attachments

ATTACHMENT 1

WEEKLY SALES DATA

JANUARY, 2007 - DECEMBER, 2007

**New Jersey Lottery
Weekly Sales Data**

	<u>1/3/2007</u>	<u>1/10/2007</u>	<u>1/17/2007</u>	<u>1/24/2007</u>	<u>1/31/2007</u>	<u>2/8/2007</u>	<u>2/14/2007</u>	<u>2/21/2007</u>	<u>2/28/2007</u>	<u>3/7/2007</u>	<u>3/14/2007</u>	<u>3/21/2007</u>	<u>3/28/2007</u>
PICK 3:													
THU	\$1,320,166.00	\$1,349,182.50	\$1,303,424.50	\$1,282,618.50	\$1,262,131.00	\$1,425,107.00	\$1,324,748.00	\$1,219,710.00	\$1,364,293.50	\$1,514,436.50	\$1,455,697.50	\$1,515,353.50	\$1,372,176.00
FRI	\$1,457,401.00	\$1,427,294.50	\$1,428,746.50	\$1,370,580.00	\$1,340,699.50	\$1,513,043.00	\$1,432,316.00	\$1,372,273.00	\$1,476,426.00	\$1,616,773.00	\$1,591,632.50	\$1,382,400.50	\$1,473,749.50
SAT	\$1,376,840.50	\$1,328,512.00	\$1,350,747.50	\$1,271,399.50	\$1,300,767.00	\$1,403,695.00	\$1,331,485.50	\$1,311,511.00	\$1,382,463.50	\$1,509,412.00	\$1,448,673.00	\$1,296,686.00	\$1,363,860.00
SUN	\$1,249,783.00	\$1,114,339.50	\$1,122,670.00	\$1,088,836.50	\$1,108,812.00	\$1,185,792.50	\$1,144,678.00	\$1,121,350.50	\$1,232,433.00	\$1,310,029.50	\$1,188,308.00	\$1,196,843.50	\$1,165,418.00
MON	\$986,092.00	\$1,208,894.00	\$1,178,405.00	\$1,170,415.50	\$1,179,455.00	\$1,218,342.50	\$1,260,000.50	\$1,178,377.50	\$1,311,081.50	\$1,416,547.50	\$1,325,576.50	\$1,303,619.00	\$1,270,582.50
TUE	\$1,184,527.00	\$1,223,555.00	\$1,193,421.50	\$1,187,181.00	\$1,232,589.50	\$1,255,437.00	\$1,271,819.50	\$1,254,251.00	\$1,567,653.50	\$1,415,036.50	\$1,343,991.50	\$1,290,011.00	\$1,245,119.00
WED	\$1,257,225.50	\$1,220,923.50	\$1,200,527.50	\$1,212,951.00	\$1,240,811.00	\$1,257,939.00	\$1,027,189.00	\$1,283,079.50	\$1,373,580.50	\$1,315,071.00	\$1,369,371.00	\$1,297,706.50	\$1,257,847.00
TOTAL	\$8,832,035.00	\$8,872,701.00	\$8,777,942.50	\$8,583,982.00	\$8,665,265.00	\$9,259,356.00	\$8,792,236.50	\$8,740,552.50	\$9,707,931.50	\$10,097,306.00	\$9,723,250.00	\$9,282,620.00	\$9,148,752.00
PICK 4:													
THU	\$788,161.50	\$775,973.50	\$756,435.00	\$752,051.00	\$745,907.50	\$812,976.50	\$761,000.00	\$708,882.00	\$756,030.00	\$809,837.50	\$766,708.00	\$783,000.00	\$763,640.50
FRI	\$868,693.00	\$827,614.00	\$827,497.00	\$800,468.50	\$788,314.50	\$866,637.00	\$825,320.00	\$782,626.50	\$808,763.00	\$868,580.00	\$822,499.00	\$748,588.50	\$814,389.50
SAT	\$809,658.00	\$745,787.50	\$757,322.50	\$727,148.00	\$745,200.50	\$788,102.00	\$742,088.00	\$732,724.00	\$731,828.50	\$776,784.00	\$758,048.00	\$688,046.50	\$748,997.50
SUN	\$745,803.00	\$628,731.50	\$635,786.50	\$622,967.50	\$632,380.50	\$661,480.00	\$637,488.00	\$628,713.00	\$648,699.00	\$674,215.50	\$620,173.00	\$623,445.00	\$633,288.50
MON	\$573,059.00	\$707,363.00	\$688,144.50	\$686,751.50	\$688,422.00	\$707,300.50	\$722,471.00	\$669,298.00	\$691,698.00	\$746,673.50	\$712,058.00	\$707,813.50	\$712,602.50
TUE	\$696,652.00	\$712,605.50	\$701,669.00	\$688,000.00	\$715,110.00	\$715,805.50	\$729,587.00	\$703,420.00	\$749,970.00	\$758,528.00	\$715,220.50	\$705,576.50	\$695,927.00
WED	\$733,071.50	\$701,551.00	\$691,955.00	\$704,144.50	\$716,234.50	\$712,888.50	\$594,458.00	\$705,905.00	\$727,983.00	\$686,857.50	\$714,874.50	\$709,626.50	\$699,685.00
TOTAL	\$5,215,098.00	\$5,099,626.00	\$5,058,809.50	\$4,981,531.00	\$5,031,569.50	\$5,265,190.00	\$5,012,412.00	\$4,931,568.50	\$5,114,971.50	\$5,321,476.00	\$5,109,581.00	\$4,966,096.50	\$5,068,530.50
JERSEY CASH 5:													
THU	\$278,951.00	\$346,542.00	\$545,204.00	\$320,035.00	\$330,878.00	\$304,848.00	\$269,941.00	\$421,963.00	\$672,842.00	\$337,524.00	\$331,235.00	\$415,585.00	\$280,789.00
FRI	\$360,395.00	\$290,287.00	\$710,865.00	\$280,527.00	\$386,397.00	\$362,075.00	\$344,959.00	\$280,571.00	\$887,354.00	\$307,139.00	\$408,178.00	\$252,215.00	\$287,383.00
SAT	\$391,593.00	\$307,395.00	\$253,704.00	\$296,773.00	\$247,618.00	\$250,342.00	\$351,818.00	\$240,845.00	\$294,093.00	\$304,108.00	\$412,566.00	\$226,105.00	\$250,118.00
SUN	\$260,884.00	\$211,354.00	\$207,693.00	\$209,077.00	\$246,470.00	\$210,004.00	\$349,451.00	\$239,858.00	\$217,945.00	\$215,190.00	\$216,319.00	\$241,222.00	\$249,882.00
MON	\$242,946.00	\$325,197.00	\$318,813.00	\$327,108.00	\$259,909.00	\$260,475.00	\$276,537.00	\$346,466.00	\$326,092.00	\$343,373.00	\$337,813.00	\$382,936.00	\$279,070.00
TUE	\$355,898.00	\$357,930.00	\$364,942.00	\$254,578.00	\$254,100.00	\$304,280.00	\$323,955.00	\$409,304.00	\$419,517.00	\$286,590.00	\$264,437.00	\$428,859.00	\$316,489.00
WED	\$275,271.00	\$434,855.00	\$440,226.00	\$266,297.00	\$321,819.00	\$260,736.00	\$296,779.00	\$519,747.00	\$275,391.00	\$248,900.00	\$340,375.00	\$275,891.00	\$392,857.00
TOTAL	\$2,165,938.00	\$2,273,560.00	\$2,841,447.00	\$1,954,395.00	\$2,047,191.00	\$1,952,760.00	\$2,213,440.00	\$2,458,754.00	\$3,093,234.00	\$2,042,824.00	\$2,310,923.00	\$2,222,813.00	\$2,056,588.00
PICK 6:													
THU	\$796,172.00	\$805,265.00	\$815,077.00	\$817,472.00	\$836,311.00	\$882,648.00	\$878,182.00	\$845,337.00	\$975,225.00	\$1,074,703.00	\$821,830.00	\$821,707.00	\$840,285.00
MON	\$655,100.00	\$808,154.00	\$800,821.00	\$824,687.00	\$835,250.00	\$855,421.00	\$926,112.00	\$894,457.00	\$993,784.00	\$850,598.00	\$807,877.00	\$804,156.00	\$844,063.00
TOTAL	\$1,451,272.00	\$1,613,419.00	\$1,615,898.00	\$1,642,159.00	\$1,671,561.00	\$1,738,069.00	\$1,804,294.00	\$1,739,794.00	\$1,969,009.00	\$1,925,301.00	\$1,629,707.00	\$1,625,863.00	\$1,684,348.00
ANNUITY JACKPOTS- PICK 6:*													
THU	\$2.00	\$2.50	\$3.00	\$3.50	\$4.00	\$5.00	\$6.00	\$7.00	\$8.00	\$9.00	\$2.25	\$2.75	\$3.25
MON	\$2.25	\$2.75	\$3.25	\$3.75	\$4.50	\$5.50	\$6.50	\$7.50	\$8.50	\$2.00	\$2.50	\$3.00	\$3.50
MEGA MILLIONS													
FRI	\$2,206,868.00	\$3,507,344.00	\$1,469,937.00	\$1,492,786.00	\$1,706,328.00	\$2,080,282.00	\$2,778,233.00	\$3,749,487.00	\$5,778,865.00	\$11,735,360.00	\$1,570,984.00	\$1,580,810.00	\$2,040,855.00
TUE	\$2,159,914.00	\$4,055,339.00	\$1,297,587.00	\$1,536,818.00	\$1,792,935.00	\$2,101,627.00	\$3,520,701.00	\$4,298,924.00	\$8,016,625.00	\$20,673,861.00	\$1,561,959.00	\$1,808,831.00	\$2,140,804.00
TOTAL	\$4,366,782.00	\$7,562,683.00	\$2,767,524.00	\$3,029,604.00	\$3,499,263.00	\$4,181,909.00	\$6,298,934.00	\$8,048,411.00	\$13,795,490.00	\$32,409,221.00	\$3,132,943.00	\$3,389,641.00	\$4,181,659.00
ANNUITY JACKPOTS - MEGA MILLIONS: *													
FRI	\$72.0	\$102.0	\$12.0	\$25.0	\$43.0	\$65.0	\$91.0	\$130.0	\$177.0	\$275.0	\$12.0	\$28.0	\$48.0
TUE	\$84.0	\$122.0	\$16.0	\$33.0	\$54.0	\$77.0	\$106.0	\$150.0	\$216.0	\$390.0	\$19.0	\$37.0	\$60.0
MILLION \$ RAFFLE \$10,000,000.00													
MACHINETOTALS	\$32,031,125.00	\$25,421,989.00	\$21,061,621.00	\$20,191,671.00	\$20,914,849.50	\$22,397,284.00	\$24,121,316.50	\$25,919,080.00	\$33,680,636.00	\$51,796,128.00	\$21,906,404.00	\$21,487,033.50	\$22,139,877.50
<small>* JACKPOTS FOR PICK 6 LOTTO AND MEGA MILLIONS ARE GUARANTEED AND PAYABLE OVER 26 ANNUAL INSTALLMENTS</small>													
INSTANT:													
THU	\$3,826,510.00	\$3,862,292.00	\$3,424,846.00	\$3,427,792.00	\$3,361,677.00	\$3,718,059.00	\$3,670,533.00	\$3,499,500.00	\$3,928,956.00	\$4,083,501.00	\$3,742,885.00	\$3,708,500.00	\$3,679,531.00
FRI	\$3,727,518.00	\$3,739,491.00	\$3,572,400.00	\$3,369,536.00	\$3,290,780.00	\$3,777,000.00	\$3,750,600.00	\$3,605,855.00	\$3,963,000.00	\$4,090,493.00	\$3,768,600.00	\$3,077,310.00	\$3,695,700.00
SAT	\$3,867,300.00	\$3,848,400.00	\$3,499,800.00	\$3,268,500.00	\$3,406,500.00	\$3,644,400.00	\$3,798,900.00	\$3,697,200.00	\$3,416,100.00	\$3,657,300.00	\$3,795,000.00	\$3,116,400.00	\$3,814,500.00
SUN	\$3,183,600.00	\$2,881,200.00	\$2,874,600.00	\$2,780,700.00	\$3,009,600.00	\$2,914,800.00	\$3,097,200.00	\$3,141,000.00	\$3,373,200.00	\$3,187,800.00	\$3,029,700.00	\$2,953,800.00	\$2,985,600.00
MON	\$2,406,600.00	\$3,408,930.00	\$3,266,100.00	\$3,270,600.00	\$3,243,643.00	\$3,395,100.00	\$3,700,500.00	\$3,524,700.00	\$3,463,800.00	\$3,756,900.00	\$3,609,578.00	\$3,533,400.00	\$3,602,100.00
TUE	\$3,575,700.00	\$3,246,060.00	\$3,126,000.00	\$3,020,309.00	\$3,388,020.00	\$3,472,820.00	\$3,630,900.00	\$3,640,021.00	\$3,626,513.00	\$3,601,443.00	\$3,523,294.00	\$3,422,159.00	\$3,362,907.00
WED	\$3,633,854.00	\$3,218,422.00	\$3,224,501.00	\$3,204,218.00	\$3,398,779.00	\$3,424,500.00	\$2,880,300.00	\$3,651,143.00	\$3,552,756.00	\$3,266,095.00	\$3,452,078.00	\$3,428,825.00	\$3,383,938.00
TOTAL	\$24,221,082.00	\$24,204,795.00	\$22,988,247.00	\$22,341,655.00	\$23,098,999.00	\$24,346,679.00	\$24,528,933.00	\$24,759,419.00	\$25,324,325.00	\$25,643,532.00	\$24,921,135.00	\$23,240,394.00	\$24,524,276.00
GRAND TOTALS	\$56,252,207.00	\$49,626,784.00	\$44,049,868.00	\$42,533,326.00	\$44,013,848.50	\$46,743,963.00	\$48,650,249.50	\$50,678,499.00	\$59,004,961.00	\$77,439,660.00	\$46,827,539.00	\$44,727,427.50	\$46,664,153.50

**New Jersey Lottery
Weekly Sales Data**

	<u>1/3/2007</u>	<u>1/10/2007</u>	<u>1/17/2007</u>	<u>1/24/2007</u>	<u>1/31/2007</u>	<u>2/8/2007</u>	<u>2/14/2007</u>	<u>2/21/2007</u>	<u>2/28/2007</u>	<u>3/7/2007</u>	<u>3/14/2007</u>	<u>3/21/2007</u>	<u>3/28/2007</u>
<u>PICK 3 - DAY</u>													
THU	\$454,755.50	\$468,333.00	\$439,356.50	\$441,234.00	\$433,853.00	\$491,663.50	\$462,022.50	\$413,974.00	\$459,281.50	\$511,640.50	\$481,747.50	\$481,925.50	\$469,846.00
FRI	\$503,921.50	\$497,975.00	\$490,659.00	\$470,335.00	\$463,658.50	\$530,898.00	\$502,416.00	\$475,655.50	\$498,588.50	\$543,883.50	\$524,661.00	\$497,391.50	\$513,404.00
SAT	\$501,720.00	\$489,786.50	\$492,372.50	\$466,878.50	\$471,474.50	\$518,980.00	\$496,885.00	\$484,697.50	\$493,442.00	\$552,575.50	\$522,890.00	\$441,506.00	\$500,512.00
SUN	\$455,788.50	\$420,588.00	\$412,916.50	\$401,895.00	\$444,933.50	\$430,490.50	\$420,160.00	\$433,360.00	\$482,021.50	\$422,129.00	\$428,827.50	\$432,688.00	\$428,827.50
MON	\$346,072.50	\$410,998.00	\$403,290.50	\$397,450.50	\$402,014.50	\$419,370.50	\$437,235.00	\$406,707.50	\$413,384.50	\$478,062.50	\$444,705.50	\$436,645.00	\$437,075.00
TUE	\$407,068.50	\$421,940.50	\$408,788.50	\$410,302.00	\$428,129.50	\$439,957.00	\$454,319.00	\$421,203.00	\$456,714.50	\$469,882.50	\$453,284.50	\$449,243.50	\$441,724.50
WED	\$432,364.50	\$426,261.50	\$416,031.50	\$423,233.50	\$434,710.50	\$444,806.00	\$366,451.00	\$441,674.00	\$475,356.00	\$443,645.00	\$455,674.00	\$453,529.00	\$445,418.00
TOTAL	\$3,101,691.00	\$3,135,882.50	\$3,063,415.00	\$3,011,328.50	\$3,040,899.00	\$3,290,608.50	\$3,149,819.00	\$3,064,071.50	\$3,230,127.00	\$3,481,711.00	\$3,305,091.50	\$3,189,068.00	\$3,240,667.50
<u>PICK 3 - NIGHT</u>													
THU	\$849,439.50	\$864,834.50	\$836,861.00	\$815,484.50	\$803,265.00	\$905,827.50	\$843,760.50	\$789,312.00	\$887,063.00	\$983,560.00	\$956,090.00	\$1,014,411.00	\$884,974.00
FRI	\$935,634.50	\$912,068.50	\$907,931.50	\$872,189.00	\$851,447.00	\$952,759.00	\$909,757.00	\$878,121.50	\$958,598.50	\$1,053,037.50	\$1,047,073.50	\$868,749.00	\$942,356.50
SAT	\$860,128.50	\$823,689.50	\$831,674.00	\$782,010.00	\$805,726.50	\$860,897.00	\$817,697.50	\$810,326.50	\$872,496.50	\$939,222.50	\$909,438.00	\$841,321.00	\$848,408.00
SUN	\$781,298.50	\$682,271.50	\$689,791.50	\$668,387.50	\$683,288.50	\$722,736.00	\$700,729.50	\$688,074.50	\$785,479.00	\$813,259.00	\$754,019.00	\$755,603.00	\$720,850.00
MON	\$630,424.50	\$775,182.00	\$751,358.50	\$750,951.00	\$755,616.50	\$780,856.00	\$804,987.50	\$756,192.00	\$881,408.00	\$920,801.00	\$864,936.00	\$850,509.00	\$817,804.50
TUE	\$764,242.50	\$777,217.50	\$760,755.00	\$753,209.00	\$781,406.00	\$797,304.00	\$800,681.50	\$816,605.00	\$1,092,233.00	\$929,031.00	\$873,743.00	\$825,517.50	\$788,202.50
WED	\$810,002.00	\$769,994.00	\$759,924.00	\$765,887.50	\$782,320.50	\$794,968.00	\$848,970.00	\$824,826.50	\$800,844.50	\$855,028.00	\$897,413.00	\$827,766.50	\$797,248.00
TOTAL	\$5,631,170.00	\$5,605,257.50	\$5,538,295.50	\$5,408,118.50	\$5,463,070.00	\$5,815,347.50	\$5,526,583.50	\$5,563,458.00	\$6,358,122.50	\$6,493,939.00	\$6,302,712.50	\$5,983,877.00	\$5,799,843.50
<u>PICK 3 - INSTANT MATCH</u>													
THU	\$15,971.00	\$16,015.00	\$27,207.00	\$25,900.00	\$25,013.00	\$27,616.00	\$18,965.00	\$16,424.00	\$17,949.00	\$19,236.00	\$17,860.00	\$19,017.00	\$17,356.00
FRI	\$17,845.00	\$17,251.00	\$30,156.00	\$28,056.00	\$25,594.00	\$29,386.00	\$20,143.00	\$18,496.00	\$19,239.00	\$19,852.00	\$19,898.00	\$16,260.00	\$17,989.00
SAT	\$14,992.00	\$15,036.00	\$26,701.00	\$22,511.00	\$23,566.00	\$23,818.00	\$16,903.00	\$16,487.00	\$16,525.00	\$17,614.00	\$16,345.00	\$13,859.00	\$14,940.00
SUN	\$12,696.00	\$11,480.00	\$19,962.00	\$18,554.00	\$18,465.00	\$18,123.00	\$13,458.00	\$13,116.00	\$13,594.00	\$14,749.00	\$12,160.00	\$12,413.00	\$11,880.00
MON	\$9,595.00	\$22,714.00	\$23,756.00	\$22,014.00	\$21,824.00	\$18,116.00	\$17,778.00	\$15,478.00	\$16,289.00	\$17,684.00	\$15,935.00	\$16,465.00	\$15,703.00
TUE	\$13,216.00	\$24,397.00	\$23,878.00	\$23,670.00	\$23,054.00	\$18,176.00	\$16,819.00	\$16,443.00	\$18,706.00	\$16,123.00	\$16,964.00	\$15,250.00	\$15,192.00
WED	\$14,859.00	\$24,668.00	\$24,572.00	\$23,830.00	\$23,780.00	\$18,165.00	\$11,768.00	\$16,579.00	\$17,380.00	\$16,398.00	\$16,284.00	\$16,411.00	\$15,181.00
TOTAL	\$99,174.00	\$131,561.00	\$176,232.00	\$164,535.00	\$161,296.00	\$153,400.00	\$115,834.00	\$113,023.00	\$119,682.00	\$121,656.00	\$115,446.00	\$109,675.00	\$108,241.00
PICK 3 TOTAL	\$8,832,035.00	\$8,872,701.00	\$8,777,942.50	\$8,583,982.00	\$8,665,265.00	\$9,259,356.00	\$8,792,236.50	\$8,740,552.50	\$9,707,931.50	\$10,097,306.00	\$9,723,250.00	\$9,282,620.00	\$9,148,752.00
<u>PICK 4 - DAY</u>													
THU	\$233,877.00	\$232,012.50	\$219,594.00	\$221,250.50	\$220,530.00	\$242,723.00	\$228,303.50	\$207,289.00	\$226,484.00	\$243,572.00	\$228,190.00	\$230,243.00	\$229,500.00
FRI	\$261,450.00	\$248,318.00	\$244,050.00	\$235,917.00	\$234,826.50	\$263,178.50	\$251,568.00	\$234,595.50	\$244,078.50	\$255,790.00	\$250,300.00	\$239,317.00	\$248,560.50
SAT	\$257,636.00	\$235,627.50	\$238,545.00	\$230,606.50	\$236,189.00	\$252,950.50	\$240,375.00	\$234,480.00	\$232,779.00	\$252,155.00	\$245,563.00	\$210,484.50	\$242,356.50
SUN	\$233,644.00	\$206,117.00	\$203,827.00	\$200,340.50	\$202,171.50	\$217,395.50	\$208,672.00	\$209,755.50	\$206,815.50	\$220,867.50	\$196,547.50	\$202,643.00	\$210,845.00
MON	\$174,711.50	\$207,078.00	\$202,504.50	\$202,755.00	\$202,767.00	\$209,895.00	\$214,702.50	\$201,406.00	\$200,439.00	\$223,813.50	\$210,741.00	\$208,385.00	\$212,895.00
TUE	\$204,031.50	\$211,500.50	\$207,266.50	\$205,530.50	\$214,089.50	\$217,807.00	\$224,163.00	\$209,476.00	\$217,224.00	\$222,507.50	\$217,378.50	\$216,843.00	\$218,420.00
WED	\$220,990.00	\$211,380.00	\$209,172.00	\$212,466.50	\$219,570.00	\$218,556.50	\$183,494.50	\$217,192.50	\$223,281.50	\$206,844.50	\$217,425.00	\$217,478.00	\$218,604.50
TOTAL	\$1,586,340.00	\$1,552,033.50	\$1,524,959.00	\$1,508,866.50	\$1,530,143.50	\$1,622,506.00	\$1,551,278.50	\$1,514,194.50	\$1,551,101.50	\$1,625,550.00	\$1,566,145.00	\$1,525,393.50	\$1,581,181.50
<u>PICK 4 - NIGHT</u>													
THU	\$537,692.50	\$526,796.00	\$511,214.00	\$506,802.50	\$502,007.50	\$544,364.50	\$514,437.50	\$485,835.00	\$513,222.00	\$548,683.50	\$522,318.00	\$535,164.00	\$517,668.50
FRI	\$588,177.00	\$560,907.00	\$555,690.00	\$538,666.50	\$528,910.00	\$575,933.50	\$554,181.00	\$530,578.00	\$546,936.50	\$593,719.00	\$554,214.00	\$493,803.50	\$549,038.00
SAT	\$535,616.00	\$494,073.00	\$493,676.50	\$474,739.50	\$486,721.50	\$511,813.50	\$485,261.00	\$482,153.00	\$483,191.50	\$507,983.00	\$496,156.00	\$464,213.00	\$491,387.00
SUN	\$499,350.00	\$410,561.50	\$413,187.50	\$405,798.00	\$413,241.00	\$426,647.50	\$415,773.00	\$406,819.50	\$429,176.50	\$440,235.00	\$411,725.50	\$409,926.00	\$411,254.50
MON	\$388,434.50	\$477,691.00	\$464,062.00	\$463,954.50	\$465,158.00	\$479,566.50	\$491,076.50	\$453,419.00	\$476,917.00	\$507,527.00	\$484,484.50	\$485,028.50	\$485,028.50
TUE	\$478,710.50	\$477,103.00	\$472,702.50	\$460,909.50	\$478,914.50	\$480,978.50	\$488,936.00	\$478,553.00	\$517,363.00	\$521,307.50	\$482,768.00	\$474,988.50	\$463,289.00
WED	\$496,247.50	\$465,728.00	\$460,714.00	\$468,697.00	\$474,879.50	\$477,415.00	\$399,016.50	\$473,258.50	\$488,981.50	\$464,565.00	\$482,668.50	\$477,390.50	\$466,792.50
TOTAL	\$3,524,228.00	\$3,412,859.50	\$3,371,246.50	\$3,319,567.50	\$3,349,832.00	\$3,496,719.00	\$3,348,681.50	\$3,310,616.00	\$3,455,788.00	\$3,584,020.00	\$3,436,487.00	\$3,339,970.00	\$3,384,458.00
<u>PICK 4 - INSTANT MATCH</u>													
THU	\$16,592.00	\$17,165.00	\$25,627.00	\$23,998.00	\$23,370.00	\$25,889.00	\$18,259.00	\$15,758.00	\$16,324.00	\$17,582.00	\$16,200.00	\$17,593.00	\$16,472.00
FRI	\$19,066.00	\$18,389.00	\$27,757.00	\$25,885.00	\$24,578.00	\$27,525.00	\$19,571.00	\$17,453.00	\$17,748.00	\$19,071.00	\$17,985.00	\$15,468.00	\$16,791.00
SAT	\$16,406.00	\$16,087.00	\$25,101.00	\$21,802.00	\$22,290.00	\$23,338.00	\$16,452.00	\$16,091.00	\$15,858.00	\$16,646.00	\$16,329.00	\$13,349.00	\$15,254.00
SUN	\$12,809.00	\$12,053.00	\$18,772.00	\$16,829.00	\$16,968.00	\$17,437.00	\$13,043.00	\$12,138.00	\$12,707.00	\$13,113.00	\$11,900.00	\$10,876.00	\$11,189.00
MON	\$9,913.00	\$22,594.00	\$21,578.00	\$20,042.00	\$20,497.00	\$17,839.00	\$16,692.00	\$14,473.00	\$14,342.00	\$15,333.00	\$14,680.00	\$14,944.00	\$14,679.00
TUE	\$13,910.00	\$24,002.00	\$21,700.00	\$21,560.00	\$22,106.00	\$17,020.00	\$16,488.00	\$15,391.00	\$15,383.00	\$14,713.00	\$15,074.00	\$13,745.00	\$14,218.00
WED	\$15,834.00	\$24,443.00	\$22,069.00	\$22,981.00	\$21,785.00	\$16,917.00	\$11,947.00	\$15,454.00	\$15,720.00	\$15,448.00	\$14,781.00	\$14,758.00	\$14,288.00
TOTAL	\$104,530.00	\$134,733.00	\$162,604.00	\$153,097.00	\$151,594.00	\$145,965.00	\$112,452.00	\$106,758.00	\$108,082.00	\$111,906.00	\$106,949.00	\$100,733.00	\$102,891.00
PICK 4 TOTAL	\$5,215,098.00	\$5,099,626.00	\$5,058,809.50	\$4,981,531.00	\$5,031,569.50	\$5,265,190.00	\$5,012,412.00	\$4,931,568.50	\$5,114,971.50	\$5,321,476.00	\$5,109,581.00	\$4,966,096.50	\$5,068,530.50

**New Jersey Lottery
Weekly Sales Data**

	<u>4/4/2007</u>	<u>4/11/2007</u>	<u>4/18/2007</u>	<u>4/25/2007</u>	<u>5/2/2007</u>	<u>5/9/2007</u>	<u>5/16/2007</u>	<u>5/23/2007</u>	<u>5/30/2007</u>	<u>6/6/2007</u>	<u>6/13/2007</u>	<u>6/20/2007</u>	<u>6/27/2007</u>
PICK 3:													
THU	\$1,339,161.00	\$1,431,599.50	\$1,319,063.00	\$1,335,039.00	\$1,316,990.50	\$1,445,093.50	\$1,342,170.00	\$1,331,388.50	\$1,290,735.00	\$1,260,002.00	\$1,320,738.50	\$1,293,624.50	\$1,265,368.50
FRI	\$1,467,204.00	\$1,441,823.00	\$1,469,149.00	\$1,423,089.00	\$1,388,741.50	\$1,525,691.00	\$1,441,095.00	\$1,437,487.50	\$1,358,488.00	\$1,461,544.00	\$1,388,451.00	\$1,392,016.50	\$1,351,630.00
SAT	\$1,391,319.50	\$1,374,433.50	\$1,351,231.00	\$1,308,326.50	\$1,312,956.50	\$1,371,704.50	\$1,313,990.00	\$1,320,153.50	\$1,231,766.00	\$1,346,681.00	\$1,271,093.00	\$1,287,104.00	\$1,246,917.50
SUN	\$1,213,190.00	\$1,088,321.50	\$1,061,102.50	\$1,110,525.00	\$1,118,145.00	\$1,173,957.50	\$1,119,551.00	\$1,120,826.50	\$1,049,414.50	\$1,155,241.00	\$1,096,206.50	\$1,107,159.50	\$1,078,411.00
MON	\$1,315,148.00	\$1,249,591.00	\$1,199,573.50	\$1,207,719.00	\$1,257,547.00	\$1,313,647.00	\$1,228,632.50	\$1,223,743.50	\$1,035,570.00	\$1,252,853.50	\$1,194,755.00	\$1,199,029.50	\$1,167,690.00
TUE	\$1,377,139.00	\$1,249,596.50	\$1,234,554.00	\$1,213,474.00	\$1,337,762.00	\$1,307,743.00	\$1,241,560.50	\$1,223,312.00	\$1,122,799.00	\$1,275,482.50	\$1,190,741.00	\$1,204,041.50	\$1,137,035.50
WED	\$1,347,567.50	\$1,288,549.50	\$1,273,565.50	\$1,230,610.50	\$1,335,017.00	\$1,283,402.00	\$1,230,740.50	\$1,239,232.00	\$1,153,579.00	\$1,260,305.00	\$1,218,433.00	\$1,198,344.50	\$1,153,812.50
TOTAL	\$9,450,729.00	\$9,123,914.50	\$8,908,238.50	\$8,828,783.00	\$9,067,159.50	\$9,421,238.50	\$8,917,739.50	\$8,896,143.50	\$8,242,351.50	\$9,012,109.00	\$8,680,418.00	\$8,681,320.00	\$8,400,865.00
PICK 4:													
THU	\$746,794.50	\$796,612.00	\$745,532.00	\$752,218.50	\$746,825.50	\$800,087.00	\$749,834.50	\$746,775.00	\$724,864.50	\$723,566.50	\$743,007.50	\$730,413.50	\$720,235.00
FRI	\$817,346.00	\$800,795.00	\$822,129.00	\$796,781.50	\$788,745.50	\$841,788.00	\$800,717.50	\$810,064.00	\$761,638.50	\$814,574.00	\$776,186.00	\$786,245.00	\$762,431.50
SAT	\$755,884.00	\$746,713.00	\$739,359.00	\$714,888.50	\$719,940.00	\$741,063.50	\$716,065.50	\$738,381.00	\$681,608.00	\$733,283.50	\$697,882.50	\$706,171.50	\$686,399.50
SUN	\$652,569.00	\$596,147.50	\$592,927.50	\$615,068.50	\$617,824.00	\$641,904.50	\$616,113.50	\$626,766.00	\$580,356.50	\$635,611.00	\$598,512.00	\$608,691.00	\$588,415.50
MON	\$725,248.00	\$703,464.00	\$678,722.00	\$686,899.00	\$709,138.50	\$738,876.50	\$691,745.50	\$698,808.50	\$576,276.50	\$711,110.50	\$681,131.00	\$677,664.50	\$661,468.50
TUE	\$749,505.00	\$706,272.50	\$704,514.00	\$685,792.50	\$746,485.00	\$732,974.50	\$693,745.00	\$692,666.00	\$644,283.50	\$719,246.00	\$673,381.50	\$681,425.50	\$650,162.50
WED	\$735,683.50	\$720,523.00	\$716,197.50	\$695,823.00	\$738,403.00	\$716,746.00	\$689,181.00	\$696,220.50	\$659,233.50	\$702,844.00	\$685,306.00	\$671,210.50	\$654,754.00
TOTAL	\$5,183,030.00	\$5,070,527.00	\$4,999,381.00	\$4,947,471.50	\$5,067,361.50	\$5,213,440.00	\$4,957,402.50	\$5,009,681.00	\$4,628,261.00	\$5,040,235.50	\$4,855,406.50	\$4,861,821.50	\$4,723,866.50
JERSEY CASH 5:													
THU	\$470,358.00	\$354,981.00	\$273,220.00	\$274,826.00	\$389,577.00	\$277,076.00	\$328,205.00	\$330,123.00	\$535,099.00	\$391,523.00	\$535,759.00	\$273,025.00	\$266,392.00
FRI	\$597,714.00	\$409,778.00	\$364,230.00	\$278,465.00	\$461,497.00	\$280,740.00	\$400,120.00	\$411,349.00	\$270,843.00	\$479,125.00	\$270,347.00	\$313,779.00	\$268,715.00
SAT	\$249,805.00	\$249,665.00	\$373,860.00	\$290,879.00	\$240,637.00	\$233,257.00	\$402,261.00	\$419,439.00	\$227,573.00	\$241,011.00	\$284,983.00	\$340,877.00	\$280,155.00
SUN	\$252,746.00	\$190,208.00	\$194,852.00	\$206,051.00	\$203,311.00	\$201,951.00	\$408,802.00	\$206,944.00	\$230,300.00	\$207,373.00	\$285,093.00	\$212,583.00	\$270,185.00
MON	\$394,263.00	\$269,751.00	\$315,662.00	\$264,911.00	\$267,526.00	\$320,575.00	\$645,644.00	\$327,324.00	\$296,592.00	\$331,300.00	\$435,360.00	\$328,162.00	\$417,723.00
TUE	\$270,879.00	\$316,183.00	\$368,159.00	\$249,124.00	\$320,517.00	\$361,874.00	\$284,442.00	\$363,309.00	\$250,132.00	\$367,646.00	\$497,122.00	\$248,923.00	\$468,396.00
WED	\$266,496.00	\$397,992.00	\$272,966.00	\$323,564.00	\$267,383.00	\$259,303.00	\$254,374.00	\$443,043.00	\$314,070.00	\$447,508.00	\$677,349.00	\$319,547.00	\$250,235.00
TOTAL	\$2,502,261.00	\$2,188,558.00	\$2,162,949.00	\$1,887,820.00	\$2,150,448.00	\$1,934,776.00	\$2,723,848.00	\$2,501,531.00	\$2,124,609.00	\$2,465,486.00	\$2,986,013.00	\$2,036,896.00	\$2,221,801.00
PICK 6:													
THU	\$771,213.00	\$791,296.00	\$792,949.00	\$816,462.00	\$775,095.00	\$798,007.00	\$801,771.00	\$797,826.00	\$803,978.00	\$838,308.00	\$849,226.00	\$878,284.00	\$888,775.00
MON	\$788,494.00	\$785,992.00	\$785,276.00	\$758,039.00	\$784,853.00	\$808,540.00	\$809,719.00	\$813,071.00	\$671,839.00	\$855,565.00	\$864,182.00	\$896,886.00	\$909,285.00
TOTAL	\$1,559,707.00	\$1,577,288.00	\$1,578,225.00	\$1,574,501.00	\$1,559,948.00	\$1,606,547.00	\$1,611,490.00	\$1,610,897.00	\$1,475,817.00	\$1,693,873.00	\$1,713,408.00	\$1,775,170.00	\$1,798,060.00
ANNUITY JACKPOTS- P													
THU	\$2.00	\$2.50	\$3.00	\$3.50	\$2.25	\$2.75	\$3.25	\$3.75	\$4.50	\$5.50	\$6.50	\$7.50	\$8.50
MON	\$2.25	\$2.75	\$3.25	\$2.00	\$2.50	\$3.00	\$3.50	\$4.00	\$5.00	\$6.00	\$7.00	\$8.00	\$9.00
MEGA MILLIONS													
FRI	\$2,418,957.00	\$3,365,727.00	\$1,697,426.00	\$1,867,227.00	\$2,090,503.00	\$2,680,754.00	\$3,811,765.00	\$1,626,923.00	\$1,790,374.00	\$1,531,274.00	\$1,606,956.00	\$1,845,074.00	\$2,107,065.00
TUE	\$2,601,878.00	\$1,491,650.00	\$1,629,795.00	\$1,868,769.00	\$2,232,702.00	\$3,078,491.00	\$1,510,624.00	\$1,604,212.00	\$1,668,299.00	\$1,448,904.00	\$1,606,590.00	\$1,882,253.00	\$2,177,208.00
TOTAL	\$5,020,835.00	\$4,857,377.00	\$3,327,221.00	\$3,735,996.00	\$4,323,205.00	\$5,759,245.00	\$5,322,389.00	\$3,231,135.00	\$3,458,673.00	\$2,980,178.00	\$3,213,546.00	\$3,727,327.00	\$4,284,273.00
ANNUITY JACKPOTS - I													
FRI	\$74.0	\$105.0	\$17.0	\$37.0	\$58.0	\$81.0	\$112.0	\$17.0	\$34.0	\$12.0	\$25.0	\$45.0	\$66.0
TUE	\$88.0	\$12.0	\$27.0	\$47.0	\$69.0	\$96.0	\$12.0	\$25.0	\$44.0	\$16.0	\$34.0	\$55.0	\$78.0
MILLION \$ RAFFLE													
MACHINETOTALS	\$23,716,562.00	\$22,817,664.50	\$20,976,014.50	\$20,974,571.50	\$22,168,122.00	\$23,935,246.50	\$23,532,869.00	\$21,249,387.50	\$19,929,711.50	\$21,191,881.50	\$21,448,791.50	\$21,082,534.50	\$21,428,865.50
INSTANT:													
THU	\$3,631,800.00	\$3,966,007.00	\$3,658,800.00	\$3,813,326.00	\$3,700,588.00	\$3,797,566.00	\$3,709,086.00	\$3,766,192.00	\$3,565,088.00	\$3,347,385.00	\$3,660,771.00	\$3,515,501.00	\$3,463,317.00
FRI	\$3,744,900.00	\$3,918,000.00	\$3,761,400.00	\$3,688,500.00	\$3,632,100.00	\$3,785,146.00	\$3,658,797.00	\$3,827,605.00	\$3,433,758.00	\$3,429,476.00	\$3,395,400.00	\$3,521,736.00	\$3,458,879.00
SAT	\$3,654,000.00	\$3,929,100.00	\$3,714,300.00	\$3,714,900.00	\$3,530,400.00	\$3,658,200.00	\$3,589,200.00	\$3,665,400.00	\$3,196,800.00	\$3,704,700.00	\$3,367,500.00	\$3,534,000.00	\$3,270,900.00
SUN	\$3,051,600.00	\$2,770,800.00	\$2,889,900.00	\$2,849,400.00	\$2,891,400.00	\$2,898,600.00	\$3,115,800.00	\$2,939,400.00	\$2,604,600.00	\$2,997,300.00	\$2,794,500.00	\$2,973,600.00	\$2,723,400.00
MON	\$3,671,400.00	\$3,567,320.00	\$3,297,000.00	\$3,377,100.00	\$3,540,900.00	\$3,639,600.00	\$3,739,612.00	\$3,478,414.00	\$2,634,000.00	\$3,586,232.00	\$3,444,000.00	\$3,465,000.00	\$3,306,600.00
TUE	\$3,615,633.00	\$3,567,925.00	\$3,415,475.00	\$3,284,854.00	\$3,478,613.00	\$3,522,142.00	\$3,482,433.00	\$3,410,983.00	\$3,297,600.00	\$3,476,273.00	\$3,204,770.00	\$3,293,700.00	\$3,047,024.00
WED	\$3,631,214.00	\$3,579,094.00	\$3,496,058.00	\$3,429,513.00	\$3,610,006.00	\$3,422,555.00	\$3,271,358.00	\$3,459,702.00	\$3,239,700.00	\$3,654,209.00	\$3,318,275.00	\$3,366,213.00	\$3,107,205.00
TOTAL	\$25,000,547.00	\$25,298,246.00	\$24,232,933.00	\$24,157,593.00	\$24,384,007.00	\$24,723,809.00	\$24,566,286.00	\$24,547,696.00	\$21,971,546.00	\$24,195,575.00	\$23,185,216.00	\$23,669,750.00	\$22,377,325.00
GRAND TOTALS	\$48,717,109.00	\$48,115,910.50	\$45,208,947.50	\$45,132,164.50	\$46,552,129.00	\$48,659,055.50	\$48,099,155.00	\$45,797,083.50	\$41,901,257.50	\$45,387,456.50	\$44,634,007.50	\$44,752,284.50	\$43,806,190.50

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**New Jersey Lottery
Weekly Sales Data**

	<u>4/4/2007</u>	<u>4/11/2007</u>	<u>4/18/2007</u>	<u>4/25/2007</u>	<u>5/2/2007</u>	<u>5/9/2007</u>	<u>5/16/2007</u>	<u>5/23/2007</u>	<u>5/30/2007</u>	<u>6/6/2007</u>	<u>6/13/2007</u>	<u>6/20/2007</u>	<u>6/27/2007</u>
<u>PICK 3 - DAY</u>													
THU	\$463,999.00	\$502,877.00	\$446,455.00	\$463,895.00	\$462,364.50	\$515,115.00	\$473,770.50	\$468,107.00	\$465,411.00	\$443,867.00	\$472,396.00	\$452,983.00	\$451,837.00
FRI	\$517,525.50	\$515,854.50	\$514,553.50	\$509,717.00	\$478,401.00	\$548,891.50	\$513,975.50	\$503,685.00	\$491,776.50	\$524,992.50	\$504,114.50	\$502,517.50	\$482,444.00
SAT	\$519,802.00	\$511,934.50	\$500,307.50	\$498,404.50	\$490,627.00	\$524,088.00	\$496,748.50	\$497,021.00	\$471,597.50	\$520,707.50	\$484,337.00	\$493,257.50	\$478,455.50
SUN	\$450,681.50	\$415,893.00	\$404,982.00	\$421,019.00	\$418,035.50	\$442,418.50	\$429,905.50	\$427,719.50	\$406,881.50	\$441,028.00	\$415,896.50	\$433,668.50	\$417,927.50
MON	\$461,827.00	\$429,039.50	\$407,421.00	\$425,923.00	\$441,809.50	\$462,029.00	\$429,782.00	\$431,949.50	\$392,155.50	\$432,105.00	\$428,983.50	\$427,333.00	\$413,648.00
TUE	\$488,590.00	\$440,919.50	\$429,601.50	\$437,793.50	\$475,499.00	\$472,188.00	\$447,253.50	\$439,941.00	\$395,736.50	\$459,149.00	\$430,109.00	\$439,116.50	\$411,979.00
WED	\$477,259.00	\$456,705.50	\$445,342.50	\$438,955.00	\$478,828.00	\$464,182.50	\$448,429.00	\$448,536.50	\$416,643.00	\$458,234.50	\$437,822.50	\$433,792.50	\$419,032.00
TOTAL	\$3,379,684.00	\$3,273,223.50	\$3,148,663.00	\$3,195,707.00	\$3,245,564.50	\$3,428,912.50	\$3,239,864.50	\$3,216,959.50	\$3,040,201.50	\$3,280,083.50	\$3,173,659.00	\$3,182,668.50	\$3,075,323.00
<u>PICK 3 - NIGHT</u>													
THU	\$858,218.00	\$910,993.50	\$856,151.00	\$853,764.00	\$837,771.00	\$903,957.50	\$845,674.50	\$841,244.50	\$805,520.00	\$799,573.00	\$831,911.50	\$824,195.50	\$797,812.50
FRI	\$931,340.50	\$909,458.50	\$935,942.50	\$896,437.00	\$893,469.50	\$950,834.50	\$903,000.50	\$910,688.50	\$846,533.50	\$918,100.50	\$867,664.50	\$871,765.00	\$852,338.00
SAT	\$855,491.50	\$847,163.00	\$834,914.50	\$795,171.00	\$807,311.50	\$826,649.50	\$797,799.50	\$803,955.50	\$743,741.50	\$810,264.50	\$773,235.00	\$779,228.50	\$754,585.00
SUN	\$749,795.50	\$661,870.50	\$645,122.50	\$678,198.00	\$687,686.50	\$715,024.00	\$674,944.50	\$679,081.00	\$629,342.00	\$701,944.00	\$668,970.00	\$662,078.00	\$648,738.50
MON	\$838,055.00	\$804,967.50	\$777,289.50	\$767,630.00	\$794,507.50	\$828,711.00	\$778,721.50	\$773,281.00	\$630,568.50	\$805,072.50	\$750,950.50	\$756,694.50	\$740,123.00
TUE	\$872,193.00	\$793,298.00	\$789,371.50	\$761,412.50	\$838,807.00	\$812,673.00	\$774,084.00	\$764,331.00	\$712,170.50	\$799,997.50	\$745,638.00	\$750,101.00	\$711,564.50
WED	\$854,264.50	\$816,295.00	\$812,874.00	\$776,334.50	\$831,778.00	\$796,552.50	\$762,125.50	\$771,603.50	\$721,212.00	\$786,402.50	\$765,376.50	\$749,770.00	\$721,107.50
TOTAL	\$5,959,358.00	\$5,744,046.00	\$5,651,665.50	\$5,528,947.00	\$5,691,331.00	\$5,834,402.00	\$5,536,350.00	\$5,544,185.00	\$5,089,088.00	\$5,621,354.50	\$5,403,746.00	\$5,393,832.50	\$5,226,269.00
<u>PICK 3 - INSTANT MATC</u>													
THU	\$16,944.00	\$17,729.00	\$16,457.00	\$17,380.00	\$16,855.00	\$26,021.00	\$22,725.00	\$22,037.00	\$19,804.00	\$16,562.00	\$16,431.00	\$16,446.00	\$15,719.00
FRI	\$18,338.00	\$16,510.00	\$18,653.00	\$16,935.00	\$16,871.00	\$25,965.00	\$24,119.00	\$23,114.00	\$20,178.00	\$18,451.00	\$16,672.00	\$17,734.00	\$16,848.00
SAT	\$16,026.00	\$15,336.00	\$16,009.00	\$15,018.00	\$14,751.00	\$20,967.00	\$19,442.00	\$19,177.00	\$16,427.00	\$15,709.00	\$16,427.00	\$13,521.00	\$13,877.00
SUN	\$12,713.00	\$10,558.00	\$10,998.00	\$11,308.00	\$12,423.00	\$16,515.00	\$14,701.00	\$14,026.00	\$13,191.00	\$12,269.00	\$11,340.00	\$11,413.00	\$11,745.00
MON	\$15,266.00	\$15,584.00	\$14,863.00	\$14,166.00	\$21,230.00	\$22,907.00	\$20,129.00	\$18,513.00	\$12,846.00	\$15,676.00	\$14,821.00	\$15,002.00	\$13,919.00
TUE	\$16,356.00	\$15,379.00	\$15,581.00	\$14,268.00	\$23,456.00	\$22,882.00	\$20,223.00	\$19,040.00	\$14,892.00	\$16,336.00	\$14,994.00	\$14,824.00	\$13,492.00
WED	\$16,044.00	\$15,549.00	\$15,349.00	\$15,321.00	\$24,411.00	\$22,667.00	\$20,186.00	\$19,092.00	\$15,724.00	\$15,668.00	\$15,234.00	\$14,782.00	\$13,673.00
TOTAL	\$111,687.00	\$106,645.00	\$107,910.00	\$104,129.00	\$130,264.00	\$157,924.00	\$141,525.00	\$134,999.00	\$113,062.00	\$110,671.00	\$103,013.00	\$104,819.00	\$99,273.00
PICK 3 TOTAL	\$9,450,729.00	\$9,123,914.50	\$8,908,238.50	\$8,828,783.00	\$9,067,159.50	\$9,421,238.50	\$8,917,739.50	\$8,896,143.50	\$8,242,351.50	\$9,012,109.00	\$8,680,418.00	\$8,681,320.00	\$8,400,865.00
<u>PICK 4 - DAY</u>													
THU	\$226,020.00	\$244,220.50	\$222,245.00	\$227,271.50	\$229,365.50	\$245,612.50	\$231,832.50	\$230,621.50	\$228,701.50	\$223,236.00	\$235,840.50	\$222,190.00	\$225,349.00
FRI	\$251,996.50	\$251,442.50	\$249,104.50	\$249,928.50	\$237,523.00	\$265,235.00	\$251,675.00	\$250,082.00	\$243,314.50	\$257,982.00	\$251,429.50	\$250,441.00	\$238,824.50
SAT	\$247,585.50	\$245,635.50	\$240,932.50	\$241,008.50	\$238,716.00	\$250,892.50	\$238,519.00	\$245,401.50	\$231,166.50	\$251,988.00	\$235,282.50	\$241,228.50	\$235,232.00
SUN	\$213,567.00	\$202,747.50	\$199,273.50	\$207,961.50	\$204,015.00	\$214,156.50	\$199,617.50	\$212,695.50	\$199,972.00	\$214,890.00	\$201,624.50	\$211,545.00	\$200,980.50
MON	\$220,275.50	\$211,196.00	\$202,737.50	\$213,440.50	\$216,158.00	\$228,134.00	\$212,842.50	\$217,598.00	\$191,017.50	\$215,876.50	\$213,372.00	\$211,646.00	\$204,363.50
TUE	\$232,907.00	\$219,095.50	\$216,037.50	\$216,724.50	\$232,666.50	\$232,184.00	\$219,716.50	\$220,747.50	\$199,492.00	\$230,317.00	\$214,286.00	\$218,990.00	\$206,378.50
WED	\$228,339.50	\$224,199.00	\$220,516.50	\$216,416.00	\$232,329.00	\$230,490.00	\$221,956.50	\$223,166.00	\$211,466.50	\$226,274.50	\$215,013.00	\$212,520.00	\$208,119.50
TOTAL	\$1,620,691.00	\$1,598,536.50	\$1,550,847.00	\$1,572,751.00	\$1,590,773.00	\$1,666,704.50	\$1,587,159.50	\$1,600,312.00	\$1,505,130.50	\$1,620,564.00	\$1,566,848.00	\$1,568,560.00	\$1,519,247.50
<u>PICK 4 - NIGHT</u>													
THU	\$503,887.50	\$535,579.50	\$507,566.00	\$508,540.00	\$501,090.00	\$530,772.50	\$498,199.00	\$497,221.50	\$478,724.00	\$484,735.50	\$491,475.00	\$493,274.50	\$480,052.00
FRI	\$547,779.50	\$533,123.50	\$555,481.50	\$529,762.00	\$534,490.50	\$552,711.00	\$528,477.50	\$539,243.00	\$500,140.00	\$538,998.00	\$509,284.50	\$519,232.00	\$508,159.00
SAT	\$492,741.50	\$486,186.50	\$483,589.50	\$459,551.00	\$466,862.00	\$471,275.00	\$460,320.50	\$475,185.50	\$435,383.50	\$466,767.50	\$449,841.00	\$451,114.50	\$437,945.50
SUN	\$427,406.00	\$383,245.00	\$382,842.00	\$395,894.00	\$401,758.00	\$412,985.00	\$391,808.00	\$400,666.50	\$368,512.50	\$409,575.00	\$386,749.50	\$387,064.00	\$376,898.00
MON	\$490,226.50	\$478,080.00	\$462,019.50	\$459,425.50	\$474,081.50	\$490,681.50	\$461,300.00	\$463,462.50	\$374,329.00	\$480,286.00	\$453,575.00	\$451,788.50	\$443,731.00
TUE	\$501,242.00	\$472,766.00	\$473,620.50	\$454,848.00	\$492,359.50	\$480,999.50	\$456,289.50	\$455,334.50	\$431,222.50	\$474,208.00	\$445,702.50	\$448,869.50	\$430,725.00
WED	\$491,850.00	\$481,441.00	\$480,320.00	\$464,432.00	\$483,060.00	\$466,708.00	\$449,221.50	\$456,162.50	\$433,339.00	\$461,955.50	\$456,225.00	\$445,129.50	\$433,042.50
TOTAL	\$3,455,133.00	\$3,370,421.50	\$3,345,439.00	\$3,272,452.50	\$3,353,701.50	\$3,406,132.50	\$3,245,616.00	\$3,287,276.00	\$3,021,650.50	\$3,316,525.50	\$3,192,852.50	\$3,196,472.50	\$3,110,553.00
<u>PICK 4 - INSTANT MATC</u>													
THU	\$16,887.00	\$16,812.00	\$15,721.00	\$16,407.00	\$16,370.00	\$23,702.00	\$19,803.00	\$18,932.00	\$17,439.00	\$15,595.00	\$15,692.00	\$14,949.00	\$14,834.00
FRI	\$17,570.00	\$16,229.00	\$17,543.00	\$17,091.00	\$16,732.00	\$23,842.00	\$20,565.00	\$20,739.00	\$18,184.00	\$17,594.00	\$15,472.00	\$16,572.00	\$15,448.00
SAT	\$15,557.00	\$14,891.00	\$14,837.00	\$14,329.00	\$14,362.00	\$18,896.00	\$17,226.00	\$17,794.00	\$15,058.00	\$14,528.00	\$12,759.00	\$13,829.00	\$13,222.00
SUN	\$11,596.00	\$10,155.00	\$10,812.00	\$11,213.00	\$12,051.00	\$14,763.00	\$13,688.00	\$13,404.00	\$11,872.00	\$11,146.00	\$10,138.00	\$10,082.00	\$10,537.00
MON	\$14,746.00	\$14,188.00	\$13,965.00	\$14,033.00	\$18,899.00	\$20,061.00	\$17,603.00	\$17,748.00	\$10,930.00	\$14,948.00	\$14,184.00	\$14,230.00	\$13,374.00
TUE	\$15,356.00	\$14,411.00	\$14,856.00	\$14,220.00	\$21,459.00	\$19,791.00	\$17,739.00	\$16,584.00	\$13,569.00	\$14,721.00	\$13,393.00	\$13,566.00	\$13,059.00
WED	\$15,494.00	\$14,883.00	\$15,361.00	\$14,975.00	\$23,014.00	\$19,548.00	\$18,003.00	\$16,892.00	\$14,428.00	\$14,614.00	\$14,068.00	\$13,561.00	\$13,592.00
TOTAL	\$107,206.00	\$101,569.00	\$103,095.00	\$102,268.00	\$122,887.00	\$140,603.00	\$124,627.00	\$122,093.00	\$101,480.00	\$103,146.00	\$95,706.00	\$96,789.00	\$94,066.00
PICK 4 TOTAL	\$5,183,030.00	\$5,070,527.00	\$4,999,381.00	\$4,947,471.50	\$5,067,361.50	\$5,213,440.00	\$4,957,402.50	\$5,009,681.00	\$4,628,261.00	\$5,040,235.50	\$4,855,406.50	\$4,861,821.50	\$4,723,866.50

**New Jersey Lottery
Weekly Sales Data**

	<u>7/4/2007</u>	<u>7/11/2007</u>	<u>7/18/2007</u>	<u>7/25/2007</u>	<u>8/1/2007</u>	<u>8/8/2007</u>	<u>8/15/2007</u>	<u>8/22/2007</u>	<u>8/29/2007</u>	<u>9/5/2007</u>	<u>9/12/2007</u>	<u>9/19/2007</u>	<u>9/26/2007</u>
PICK 3:													
THU	\$1,237,549.00	\$1,281,446.00	\$1,284,889.00	\$1,271,548.00	\$1,247,228.00	\$1,371,111.50	\$1,308,770.00	\$1,281,045.00	\$1,253,259.00	\$1,244,910.50	\$1,290,698.50	\$1,266,412.00	\$1,270,382.50
FRI	\$1,396,958.00	\$1,379,978.00	\$1,408,597.00	\$1,336,566.00	\$1,349,634.50	\$1,472,816.50	\$1,377,996.00	\$1,351,832.00	\$1,350,419.50	\$1,458,229.50	\$1,372,046.50	\$1,367,226.50	\$1,364,514.00
SAT	\$1,303,568.50	\$1,396,239.50	\$1,273,595.00	\$1,226,467.50	\$1,249,447.50	\$1,324,763.00	\$1,281,160.00	\$1,236,972.50	\$1,219,061.00	\$1,303,211.00	\$1,282,124.50	\$1,253,478.50	\$1,249,110.00
SUN	\$1,129,573.00	\$1,089,289.50	\$1,084,556.50	\$1,070,339.00	\$1,063,219.50	\$1,163,535.00	\$1,098,772.00	\$1,063,932.00	\$1,057,473.00	\$1,129,040.50	\$1,094,950.00	\$1,081,031.50	\$1,080,586.00
MON	\$1,236,519.50	\$1,171,533.50	\$1,188,049.00	\$1,126,094.50	\$1,171,195.00	\$1,251,518.00	\$1,207,281.50	\$1,168,036.00	\$1,152,746.50	\$1,122,589.00	\$1,167,862.50	\$1,180,519.50	\$1,155,323.50
TUE	\$1,322,213.00	\$1,164,273.00	\$1,187,662.00	\$1,162,412.50	\$1,193,474.50	\$1,252,947.50	\$1,218,249.00	\$1,165,347.00	\$1,183,211.00	\$1,191,552.50	\$1,201,804.00	\$1,187,755.00	\$1,152,812.50
WED	\$1,147,352.50	\$1,177,177.00	\$1,172,857.00	\$1,169,879.50	\$1,303,216.50	\$1,214,132.00	\$1,213,459.00	\$1,175,552.00	\$1,148,916.00	\$1,219,056.00	\$1,198,007.50	\$1,191,036.00	\$1,167,952.00
TOTAL	\$8,773,733.50	\$8,659,936.50	\$8,600,205.50	\$8,363,307.00	\$8,577,415.50	\$9,050,823.50	\$8,705,687.50	\$8,442,716.50	\$8,365,086.00	\$8,668,589.00	\$8,607,493.50	\$8,527,459.00	\$8,440,680.50
PICK 4:													
THU	\$704,161.00	\$719,663.00	\$717,235.00	\$716,994.50	\$720,551.50	\$773,369.50	\$829,917.50	\$847,132.00	\$788,544.50	\$816,033.00	\$764,714.50	\$759,031.00	\$755,825.00
FRI	\$788,482.50	\$779,068.00	\$794,875.50	\$758,721.50	\$774,311.00	\$828,514.50	\$899,970.50	\$852,909.00	\$852,442.00	\$1,072,914.00	\$822,386.50	\$821,201.50	\$811,734.00
SAT	\$712,112.50	\$798,731.00	\$702,310.00	\$685,211.00	\$697,837.50	\$735,581.00	\$783,559.00	\$759,774.50	\$735,896.50	\$776,571.00	\$748,207.50	\$736,703.50	\$724,075.00
SUN	\$624,925.50	\$607,857.00	\$602,714.50	\$606,430.00	\$598,578.00	\$646,567.50	\$672,257.50	\$655,595.00	\$649,225.50	\$685,125.50	\$640,218.50	\$635,305.50	\$628,547.50
MON	\$701,217.50	\$664,806.50	\$673,790.00	\$662,016.00	\$678,429.00	\$739,940.00	\$750,294.00	\$751,896.00	\$727,411.50	\$667,820.00	\$707,140.00	\$712,111.50	\$699,063.00
TUE	\$738,291.50	\$663,334.50	\$667,611.00	\$671,332.50	\$684,970.50	\$762,024.00	\$765,634.00	\$763,722.50	\$753,548.00	\$713,706.00	\$716,932.50	\$710,770.50	\$696,427.00
WED	\$627,983.00	\$660,698.00	\$665,932.50	\$672,815.50	\$736,844.00	\$756,829.50	\$777,853.00	\$737,807.00	\$733,458.50	\$719,116.50	\$715,213.50	\$711,303.50	\$695,508.00
TOTAL	\$4,897,173.50	\$4,894,158.00	\$4,824,468.50	\$4,773,521.00	\$4,891,521.50	\$5,242,826.00	\$5,479,485.50	\$5,368,836.00	\$5,240,526.50	\$5,451,286.00	\$5,114,813.00	\$5,086,427.00	\$5,011,179.50
JERSEY CASH 5:													
THU	\$316,691.00	\$376,704.00	\$515,536.00	\$313,100.00	\$268,498.00	\$337,452.00	\$340,191.00	\$540,751.00	\$393,667.00	\$324,594.00	\$537,852.00	\$341,955.00	\$280,491.00
FRI	\$399,488.00	\$459,121.00	\$653,896.00	\$400,368.00	\$346,450.00	\$289,669.00	\$420,440.00	\$283,976.00	\$492,329.00	\$441,786.00	\$293,580.00	\$415,378.00	\$282,642.00
SAT	\$392,452.00	\$506,107.00	\$240,302.00	\$397,253.00	\$350,532.00	\$296,309.00	\$242,280.00	\$233,475.00	\$505,688.00	\$404,253.00	\$309,938.00	\$248,893.00	\$295,268.00
SUN	\$399,082.00	\$209,094.00	\$239,001.00	\$403,664.00	\$341,630.00	\$302,517.00	\$205,889.00	\$201,924.00	\$209,042.00	\$213,182.00	\$302,154.00	\$252,255.00	\$287,548.00
MON	\$616,569.00	\$319,866.00	\$373,311.00	\$259,554.00	\$515,792.00	\$454,168.00	\$329,911.00	\$323,128.00	\$326,822.00	\$278,700.00	\$454,306.00	\$275,121.00	\$441,930.00
TUE	\$265,156.00	\$350,515.00	\$416,480.00	\$311,340.00	\$606,606.00	\$512,044.00	\$378,549.00	\$263,854.00	\$269,377.00	\$352,077.00	\$259,545.00	\$319,987.00	\$256,111.00
WED	\$263,131.00	\$421,290.00	\$261,212.00	\$380,390.00	\$273,525.00	\$262,075.00	\$449,837.00	\$321,023.00	\$251,886.00	\$434,860.00	\$271,781.00	\$394,546.00	\$326,734.00
TOTAL	\$2,652,569.00	\$2,642,697.00	\$2,699,738.00	\$2,465,669.00	\$2,703,033.00	\$2,454,234.00	\$2,367,097.00	\$2,168,131.00	\$2,448,811.00	\$2,449,452.00	\$2,429,156.00	\$2,248,135.00	\$2,170,724.00
PICK 6:													
THU	\$903,341.00	\$927,323.00	\$956,555.00	\$745,781.00	\$744,077.00	\$758,000.00	\$782,442.00	\$806,828.00	\$849,222.00	\$905,322.00	\$927,190.00	\$772,463.00	\$782,142.00
MON	\$970,581.00	\$1,013,844.00	\$758,258.00	\$723,177.00	\$752,591.00	\$779,436.00	\$798,908.00	\$823,506.00	\$904,312.00	\$801,494.00	\$929,323.00	\$788,125.00	\$787,976.00
TOTAL	\$1,873,922.00	\$1,941,167.00	\$1,714,813.00	\$1,468,958.00	\$1,496,668.00	\$1,537,436.00	\$1,581,350.00	\$1,630,334.00	\$1,753,534.00	\$1,706,816.00	\$1,856,513.00	\$1,560,588.00	\$1,570,118.00
ANNUITY JACKPOTS- P													
THU	\$9.50	\$11.00	\$12.00	\$2.25	\$2.25	\$2.75	\$3.25	\$3.75	\$4.50	\$5.50	\$6.50	\$2.00	\$2.50
MON	\$10.50	\$11.50	\$2.00	\$2.00	\$2.50	\$3.00	\$3.50	\$4.00	\$5.00	\$6.00	\$7.00	\$2.25	\$2.75
MEGA MILLIONS													
FRI	\$2,669,534.00	\$3,699,699.00	\$1,554,258.00	\$1,687,937.00	\$1,919,229.00	\$2,259,193.00	\$3,212,620.00	\$4,556,278.00	\$8,676,590.00	\$15,832,306.00	\$1,756,910.00	\$2,025,057.00	\$2,370,225.00
TUE	\$3,379,678.00	\$1,450,963.00	\$1,506,653.00	\$1,699,634.00	\$1,954,985.00	\$2,421,089.00	\$3,782,229.00	\$5,571,714.00	\$10,831,063.00	\$1,453,335.00	\$1,730,050.00	\$2,011,782.00	\$1,540,543.00
TOTAL	\$6,049,212.00	\$5,150,662.00	\$3,060,911.00	\$3,387,571.00	\$3,874,214.00	\$4,680,282.00	\$6,994,849.00	\$10,127,992.00	\$19,507,653.00	\$17,285,641.00	\$3,486,960.00	\$4,036,839.00	\$3,910,768.00
ANNUITY JACKPOTS - I													
FRI	\$91.0	\$126.0	\$17.0	\$35.0	\$55.0	\$77.0	\$105.0	\$148.0	\$206.0	\$330.0	\$17.0	\$36.0	\$60.0
TUE	\$106.0	\$12.0	\$26.0	\$44.0	\$65.0	\$89.0	\$122.0	\$171.0	\$250.0	\$12.0	\$26.0	\$47.0	\$12.0
MILLION \$ RAFFLE													
	\$6,073,840.00												
MACHINETOTALS	\$30,320,450.00	\$23,288,620.50	\$20,900,136.00	\$20,459,026.00	\$21,542,852.00	\$22,965,601.50	\$25,128,469.00	\$27,738,009.50	\$37,315,610.50	\$35,561,784.00	\$21,494,935.50	\$21,459,448.00	\$21,103,470.00
INSTANT:													
THU	\$3,192,600.00	\$3,538,630.00	\$3,496,200.00	\$3,526,823.00	\$3,227,106.00	\$3,516,381.00	\$3,427,740.00	\$3,530,021.00	\$3,363,209.00	\$3,306,912.00	\$3,424,107.00	\$3,278,242.00	\$3,369,681.00
FRI	\$3,483,300.00	\$3,625,494.00	\$3,642,415.00	\$3,552,000.00	\$3,331,077.00	\$3,598,200.00	\$3,522,600.00	\$3,570,300.00	\$3,429,900.00	\$3,516,864.00	\$3,273,468.00	\$3,289,500.00	\$3,507,300.00
SAT	\$3,613,500.00	\$3,622,500.00	\$3,636,300.00	\$3,316,500.00	\$3,014,400.00	\$3,406,200.00	\$3,814,200.00	\$3,440,700.00	\$3,469,500.00	\$3,421,500.00	\$3,300,000.00	\$3,312,000.00	\$3,640,800.00
SUN	\$2,916,000.00	\$2,825,700.00	\$2,766,900.00	\$2,773,200.00	\$2,912,400.00	\$2,910,600.00	\$2,801,700.00	\$2,851,800.00	\$2,809,500.00	\$2,948,400.00	\$2,674,800.00	\$2,835,300.00	\$2,842,800.00
MON	\$3,478,248.00	\$3,299,718.00	\$3,357,600.00	\$3,295,556.00	\$3,226,800.00	\$3,453,066.00	\$3,443,100.00	\$3,387,000.00	\$3,159,108.00	\$2,768,400.00	\$3,144,600.00	\$3,278,700.00	\$3,302,616.00
TUE	\$3,566,915.00	\$3,047,303.00	\$3,298,472.00	\$3,254,095.00	\$3,197,952.00	\$3,304,800.00	\$3,254,809.00	\$3,205,743.00	\$3,233,124.00	\$3,293,458.00	\$3,131,542.00	\$3,101,265.00	\$3,215,100.00
WED	\$3,034,500.00	\$3,322,253.00	\$3,359,414.00	\$3,208,113.00	\$3,353,480.00	\$3,333,600.00	\$3,369,475.00	\$3,338,727.00	\$3,193,052.00	\$3,338,412.00	\$3,146,905.00	\$3,273,499.00	\$3,179,336.00
TOTAL	\$23,285,063.00	\$23,281,598.00	\$23,557,301.00	\$22,926,287.00	\$22,263,215.00	\$23,522,847.00	\$23,633,624.00	\$23,324,291.00	\$22,657,393.00	\$22,593,946.00	\$22,095,422.00	\$22,368,506.00	\$23,057,633.00
GRAND TOTALS	\$53,605,513.00	\$46,570,218.50	\$44,457,437.00	\$43,385,313.00	\$43,806,067.00	\$46,488,448.50	\$48,762,093.00	\$51,062,300.50	\$59,973,003.50	\$58,155,730.00	\$43,590,357.50	\$43,827,954.00	\$44,161,103.00

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New Jersey Lottery

Weekly Sales Data

	<u>7/4/2007</u>	<u>7/11/2007</u>	<u>7/18/2007</u>	<u>7/25/2007</u>	<u>8/1/2007</u>	<u>8/8/2007</u>	<u>8/15/2007</u>	<u>8/22/2007</u>	<u>8/29/2007</u>	<u>9/5/2007</u>	<u>9/12/2007</u>	<u>9/19/2007</u>	<u>9/26/2007</u>
PICK 3 - DAY													
THU	\$437,235.00	\$445,402.00	\$454,618.50	\$448,589.50	\$436,167.00	\$499,984.50	\$457,308.50	\$446,982.00	\$429,623.00	\$431,006.00	\$450,239.50	\$442,632.00	\$443,957.50
FRI	\$495,805.00	\$491,101.00	\$500,887.00	\$477,649.50	\$481,563.50	\$531,947.50	\$472,232.50	\$479,198.50	\$469,516.50	\$495,692.50	\$486,267.00	\$477,052.00	\$485,829.50
SAT	\$504,348.50	\$522,073.50	\$489,347.00	\$465,987.50	\$475,907.50	\$514,030.00	\$486,163.50	\$466,061.00	\$458,136.00	\$494,553.00	\$481,579.00	\$467,543.50	\$466,200.00
SUN	\$432,381.50	\$416,820.00	\$417,151.50	\$406,918.00	\$405,184.50	\$447,043.00	\$418,800.50	\$399,702.50	\$399,297.00	\$431,997.00	\$415,096.50	\$407,959.00	\$413,761.00
MON	\$439,562.50	\$421,672.50	\$416,694.00	\$387,993.50	\$410,109.50	\$442,301.00	\$424,491.00	\$403,227.50	\$399,866.00	\$419,458.50	\$402,762.50	\$409,149.00	\$405,082.50
TUE	\$472,909.00	\$421,069.00	\$429,007.00	\$412,202.50	\$429,666.50	\$451,425.50	\$433,219.00	\$399,603.00	\$409,835.50	\$413,792.50	\$424,446.50	\$419,467.50	\$413,451.00
WED	\$446,724.00	\$429,819.50	\$418,903.50	\$420,573.50	\$469,010.00	\$437,831.00	\$434,410.00	\$409,364.00	\$410,006.00	\$434,947.50	\$423,630.00	\$425,083.00	\$419,857.00
TOTAL	\$3,228,965.50	\$3,147,957.50	\$3,126,608.50	\$3,019,914.00	\$3,107,608.50	\$3,324,562.50	\$3,126,625.00	\$3,004,138.50	\$2,976,280.00	\$3,121,447.00	\$3,084,021.00	\$3,048,886.00	\$3,048,138.50
PICK 3 - NIGHT													
THU	\$785,763.00	\$821,269.00	\$814,892.50	\$808,088.50	\$796,515.00	\$856,179.00	\$836,648.50	\$819,932.00	\$809,245.00	\$799,842.50	\$826,100.00	\$809,422.00	\$811,762.00
FRI	\$883,509.00	\$872,574.00	\$891,261.00	\$842,468.50	\$852,512.00	\$924,872.00	\$890,559.50	\$857,635.50	\$865,457.00	\$947,294.00	\$870,626.50	\$874,304.50	\$863,184.50
SAT	\$785,644.00	\$858,723.00	\$770,709.00	\$746,413.00	\$760,254.00	\$797,026.00	\$782,091.50	\$757,834.50	\$748,580.00	\$795,263.00	\$787,232.50	\$772,748.00	\$769,567.00
SUN	\$685,684.50	\$661,140.50	\$656,657.00	\$652,543.00	\$647,440.00	\$706,017.00	\$669,612.50	\$653,760.50	\$647,807.00	\$686,572.50	\$669,049.50	\$662,494.50	\$656,348.00
MON	\$782,400.00	\$735,518.00	\$757,322.00	\$724,806.00	\$747,986.50	\$795,555.00	\$769,530.50	\$750,902.50	\$739,817.50	\$691,693.50	\$751,948.00	\$758,281.50	\$737,642.00
TUE	\$833,569.00	\$729,323.00	\$744,655.00	\$736,298.00	\$750,116.00	\$787,763.00	\$771,199.00	\$752,668.00	\$760,401.50	\$764,207.00	\$762,838.50	\$755,226.50	\$726,313.50
WED	\$688,523.50	\$733,122.50	\$740,776.50	\$735,434.00	\$819,847.50	\$763,023.00	\$765,563.00	\$752,134.00	\$725,567.00	\$770,163.50	\$760,488.50	\$751,930.00	\$734,890.00
TOTAL	\$5,445,093.00	\$5,411,670.00	\$5,376,273.00	\$5,246,051.00	\$5,374,671.00	\$5,630,435.00	\$5,485,204.50	\$5,344,867.00	\$5,296,875.00	\$5,455,036.00	\$5,428,283.50	\$5,384,407.00	\$5,299,707.00
PICK 3 - INSTANT MATC													
THU	\$14,551.00	\$14,775.00	\$15,378.00	\$14,870.00	\$14,546.00	\$14,948.00	\$14,813.00	\$14,131.00	\$14,391.00	\$14,062.00	\$14,359.00	\$14,358.00	\$14,663.00
FRI	\$17,644.00	\$16,303.00	\$16,449.00	\$16,448.00	\$15,559.00	\$15,997.00	\$15,204.00	\$14,998.00	\$15,446.00	\$15,243.00	\$15,153.00	\$15,870.00	\$15,500.00
SAT	\$13,576.00	\$15,443.00	\$13,539.00	\$14,067.00	\$13,286.00	\$13,707.00	\$12,905.00	\$13,077.00	\$12,345.00	\$13,395.00	\$13,313.00	\$13,187.00	\$13,343.00
SUN	\$11,507.00	\$11,329.00	\$10,748.00	\$10,878.00	\$10,595.00	\$10,475.00	\$10,359.00	\$10,469.00	\$10,369.00	\$10,471.00	\$10,804.00	\$10,578.00	\$10,477.00
MON	\$14,557.00	\$14,343.00	\$14,033.00	\$13,295.00	\$13,099.00	\$13,662.00	\$13,260.00	\$13,906.00	\$13,063.00	\$11,437.00	\$13,152.00	\$13,089.00	\$12,599.00
TUE	\$15,735.00	\$13,881.00	\$14,000.00	\$13,912.00	\$13,759.00	\$13,759.00	\$13,831.00	\$13,076.00	\$12,974.00	\$13,553.00	\$14,519.00	\$13,061.00	\$13,048.00
WED	\$12,105.00	\$14,235.00	\$13,177.00	\$13,872.00	\$14,359.00	\$13,278.00	\$13,486.00	\$14,054.00	\$13,343.00	\$13,945.00	\$13,889.00	\$14,023.00	\$13,205.00
TOTAL	\$99,675.00	\$100,309.00	\$97,324.00	\$97,342.00	\$95,136.00	\$95,826.00	\$93,858.00	\$93,711.00	\$91,931.00	\$92,106.00	\$95,189.00	\$94,166.00	\$92,835.00
PICK 3 TOTAL	\$8,773,733.50	\$8,659,936.50	\$8,600,205.50	\$8,363,307.00	\$8,577,415.50	\$9,050,823.50	\$8,705,687.50	\$8,442,716.50	\$8,365,086.00	\$8,668,589.00	\$8,607,493.50	\$8,527,459.00	\$8,440,680.50
PICK 4 - DAY													
THU	\$218,352.50	\$219,810.00	\$222,638.00	\$223,092.50	\$222,431.00	\$248,792.50	\$236,793.00	\$235,037.50	\$224,295.50	\$224,896.50	\$230,633.50	\$227,965.00	\$229,392.00
FRI	\$244,543.50	\$243,687.50	\$247,792.50	\$237,272.00	\$243,178.50	\$262,526.50	\$249,617.00	\$251,798.00	\$245,624.00	\$259,543.00	\$252,724.00	\$245,834.50	\$249,661.00
SAT	\$245,797.50	\$264,572.50	\$239,897.50	\$231,463.00	\$236,823.00	\$254,479.50	\$252,865.50	\$241,988.00	\$237,241.00	\$251,271.50	\$246,954.50	\$237,653.50	\$236,584.00
SUN	\$213,922.00	\$205,501.00	\$206,879.00	\$206,019.50	\$202,636.00	\$221,465.00	\$217,932.00	\$206,711.50	\$208,201.00	\$222,686.50	\$214,334.00	\$210,831.00	\$212,345.00
MON	\$219,300.00	\$208,349.00	\$208,055.00	\$198,176.00	\$208,934.00	\$221,769.00	\$221,120.50	\$213,617.50	\$210,318.50	\$216,705.50	\$210,273.50	\$211,118.50	\$212,930.50
TUE	\$233,251.00	\$209,942.50	\$211,015.00	\$210,518.50	\$216,823.00	\$230,036.00	\$225,876.50	\$211,384.00	\$214,971.00	\$213,459.50	\$218,884.00	\$216,412.50	\$215,028.50
WED	\$216,639.50	\$211,456.50	\$208,569.50	\$214,077.50	\$235,029.00	\$225,559.50	\$230,542.00	\$214,724.50	\$212,490.50	\$219,890.50	\$218,160.00	\$221,624.00	\$217,663.50
TOTAL	\$1,591,806.00	\$1,563,319.00	\$1,544,846.50	\$1,520,619.00	\$1,565,854.50	\$1,664,628.00	\$1,634,746.50	\$1,575,261.00	\$1,553,141.50	\$1,608,453.00	\$1,591,963.50	\$1,571,439.00	\$1,573,604.50
PICK 4 - NIGHT													
THU	\$471,741.50	\$485,393.00	\$480,403.00	\$479,424.00	\$484,056.50	\$509,690.00	\$577,002.50	\$596,197.50	\$548,819.00	\$575,868.50	\$519,557.00	\$516,276.00	\$511,508.00
FRI	\$527,208.00	\$519,963.50	\$532,250.00	\$507,230.50	\$515,950.50	\$549,884.00	\$632,751.50	\$584,779.00	\$591,664.00	\$795,705.00	\$554,170.50	\$559,350.00	\$546,520.00
SAT	\$452,325.00	\$519,141.50	\$449,901.50	\$440,473.00	\$447,716.50	\$467,635.50	\$516,298.50	\$503,741.50	\$485,320.50	\$510,918.50	\$488,005.00	\$485,015.00	\$474,612.00
SUN	\$400,010.50	\$392,031.00	\$385,625.50	\$390,283.50	\$385,665.00	\$414,240.50	\$443,128.50	\$438,029.50	\$430,545.50	\$451,333.00	\$415,530.50	\$413,512.50	\$405,745.50
MON	\$468,134.50	\$442,773.50	\$452,297.00	\$450,675.00	\$456,872.00	\$503,575.00	\$515,093.50	\$523,281.50	\$503,871.00	\$489,818.50	\$484,069.50	\$486,568.00	\$472,976.50
TUE	\$490,005.50	\$440,457.00	\$443,859.00	\$447,685.00	\$455,079.50	\$516,918.00	\$524,821.50	\$538,016.50	\$524,753.00	\$485,845.50	\$483,676.50	\$481,134.00	\$468,042.50
WED	\$400,476.50	\$435,623.50	\$443,549.00	\$445,190.00	\$487,300.00	\$516,601.00	\$532,975.00	\$508,471.50	\$507,837.00	\$485,260.00	\$483,007.50	\$475,492.50	\$464,059.50
TOTAL	\$3,209,901.50	\$3,235,383.00	\$3,187,885.00	\$3,160,961.00	\$3,232,640.00	\$3,478,544.00	\$3,742,071.00	\$3,692,517.00	\$3,592,810.00	\$3,744,749.00	\$3,428,016.50	\$3,417,348.00	\$3,343,464.00
PICK 4 - INSTANT MATC													
THU	\$14,067.00	\$14,460.00	\$14,194.00	\$14,478.00	\$14,064.00	\$14,887.00	\$16,122.00	\$15,897.00	\$15,430.00	\$15,268.00	\$14,524.00	\$14,790.00	\$14,925.00
FRI	\$16,731.00	\$15,417.00	\$14,833.00	\$14,219.00	\$15,182.00	\$16,104.00	\$17,602.00	\$16,332.00	\$15,154.00	\$17,666.00	\$15,492.00	\$16,017.00	\$15,553.00
SAT	\$13,990.00	\$15,017.00	\$12,511.00	\$13,275.00	\$13,298.00	\$13,466.00	\$14,395.00	\$14,045.00	\$13,335.00	\$14,381.00	\$13,248.00	\$14,035.00	\$12,879.00
SUN	\$10,993.00	\$10,325.00	\$10,210.00	\$10,127.00	\$10,277.00	\$10,862.00	\$11,197.00	\$10,854.00	\$10,479.00	\$11,106.00	\$10,354.00	\$10,962.00	\$10,457.00
MON	\$13,783.00	\$13,684.00	\$13,438.00	\$13,165.00	\$12,623.00	\$14,596.00	\$14,080.00	\$14,997.00	\$13,222.00	\$11,296.00	\$12,797.00	\$14,425.00	\$13,156.00
TUE	\$15,035.00	\$12,935.00	\$12,737.00	\$13,129.00	\$13,068.00	\$15,070.00	\$14,936.00	\$14,322.00	\$13,824.00	\$14,401.00	\$14,372.00	\$13,224.00	\$13,356.00
WED	\$10,867.00	\$13,618.00	\$13,814.00	\$13,548.00	\$14,515.00	\$14,669.00	\$14,336.00	\$14,611.00	\$13,131.00	\$13,966.00	\$14,046.00	\$14,187.00	\$13,785.00
TOTAL	\$95,466.00	\$95,456.00	\$91,737.00	\$91,941.00	\$93,027.00	\$99,654.00	\$102,668.00	\$101,058.00	\$94,575.00	\$98,084.00	\$94,833.00	\$97,640.00	\$94,111.00
PICK 4 TOTAL	\$4,897,173.50	\$4,894,158.00	\$4,824,468.50	\$4,773,521.00	\$4,891,521.50	\$5,242,826.00	\$5,479,485.50	\$5,368,836.00	\$5,240,526.50	\$5,451,286.00	\$5,114,813.00	\$5,086,427.00	\$5,011,179.50

New Jersey Lottery

Weekly Sales Data

	<u>10/3/2007</u>	<u>10/10/2007</u>	<u>10/17/2007</u>	<u>10/24/2007</u>	<u>10/31/2007</u>	<u>11/7/2007</u>	<u>11/14/2007</u>	<u>11/21/2007</u>	<u>11/28/2007</u>	<u>12/5/2007</u>	<u>12/12/2007</u>	<u>12/19/2007</u>	<u>12/26/2007</u>
PICK 3:													
THU	\$1,243,400.50	\$1,340,784.50	\$1,268,637.00	\$1,253,837.00	\$1,236,389.00	\$1,324,254.50	\$1,256,170.50	\$1,261,399.00	\$1,068,022.50	\$1,230,765.50	\$1,306,672.50	\$1,236,602.00	\$1,334,896.50
FRI	\$1,350,727.50	\$1,436,949.00	\$1,358,238.50	\$1,341,818.00	\$1,315,669.00	\$1,445,757.00	\$1,348,805.50	\$1,378,174.50	\$1,223,965.00	\$1,384,598.00	\$1,431,046.00	\$1,418,642.50	\$1,442,238.00
SAT	\$1,268,552.50	\$1,313,362.50	\$1,260,101.00	\$1,249,698.00	\$1,206,458.50	\$1,336,941.50	\$1,259,976.50	\$1,299,151.00	\$1,196,264.00	\$1,332,709.00	\$1,319,084.00	\$1,352,305.00	\$1,363,803.00
SUN	\$1,099,087.00	\$1,105,823.50	\$1,077,218.50	\$1,078,575.00	\$1,047,031.50	\$1,152,125.00	\$1,058,218.50	\$1,095,119.50	\$1,039,570.00	\$1,093,141.00	\$1,130,751.00	\$1,075,906.50	\$1,173,205.00
MON	\$1,241,622.50	\$1,164,442.50	\$1,170,197.00	\$1,155,335.00	\$1,117,186.50	\$1,230,809.50	\$1,132,479.50	\$1,167,648.00	\$1,130,899.50	\$1,270,225.00	\$1,227,177.00	\$1,201,433.00	\$1,317,781.50
TUE	\$1,248,795.00	\$1,190,344.50	\$1,168,593.00	\$1,168,577.50	\$1,126,585.50	\$1,230,279.50	\$1,146,161.00	\$1,188,367.50	\$1,147,816.50	\$1,264,449.50	\$1,243,095.00	\$1,234,684.00	\$1,545.00
WED	\$1,292,227.00	\$1,214,624.00	\$1,172,632.50	\$1,140,223.50	\$1,145,304.50	\$1,214,332.00	\$1,175,176.50	\$1,289,218.00	\$1,152,523.50	\$1,256,523.50	\$1,239,382.00	\$1,254,326.50	\$1,238,079.00
TOTAL	\$8,744,412.00	\$8,766,330.50	\$8,475,617.50	\$8,388,064.00	\$8,194,624.50	\$8,934,499.00	\$8,376,988.00	\$8,679,077.50	\$7,959,061.00	\$8,832,411.50	\$8,897,207.50	\$8,773,899.50	\$7,871,548.00
PICK 4:													
THU	\$739,409.50	\$788,491.50	\$759,018.50	\$746,949.00	\$728,831.00	\$776,544.00	\$751,902.00	\$747,431.00	\$624,089.50	\$739,054.00	\$761,062.00	\$732,310.50	\$773,039.50
FRI	\$797,749.50	\$838,564.00	\$815,082.00	\$801,146.00	\$784,542.00	\$846,177.00	\$794,877.50	\$810,747.50	\$721,842.50	\$829,872.00	\$834,340.00	\$832,338.00	\$835,394.50
SAT	\$726,635.50	\$751,221.50	\$744,717.50	\$729,344.50	\$709,377.50	\$769,281.50	\$729,672.00	\$745,136.50	\$700,161.00	\$781,864.00	\$747,535.50	\$774,551.50	\$783,833.50
SUN	\$623,296.50	\$638,157.50	\$627,340.00	\$623,730.50	\$606,077.00	\$665,363.50	\$618,767.00	\$634,333.50	\$612,815.00	\$636,409.00	\$641,687.00	\$617,860.50	\$673,216.50
MON	\$730,199.00	\$687,924.50	\$704,860.00	\$695,728.00	\$675,499.50	\$733,311.50	\$677,467.50	\$696,834.50	\$684,639.00	\$747,906.50	\$713,619.00	\$706,615.00	\$772,730.50
TUE	\$732,277.50	\$706,447.00	\$704,027.50	\$692,664.50	\$681,275.50	\$727,246.00	\$689,696.00	\$709,264.50	\$688,762.50	\$743,919.50	\$726,498.50	\$724,864.50	\$1,410.00
WED	\$750,450.50	\$726,741.50	\$696,312.00	\$681,567.00	\$687,706.50	\$719,612.50	\$696,888.00	\$769,350.50	\$690,639.50	\$728,722.50	\$724,749.50	\$724,854.50	\$730,767.50
TOTAL	\$5,100,018.00	\$5,137,547.50	\$5,051,357.50	\$4,971,129.50	\$4,873,309.00	\$5,237,536.00	\$4,959,270.00	\$5,113,098.00	\$4,722,949.00	\$5,207,747.50	\$5,149,491.50	\$5,113,394.50	\$4,570,392.00
JERSEY CASH 5:													
THU	\$397,570.00	\$281,165.00	\$272,500.00	\$554,723.00	\$282,022.00	\$290,097.00	\$280,972.00	\$345,044.00	\$214,506.00	\$337,208.00	\$467,945.00	\$259,320.00	\$282,312.00
FRI	\$481,671.00	\$356,135.00	\$285,910.00	\$708,766.00	\$293,049.00	\$381,485.00	\$357,985.00	\$429,655.00	\$318,504.00	\$418,762.00	\$293,979.00	\$287,065.00	\$284,983.00
SAT	\$531,026.00	\$344,886.00	\$244,472.00	\$831,137.00	\$301,997.00	\$258,942.00	\$367,455.00	\$451,799.00	\$349,651.00	\$446,019.00	\$509,778.00	\$318,562.00	\$259,386.00
SUN	\$239,819.00	\$331,021.00	\$208,542.00	\$971,662.00	\$302,938.00	\$245,244.00	\$363,055.00	\$218,932.00	\$212,385.00	\$414,127.00	\$214,285.00	\$279,882.00	\$266,274.00
MON	\$345,002.00	\$489,417.00	\$329,236.00	\$1,419,961.00	\$281,042.00	\$403,312.00	\$539,897.00	\$338,229.00	\$266,156.00	\$284,769.00	\$336,072.00	\$438,104.00	\$398,319.00
TUE	\$387,800.00	\$617,382.00	\$358,772.00	\$1,582,448.00	\$331,014.00	\$274,873.00	\$266,381.00	\$264,243.00	\$314,837.00	\$329,613.00	\$386,928.00	\$524,752.00	\$0.00
WED	\$279,072.00	\$271,083.00	\$447,762.00	\$290,836.00	\$270,889.00	\$277,496.00	\$270,369.00	\$368,792.00	\$265,512.00	\$398,404.00	\$464,575.00	\$658,375.00	\$481,888.00
TOTAL	\$2,661,960.00	\$2,691,089.00	\$2,147,194.00	\$6,359,533.00	\$2,062,951.00	\$2,131,449.00	\$2,446,114.00	\$2,416,694.00	\$1,941,551.00	\$2,628,902.00	\$2,473,562.00	\$2,766,060.00	\$1,973,162.00
PICK 6:													
THU	\$788,633.00	\$811,927.00	\$744,278.00	\$755,862.00	\$761,448.00	\$784,854.00	\$794,488.00	\$797,046.00	\$708,493.00	\$833,997.00	\$854,605.00	\$881,027.00	\$966,718.00
MON	\$812,327.00	\$784,032.00	\$758,998.00	\$761,794.00	\$767,160.00	\$801,058.00	\$782,273.00	\$816,556.00	\$821,663.00	\$859,887.00	\$894,114.00	\$923,715.00	\$757,111.00
TOTAL	\$1,600,960.00	\$1,595,959.00	\$1,503,276.00	\$1,517,656.00	\$1,528,608.00	\$1,585,912.00	\$1,576,761.00	\$1,613,602.00	\$1,530,156.00	\$1,693,884.00	\$1,748,719.00	\$1,804,742.00	\$1,723,829.00
ANNUITY JACKPOTS- P													
THU	\$3.00	\$3.50	\$2.00	\$2.50	\$3.00	\$3.50	\$4.00	\$4.75	\$5.50	\$6.25	\$7.25	\$8.25	\$9.50
MON	\$3.25	\$3.75	\$2.25	\$2.75	\$3.25	\$3.75	\$4.25	\$5.25	\$6.00	\$6.75	\$7.75	\$9.00	\$2.00
MEGA MILLIONS													
FRI	\$1,630,620.00	\$1,806,898.00	\$1,605,863.00	\$1,793,372.00	\$1,942,028.00	\$2,327,949.00	\$1,538,410.00	\$1,716,947.00	\$1,617,587.00	\$2,208,421.00	\$3,113,816.00	\$4,232,775.00	\$1,616,701.00
TUE	\$1,563,610.00	\$1,424,707.00	\$1,576,687.00	\$1,782,303.00	\$1,931,678.00	\$1,410,518.00	\$1,507,553.00	\$1,696,416.00	\$1,896,429.00	\$2,404,912.00	\$3,675,025.00	\$4,788,080.00	\$1,225,960.00
TOTAL	\$3,194,230.00	\$3,231,605.00	\$3,182,550.00	\$3,575,675.00	\$3,873,706.00	\$3,738,467.00	\$3,045,963.00	\$3,413,363.00	\$3,514,016.00	\$4,613,333.00	\$6,788,841.00	\$9,020,855.00	\$2,842,661.00
ANNUITY JACKPOTS - I													
FRI	\$12.0	\$26.0	\$16.0	\$34.0	\$53.0	\$75.0	\$16.0	\$32.0	\$50.0	\$70.0	\$96.0	\$137.0	\$12.0
TUE	\$16.0	\$12.0	\$24.0	\$43.0	\$63.0	\$12.0	\$24.0	\$41.0	\$60.0	\$82.0	\$115.0	\$163.0	\$16.0
MILLION \$ RAFFLE													
MACHINETOTALS	\$21,301,580.00	\$21,422,531.00	\$20,359,995.00	\$24,812,057.50	\$20,533,198.50	\$21,627,863.00	\$20,405,096.00	\$21,235,834.50	\$19,667,733.00	\$22,976,278.00	\$25,057,821.00	\$27,478,951.00	\$18,981,592.00
INSTANT:													
THU	\$3,404,590.00	\$3,916,668.00	\$3,738,514.00	\$3,667,484.00	\$3,638,651.00	\$3,692,779.00	\$3,478,063.00	\$3,514,724.00	\$2,625,900.00	\$3,405,392.00	\$3,668,474.00	\$3,546,900.00	\$4,561,444.00
FRI	\$3,448,624.00	\$3,895,500.00	\$3,836,404.00	\$3,653,042.00	\$3,642,372.00	\$3,834,165.00	\$3,550,811.00	\$3,538,200.00	\$3,271,500.00	\$3,609,898.00	\$3,666,300.00	\$3,905,969.00	\$4,800,308.00
SAT	\$3,592,200.00	\$3,888,300.00	\$3,601,500.00	\$3,998,100.00	\$3,318,600.00	\$3,615,600.00	\$3,456,600.00	\$3,546,300.00	\$3,267,300.00	\$3,726,600.00	\$3,682,200.00	\$4,304,700.00	\$4,879,800.00
SUN	\$2,747,700.00	\$2,961,300.00	\$2,992,800.00	\$2,989,800.00	\$2,881,500.00	\$3,538,800.00	\$2,886,600.00	\$2,846,100.00	\$2,781,300.00	\$2,841,300.00	\$3,037,800.00	\$3,056,100.00	\$4,112,700.00
MON	\$3,556,000.00	\$3,429,600.00	\$3,557,700.00	\$3,434,586.00	\$3,408,519.00	\$3,708,678.00	\$3,389,700.00	\$3,318,038.00	\$3,476,554.00	\$3,541,800.00	\$3,724,773.00	\$3,747,861.00	\$5,158,466.00
TUE	\$3,603,107.00	\$3,479,810.00	\$3,474,584.00	\$3,463,804.00	\$3,329,537.00	\$3,533,400.00	\$3,314,400.00	\$3,404,148.00	\$3,277,500.00	\$3,500,332.00	\$3,421,340.00	\$3,947,215.00	\$3,467,700.00
WED	\$3,762,108.00	\$3,595,660.00	\$3,500,748.00	\$3,457,068.00	\$3,272,972.00	\$3,506,359.00	\$3,348,779.00	\$3,670,098.00	\$3,222,817.00	\$3,539,137.00	\$3,649,828.00	\$4,166,100.00	\$3,992,100.00
TOTAL	\$24,114,309.00	\$25,166,838.00	\$24,702,250.00	\$24,663,884.00	\$23,492,151.00	\$25,429,781.00	\$23,424,953.00	\$23,837,608.00	\$21,922,871.00	\$24,164,459.00	\$24,850,715.00	\$26,674,845.00	\$30,972,518.00
GRAND TOTALS	\$45,415,889.00	\$46,589,369.00	\$45,062,245.00	\$49,475,941.50	\$44,025,349.50	\$47,057,644.00	\$43,830,049.00	\$45,073,442.50	\$41,590,604.00	\$47,140,737.00	\$49,908,536.00	\$54,153,796.00	\$49,954,110.00

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New Jersey Lottery

Weekly Sales Data

	<u>10/3/2007</u>	<u>10/10/2007</u>	<u>10/17/2007</u>	<u>10/24/2007</u>	<u>10/31/2007</u>	<u>11/7/2007</u>	<u>11/14/2007</u>	<u>11/21/2007</u>	<u>11/28/2007</u>	<u>12/5/2007</u>	<u>12/12/2007</u>	<u>12/19/2007</u>	<u>12/26/2007</u>
PICK 3 - DAY													
THU	\$438,086.50	\$472,960.50	\$448,544.00	\$436,982.00	\$430,973.50	\$458,931.50	\$441,507.00	\$444,429.00	\$435,373.50	\$429,410.50	\$466,119.00	\$456,295.50	\$478,083.00
FRI	\$478,016.50	\$511,537.00	\$478,654.00	\$473,571.00	\$464,376.50	\$510,312.50	\$477,214.00	\$490,564.50	\$429,489.50	\$490,469.00	\$514,257.50	\$496,449.50	\$514,448.50
SAT	\$479,096.00	\$494,934.00	\$466,289.00	\$460,364.00	\$446,596.50	\$500,478.00	\$475,551.00	\$490,899.50	\$442,826.00	\$500,503.00	\$496,026.00	\$507,649.50	\$512,878.50
SUN	\$418,268.50	\$420,892.50	\$408,448.00	\$407,380.50	\$393,783.50	\$447,182.50	\$406,399.50	\$422,203.50	\$390,972.50	\$415,495.00	\$429,709.00	\$406,602.50	\$449,223.00
MON	\$433,666.50	\$411,773.50	\$407,021.50	\$399,793.50	\$388,019.50	\$438,550.50	\$400,938.50	\$413,391.00	\$397,551.50	\$451,769.00	\$435,681.00	\$422,063.50	\$491,239.50
TUE	\$445,554.00	\$420,875.00	\$413,422.50	\$410,098.50	\$397,161.00	\$440,295.50	\$408,196.00	\$425,605.50	\$410,022.50	\$458,654.50	\$443,810.50	\$442,808.00	\$0.00
WED	\$459,710.50	\$429,411.50	\$418,971.50	\$401,162.00	\$410,531.00	\$442,757.50	\$419,103.50	\$458,330.00	\$413,973.00	\$460,811.50	\$449,464.00	\$453,042.00	\$450,184.00
TOTAL	\$3,152,398.50	\$3,162,384.00	\$3,041,350.50	\$2,989,351.50	\$2,931,441.50	\$3,238,508.00	\$3,028,909.50	\$3,145,423.00	\$2,920,208.50	\$3,207,112.50	\$3,235,067.00	\$3,184,910.50	\$2,896,056.50
PICK 3 - NIGHT													
THU	\$790,670.00	\$845,738.00	\$798,208.00	\$796,167.00	\$784,740.50	\$847,304.00	\$799,560.50	\$801,406.00	\$623,135.00	\$787,012.00	\$825,744.50	\$767,636.50	\$842,412.50
FRI	\$857,471.00	\$901,295.00	\$856,904.50	\$845,533.00	\$830,147.50	\$916,009.50	\$854,978.50	\$871,728.00	\$780,286.50	\$878,181.00	\$901,256.50	\$906,748.00	\$911,890.50
SAT	\$775,448.50	\$798,248.50	\$774,255.00	\$770,767.00	\$741,794.00	\$820,733.50	\$769,177.50	\$794,364.50	\$740,416.00	\$818,099.00	\$809,727.00	\$831,167.50	\$837,067.50
SUN	\$669,617.50	\$669,323.00	\$653,243.50	\$656,213.50	\$638,463.00	\$692,253.50	\$640,594.00	\$662,079.00	\$637,476.50	\$667,693.00	\$689,885.00	\$659,662.00	\$712,675.00
MON	\$788,836.00	\$734,209.00	\$744,272.50	\$736,456.50	\$713,335.00	\$776,426.00	\$717,808.00	\$740,632.00	\$720,055.00	\$803,979.00	\$778,222.00	\$766,381.50	\$814,174.00
TUE	\$782,778.00	\$750,227.50	\$736,136.50	\$739,597.00	\$713,810.50	\$774,665.00	\$724,414.00	\$749,318.00	\$724,335.00	\$792,326.00	\$785,933.50	\$778,220.00	\$0.00
WED	\$810,297.50	\$763,963.50	\$734,568.00	\$719,931.50	\$719,084.50	\$756,433.50	\$741,642.00	\$815,460.00	\$725,660.50	\$781,906.00	\$776,108.00	\$787,466.50	\$775,286.00
TOTAL	\$5,475,118.50	\$5,463,004.50	\$5,297,588.00	\$5,264,665.50	\$5,141,375.00	\$5,583,825.00	\$5,248,174.50	\$5,434,987.50	\$4,951,364.50	\$5,529,196.00	\$5,566,876.50	\$5,497,282.00	\$4,893,505.50
PICK 3 - INSTANT MATC													
THU	\$14,644.00	\$22,086.00	\$21,885.00	\$20,688.00	\$20,675.00	\$18,019.00	\$15,103.00	\$15,564.00	\$9,514.00	\$14,343.00	\$14,809.00	\$12,670.00	\$14,401.00
FRI	\$15,240.00	\$24,117.00	\$22,680.00	\$22,714.00	\$21,145.00	\$19,435.00	\$16,613.00	\$15,882.00	\$14,189.00	\$15,948.00	\$15,532.00	\$15,445.00	\$15,899.00
SAT	\$14,008.00	\$20,180.00	\$19,557.00	\$18,068.00	\$15,730.00	\$15,248.00	\$15,730.00	\$13,887.00	\$13,022.00	\$14,107.00	\$13,331.00	\$13,857.00	\$13,857.00
SUN	\$11,201.00	\$15,608.00	\$15,527.00	\$14,981.00	\$14,785.00	\$12,689.00	\$11,225.00	\$10,837.00	\$11,121.00	\$9,953.00	\$11,157.00	\$9,642.00	\$11,307.00
MON	\$19,120.00	\$18,460.00	\$18,903.00	\$19,085.00	\$15,832.00	\$15,833.00	\$13,733.00	\$13,625.00	\$13,293.00	\$14,477.00	\$13,274.00	\$12,988.00	\$12,368.00
TUE	\$20,463.00	\$19,242.00	\$19,034.00	\$18,882.00	\$15,319.00	\$15,319.00	\$13,551.00	\$13,444.00	\$13,459.00	\$13,469.00	\$13,351.00	\$13,656.00	\$1,545.00
WED	\$22,219.00	\$21,249.00	\$19,093.00	\$19,130.00	\$15,689.00	\$15,141.00	\$14,431.00	\$15,428.00	\$12,890.00	\$13,806.00	\$13,810.00	\$13,818.00	\$12,609.00
TOTAL	\$116,895.00	\$140,942.00	\$136,679.00	\$134,047.00	\$121,808.00	\$112,166.00	\$99,904.00	\$98,667.00	\$87,488.00	\$96,103.00	\$95,264.00	\$91,707.00	\$81,986.00
PICK 3 TOTAL	\$8,744,412.00	\$8,766,330.50	\$8,475,617.50	\$8,388,064.00	\$8,194,624.50	\$8,934,499.00	\$8,376,988.00	\$8,679,077.50	\$7,959,061.00	\$8,832,411.50	\$8,897,207.50	\$8,773,899.50	\$7,871,548.00
PICK 4 - DAY													
THU	\$224,234.50	\$241,888.00	\$231,180.00	\$224,468.00	\$219,060.00	\$232,922.50	\$230,536.00	\$227,767.50	\$225,142.50	\$223,963.50	\$234,580.50	\$233,909.50	\$240,248.00
FRI	\$243,541.50	\$257,083.00	\$247,229.00	\$244,900.50	\$236,843.50	\$257,954.00	\$244,189.50	\$250,533.50	\$218,303.00	\$255,404.50	\$260,210.50	\$255,606.00	\$258,721.00
SAT	\$239,068.00	\$246,566.00	\$239,651.50	\$234,732.00	\$229,685.50	\$251,402.00	\$239,071.50	\$242,723.50	\$225,968.00	\$258,178.50	\$245,276.00	\$252,900.50	\$257,526.00
SUN	\$206,291.50	\$212,678.00	\$206,374.00	\$205,719.50	\$198,972.00	\$227,571.50	\$206,719.50	\$212,524.50	\$201,257.00	\$213,119.00	\$214,611.50	\$206,414.50	\$228,040.50
MON	\$219,945.50	\$209,660.00	\$209,812.50	\$208,298.00	\$200,672.00	\$226,050.50	\$207,550.00	\$213,097.50	\$207,928.00	\$230,421.50	\$219,375.00	\$217,324.00	\$249,154.50
TUE	\$225,483.50	\$214,216.50	\$215,726.00	\$210,197.50	\$210,970.00	\$227,035.50	\$213,349.50	\$219,358.50	\$213,609.00	\$236,279.00	\$225,909.00	\$224,161.00	\$0.00
WED	\$232,302.50	\$223,125.00	\$215,318.00	\$209,953.00	\$215,382.50	\$225,305.50	\$216,529.00	\$235,710.50	\$217,037.00	\$234,411.00	\$229,522.00	\$231,455.00	\$234,156.50
TOTAL	\$1,590,867.00	\$1,605,216.50	\$1,565,291.00	\$1,538,268.50	\$1,511,585.50	\$1,648,241.50	\$1,557,945.00	\$1,601,715.50	\$1,509,244.50	\$1,651,777.00	\$1,629,484.50	\$1,621,770.50	\$1,467,846.50
PICK 4 - NIGHT													
THU	\$501,129.00	\$524,752.50	\$505,405.50	\$502,129.00	\$490,041.00	\$525,455.50	\$505,957.00	\$504,042.50	\$389,490.00	\$500,383.50	\$511,738.50	\$485,237.00	\$518,732.50
FRI	\$538,594.00	\$557,718.00	\$545,042.00	\$534,278.50	\$526,819.50	\$568,693.00	\$534,158.00	\$544,573.00	\$489,496.50	\$558,311.50	\$558,602.50	\$561,881.00	\$560,917.50
SAT	\$474,024.50	\$485,051.50	\$485,317.00	\$475,698.50	\$461,494.00	\$500,777.50	\$476,430.50	\$488,561.00	\$461,077.00	\$509,194.50	\$488,837.50	\$507,860.00	\$512,360.50
SUN	\$406,481.00	\$410,908.50	\$405,941.00	\$403,771.00	\$392,656.00	\$425,543.00	\$401,472.50	\$411,085.00	\$400,754.00	\$413,039.00	\$416,305.50	\$401,967.00	\$433,998.00
MON	\$492,967.50	\$460,491.50	\$476,278.50	\$468,868.00	\$459,423.50	\$492,248.00	\$456,314.50	\$470,834.00	\$463,453.00	\$503,089.00	\$481,143.00	\$476,737.00	\$511,201.00
TUE	\$488,506.00	\$472,856.50	\$468,914.50	\$464,337.00	\$455,108.50	\$484,696.50	\$462,795.50	\$476,028.00	\$461,806.50	\$494,033.50	\$487,274.50	\$487,959.50	\$0.00
WED	\$497,244.00	\$482,243.50	\$461,952.00	\$453,709.00	\$456,455.00	\$478,918.00	\$466,409.00	\$517,814.00	\$459,872.50	\$480,569.50	\$480,995.50	\$479,848.50	\$484,086.00
TOTAL	\$3,398,946.00	\$3,394,022.00	\$3,348,850.50	\$3,302,791.00	\$3,241,997.50	\$3,476,331.50	\$3,303,537.00	\$3,412,937.50	\$3,125,949.50	\$3,458,620.50	\$3,424,897.00	\$3,401,490.00	\$3,021,295.50
PICK 4 - INSTANT MATC													
THU	\$14,046.00	\$21,851.00	\$22,433.00	\$20,352.00	\$19,730.00	\$18,166.00	\$15,409.00	\$15,621.00	\$9,457.00	\$14,707.00	\$14,743.00	\$13,164.00	\$14,059.00
FRI	\$15,614.00	\$23,763.00	\$22,811.00	\$21,967.00	\$20,879.00	\$19,530.00	\$16,530.00	\$15,641.00	\$14,043.00	\$16,156.00	\$15,527.00	\$14,851.00	\$15,756.00
SAT	\$13,543.00	\$19,604.00	\$19,749.00	\$18,914.00	\$18,198.00	\$17,102.00	\$14,170.00	\$13,852.00	\$13,116.00	\$14,491.00	\$13,422.00	\$13,791.00	\$13,947.00
SUN	\$10,524.00	\$14,571.00	\$15,025.00	\$14,240.00	\$14,449.00	\$12,249.00	\$10,575.00	\$10,724.00	\$10,804.00	\$10,251.00	\$10,770.00	\$9,479.00	\$11,178.00
MON	\$17,286.00	\$17,773.00	\$18,769.00	\$18,562.00	\$15,404.00	\$15,013.00	\$13,603.00	\$12,903.00	\$13,258.00	\$14,396.00	\$13,101.00	\$12,554.00	\$12,375.00
TUE	\$18,288.00	\$19,374.00	\$19,387.00	\$18,130.00	\$15,197.00	\$15,514.00	\$13,551.00	\$13,878.00	\$13,347.00	\$13,607.00	\$13,315.00	\$12,744.00	\$1,410.00
WED	\$20,904.00	\$21,373.00	\$19,042.00	\$17,905.00	\$15,869.00	\$15,389.00	\$13,950.00	\$15,826.00	\$13,730.00	\$13,742.00	\$14,232.00	\$13,551.00	\$12,525.00
TOTAL	\$110,205.00	\$138,309.00	\$137,216.00	\$130,070.00	\$119,726.00	\$112,963.00	\$97,788.00	\$98,445.00	\$87,755.00	\$97,350.00	\$95,110.00	\$90,134.00	\$81,250.00
PICK 4 TOTAL	\$5,100,018.00	\$5,137,547.50	\$5,051,357.50	\$4,971,129.50	\$4,873,309.00	\$5,237,536.00	\$4,959,270.00	\$5,113,098.00	\$4,722,949.00	\$5,207,747.50	\$5,149,491.50	\$5,113,394.50	\$4,570,392.00

ATTACHMENT 2

SALES BY COUNTY

FISCAL YEAR 2006

JERSEY CASH 5

County	July 05	August 05	September 05	October 05	November 05	December 05	January 06	February 06	March 06	April 06	May 06	June 06
ATLANTIC	\$ 319,157.00	\$ 300,464.00	\$ 283,662.00	\$ 287,448.00	\$ 259,406.00	\$ 295,719.00	\$ 379,068.00	\$ 305,047.00	\$ 354,098.00	\$ 320,074.00	\$ 326,475.00	\$ 310,109.00
BERGEN	\$ 993,488.00	\$ 938,179.00	\$ 940,548.00	\$ 965,459.00	\$ 880,707.00	\$ 1,038,962.00	\$ 1,295,233.00	\$ 1,042,522.00	\$ 1,270,867.00	\$ 1,094,162.00	\$ 1,131,685.00	\$ 1,040,468.00
BURLINGTON	\$ 364,251.00	\$ 340,504.00	\$ 338,803.00	\$ 345,113.00	\$ 312,278.00	\$ 372,339.00	\$ 476,044.00	\$ 381,343.00	\$ 451,093.00	\$ 394,235.00	\$ 394,488.00	\$ 377,310.00
CAMDEN	\$ 395,909.00	\$ 369,406.00	\$ 362,931.00	\$ 374,292.00	\$ 340,481.00	\$ 398,613.00	\$ 505,371.00	\$ 410,827.00	\$ 485,689.00	\$ 422,303.00	\$ 413,900.00	\$ 393,993.00
CAPE MAY	\$ 115,682.00	\$ 109,871.00	\$ 98,936.00	\$ 86,686.00	\$ 75,743.00	\$ 86,680.00	\$ 104,896.00	\$ 87,468.00	\$ 103,289.00	\$ 93,041.00	\$ 102,543.00	\$ 105,798.00
CUMBERLAND	\$ 128,963.00	\$ 122,133.00	\$ 119,565.00	\$ 123,170.00	\$ 112,852.00	\$ 130,799.00	\$ 158,814.00	\$ 135,747.00	\$ 153,670.00	\$ 129,209.00	\$ 126,151.00	\$ 121,316.00
ESSEX	\$ 1,058,354.00	\$ 1,044,786.00	\$ 1,027,670.00	\$ 1,069,844.00	\$ 993,056.00	\$ 1,107,752.00	\$ 1,328,313.00	\$ 1,100,716.00	\$ 1,315,363.00	\$ 1,148,372.00	\$ 1,148,055.00	\$ 1,062,004.00
GLOUCESTER	\$ 209,321.00	\$ 194,856.00	\$ 190,311.00	\$ 196,254.00	\$ 177,912.00	\$ 209,410.00	\$ 276,645.00	\$ 223,145.00	\$ 266,942.00	\$ 244,274.00	\$ 243,971.00	\$ 228,035.00
HUDSON	\$ 895,526.00	\$ 858,249.00	\$ 866,449.00	\$ 891,338.00	\$ 818,782.00	\$ 948,626.00	\$ 1,137,532.00	\$ 928,541.00	\$ 1,138,571.00	\$ 987,361.00	\$ 1,008,541.00	\$ 917,207.00
HUNTERDON	\$ 90,217.00	\$ 82,046.00	\$ 85,692.00	\$ 84,680.00	\$ 75,476.00	\$ 89,642.00	\$ 112,342.00	\$ 91,602.00	\$ 111,177.00	\$ 97,925.00	\$ 97,569.00	\$ 89,706.00
MERCER	\$ 346,273.00	\$ 330,222.00	\$ 324,244.00	\$ 327,393.00	\$ 293,456.00	\$ 353,797.00	\$ 457,300.00	\$ 364,074.00	\$ 435,395.00	\$ 378,272.00	\$ 378,013.00	\$ 356,528.00
MIDDLESEX	\$ 1,037,227.00	\$ 981,440.00	\$ 971,154.00	\$ 1,013,589.00	\$ 918,257.00	\$ 1,088,839.00	\$ 1,356,161.00	\$ 1,080,999.00	\$ 1,314,678.00	\$ 1,133,150.00	\$ 1,134,403.00	\$ 1,081,893.00
MONMOUTH	\$ 680,043.00	\$ 644,630.00	\$ 644,953.00	\$ 644,543.00	\$ 595,252.00	\$ 703,360.00	\$ 899,889.00	\$ 703,722.00	\$ 844,656.00	\$ 739,287.00	\$ 758,256.00	\$ 712,723.00
MORRIS	\$ 487,956.00	\$ 471,978.00	\$ 477,801.00	\$ 493,310.00	\$ 439,004.00	\$ 520,278.00	\$ 661,231.00	\$ 520,009.00	\$ 618,039.00	\$ 547,413.00	\$ 553,025.00	\$ 524,698.00
NONE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OCEAN	\$ 859,045.00	\$ 823,557.00	\$ 792,225.00	\$ 793,755.00	\$ 718,797.00	\$ 848,908.00	\$ 1,051,751.00	\$ 828,290.00	\$ 974,375.00	\$ 875,030.00	\$ 900,169.00	\$ 865,965.00
PASSAIC	\$ 662,372.00	\$ 632,729.00	\$ 634,637.00	\$ 653,468.00	\$ 601,727.00	\$ 704,344.00	\$ 857,229.00	\$ 705,031.00	\$ 843,754.00	\$ 720,086.00	\$ 731,113.00	\$ 680,490.00
SALEM	\$ 43,040.00	\$ 42,686.00	\$ 41,886.00	\$ 45,143.00	\$ 40,668.00	\$ 44,279.00	\$ 56,613.00	\$ 46,043.00	\$ 55,060.00	\$ 47,641.00	\$ 46,417.00	\$ 44,585.00
SOMERSET	\$ 298,653.00	\$ 279,636.00	\$ 279,697.00	\$ 294,189.00	\$ 268,650.00	\$ 320,758.00	\$ 407,531.00	\$ 318,762.00	\$ 387,952.00	\$ 331,790.00	\$ 328,736.00	\$ 314,107.00
SUSSEX	\$ 113,247.00	\$ 104,795.00	\$ 104,924.00	\$ 108,950.00	\$ 99,884.00	\$ 115,649.00	\$ 155,489.00	\$ 125,001.00	\$ 144,126.00	\$ 128,808.00	\$ 130,996.00	\$ 126,098.00
UNION	\$ 843,285.00	\$ 797,901.00	\$ 805,399.00	\$ 836,617.00	\$ 759,547.00	\$ 881,154.00	\$ 1,056,292.00	\$ 870,168.00	\$ 1,058,737.00	\$ 921,308.00	\$ 926,505.00	\$ 856,717.00
WARREN	\$ 99,066.00	\$ 92,489.00	\$ 92,223.00	\$ 94,174.00	\$ 85,998.00	\$ 101,718.00	\$ 130,403.00	\$ 106,377.00	\$ 124,422.00	\$ 108,804.00	\$ 109,429.00	\$ 101,800.00

PICK 6 LOTTO

County	July 05	August 05	September 05	October 05	November 05	December 05	January 06	February 06	March 06	April 06	May 06	June 06
ATLANTIC	\$ 235,664.00	\$ 270,639.00	\$ 301,993.00	\$ 334,924.00	\$ 278,718.00	\$ 243,193.00	\$ 234,634.00	\$ 238,448.00	\$ 320,439.00	\$ 305,233.00	\$ 247,401.00	\$ 264,713.00
BERGEN	\$ 735,334.00	\$ 839,573.00	\$ 980,311.00	\$ 1,129,533.00	\$ 933,847.00	\$ 814,161.00	\$ 793,084.00	\$ 788,694.00	\$ 1,075,510.00	\$ 1,034,098.00	\$ 802,884.00	\$ 873,566.00
BURLINGTON	\$ 293,422.00	\$ 335,854.00	\$ 378,810.00	\$ 433,798.00	\$ 361,604.00	\$ 323,379.00	\$ 313,337.00	\$ 320,713.00	\$ 431,391.00	\$ 404,107.00	\$ 317,013.00	\$ 337,084.00
CAMDEN	\$ 327,579.00	\$ 371,955.00	\$ 420,608.00	\$ 479,629.00	\$ 403,858.00	\$ 358,063.00	\$ 342,616.00	\$ 352,701.00	\$ 472,850.00	\$ 452,551.00	\$ 340,017.00	\$ 363,896.00
CAPE MAY	\$ 101,773.00	\$ 118,940.00	\$ 121,593.00	\$ 120,415.00	\$ 98,258.00	\$ 89,644.00	\$ 84,211.00	\$ 86,033.00	\$ 114,861.00	\$ 109,634.00	\$ 95,597.00	\$ 104,222.00
CUMBERLAND	\$ 106,536.00	\$ 122,331.00	\$ 132,649.00	\$ 149,747.00	\$ 127,059.00	\$ 116,502.00	\$ 107,509.00	\$ 110,429.00	\$ 146,588.00	\$ 135,123.00	\$ 109,141.00	\$ 111,930.00
ESSEX	\$ 596,938.00	\$ 702,630.00	\$ 814,098.00	\$ 927,958.00	\$ 767,622.00	\$ 676,474.00	\$ 649,548.00	\$ 661,804.00	\$ 889,274.00	\$ 838,392.00	\$ 664,982.00	\$ 714,331.00
GLOUCESTER	\$ 165,014.00	\$ 187,132.00	\$ 210,678.00	\$ 242,251.00	\$ 204,529.00	\$ 182,153.00	\$ 179,143.00	\$ 182,767.00	\$ 245,110.00	\$ 231,497.00	\$ 185,613.00	\$ 195,040.00
HUDSON	\$ 430,153.00	\$ 507,535.00	\$ 589,667.00	\$ 678,980.00	\$ 561,129.00	\$ 489,331.00	\$ 472,997.00	\$ 474,016.00	\$ 650,772.00	\$ 617,039.00	\$ 486,609.00	\$ 534,272.00
HUNTERDON	\$ 90,633.00	\$ 102,939.00	\$ 119,933.00	\$ 135,442.00	\$ 115,084.00	\$ 100,026.00	\$ 96,451.00	\$ 97,094.00	\$ 133,731.00	\$ 125,264.00	\$ 96,764.00	\$ 105,911.00
MERCER	\$ 254,668.00	\$ 294,026.00	\$ 331,483.00	\$ 369,584.00	\$ 310,362.00	\$ 276,447.00	\$ 269,328.00	\$ 271,614.00	\$ 370,592.00	\$ 342,403.00	\$ 268,788.00	\$ 289,884.00
MIDDLESEX	\$ 706,668.00	\$ 819,225.00	\$ 930,582.00	\$ 1,057,760.00	\$ 885,677.00	\$ 786,970.00	\$ 769,056.00	\$ 774,844.00	\$ 1,043,356.00	\$ 976,871.00	\$ 777,288.00	\$ 850,845.00
MONMOUTH	\$ 559,428.00	\$ 635,903.00	\$ 704,801.00	\$ 783,009.00	\$ 667,172.00	\$ 599,045.00	\$ 583,209.00	\$ 587,214.00	\$ 771,163.00	\$ 725,177.00	\$ 597,508.00	\$ 637,769.00
MORRIS	\$ 447,827.00	\$ 518,674.00	\$ 597,847.00	\$ 684,336.00	\$ 567,077.00	\$ 501,537.00	\$ 487,794.00	\$ 497,888.00	\$ 662,436.00	\$ 633,295.00	\$ 496,090.00	\$ 535,769.00
NONE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OCEAN	\$ 646,144.00	\$ 725,800.00	\$ 782,017.00	\$ 839,411.00	\$ 717,623.00	\$ 658,658.00	\$ 619,436.00	\$ 612,049.00	\$ 796,215.00	\$ 757,550.00	\$ 645,607.00	\$ 686,405.00
PASSAIC	\$ 403,650.00	\$ 465,484.00	\$ 534,357.00	\$ 612,095.00	\$ 505,876.00	\$ 453,422.00	\$ 439,232.00	\$ 440,906.00	\$ 588,769.00	\$ 551,292.00	\$ 439,331.00	\$ 485,556.00
SALEM	\$ 45,526.00	\$ 51,669.00	\$ 58,186.00	\$ 65,610.00	\$ 57,396.00	\$ 50,247.00	\$ 46,823.00	\$ 48,931.00	\$ 66,171.00	\$ 63,704.00	\$ 46,841.00	\$ 50,200.00
SOMERSET	\$ 250,201.00	\$ 285,820.00	\$ 335,305.00	\$ 381,400.00	\$ 318,177.00	\$ 277,887.00	\$ 270,360.00	\$ 277,588.00	\$ 378,829.00	\$ 355,402.00	\$ 272,526.00	\$ 303,096.00
SUSSEX	\$ 108,514.00	\$ 121,790.00	\$ 135,256.00	\$ 151,373.00	\$ 129,792.00	\$ 115,583.00	\$ 114,318.00	\$ 113,344.00	\$ 149,177.00	\$ 141,176.00	\$ 115,807.00	\$ 122,219.00
UNION	\$ 523,885.00	\$ 607,308.00	\$ 709,965.00	\$ 796,178.00	\$ 666,843.00	\$ 589,261.00	\$ 568,248.00	\$ 578,598.00	\$ 784,692.00	\$ 734,356.00	\$ 577,192.00	\$ 626,694.00
WARREN	\$ 100,972.00	\$ 114,005.00	\$ 129,650.00	\$ 147,567.00	\$ 123,771.00	\$ 108,754.00	\$ 103,002.00	\$ 104,754.00	\$ 142,783.00	\$ 133,799.00	\$ 104,893.00	\$ 112,579.00

PICK 3

County	July 05	August 05	September 05	October 05	November 05	December 05	January 06	February 06	March 06	April 06	May 06	June 06
ATLANTIC	\$ 983,186.50	\$ 1,011,984.00	\$ 963,176.50	\$ 961,164.00	\$ 920,077.00	\$ 937,581.50	\$ 936,449.00	\$ 940,121.50	\$ 1,027,264.00	\$ 962,236.00	\$ 982,827.50	\$ 944,961.50
BERGEN	\$ 2,871,550.00	\$ 2,965,240.50	\$ 2,872,031.00	\$ 2,934,544.00	\$ 2,875,458.50	\$ 3,022,519.50	\$ 3,051,567.00	\$ 3,029,318.50	\$ 3,328,767.00	\$ 2,971,400.00	\$ 3,060,843.00	\$ 2,953,872.50
BURLINGTON	\$ 1,136,138.00	\$ 1,153,883.00	\$ 1,089,158.50	\$ 1,149,122.50	\$ 1,138,290.00	\$ 1,196,212.50	\$ 1,157,616.00	\$ 1,157,741.00	\$ 1,246,219.50	\$ 1,130,440.50	\$ 1,154,072.00	\$ 1,131,578.50
CAMDEN	\$ 1,798,222.00	\$ 1,805,497.00	\$ 1,771,231.00	\$ 1,823,743.00	\$ 1,785,306.50	\$ 1,911,637.00	\$ 1,853,230.50	\$ 1,870,597.50	\$ 2,038,647.00	\$ 1,861,581.00	\$ 1,846,922.50	\$ 1,779,876.50
CAPE MAY	\$ 305,332.50	\$ 320,793.00	\$ 269,811.50	\$ 223,308.00	\$ 200,913.50	\$ 202,736.00	\$ 190,738.50	\$ 196,252.50	\$ 215,556.00	\$ 207,694.00	\$ 239,259.00	\$ 260,393.00
CUMBERLAND	\$ 446,120.50	\$ 450,882.50	\$ 417,292.00	\$ 454,614.50	\$ 444,448.00	\$ 473,887.50	\$ 463,185.50	\$ 480,921.00	\$ 516,915.00	\$ 454,914.00	\$ 474,824.50	\$ 451,835.50
ESSEX	\$ 6,891,497.00	\$ 7,148,355.50	\$ 6,917,216.00	\$ 7,136,956.50	\$ 6,968,399.00	\$ 7,346,861.00	\$ 7,254,315.50	\$ 7,296,121.50	\$ 8,190,909.50	\$ 7,339,840.00	\$ 7,455,630.00	\$ 7,118,623.00
GLOUCESTER	\$ 623,216.00	\$ 626,777.00	\$ 600,377.00	\$ 629,862.00	\$ 617,269.00	\$ 647,610.50	\$ 646,887.50	\$ 653,236.00	\$ 717,748.00	\$ 664,517.00	\$ 672,057.00	\$ 654,451.50
HUDSON	\$ 4,041,836.00	\$ 4,207,559.00	\$ 4,079,605.50	\$ 4,186,194.00	\$ 4,127,927.50	\$ 4,406,280.00	\$ 4,378,062.50	\$ 4,370,696.00	\$ 4,882,555.00	\$ 4,415,263.50	\$ 4,543,422.50	\$ 4,309,918.00
HUNTERDON	\$ 130,179.00	\$ 138,224.50	\$ 125,487.00	\$ 121,147.50	\$ 117,790.00	\$ 125,622.00	\$ 118,715.50	\$ 119,107.00	\$ 131,262.00	\$ 124,390.00	\$ 125,332.50	\$ 119,661.00
MERCER	\$ 1,600,491.00	\$ 1,636,963.00	\$ 1,571,760.00	\$ 1,634,693.50	\$ 1,578,638.50	\$ 1,696,908.00	\$ 1,690,761.50	\$ 1,655,125.00	\$ 1,784,182.50	\$ 1,629,116.50	\$ 1,652,097.00	\$ 1,631,197.00
MIDDLESEX	\$ 3,073,816.50	\$ 3,114,597.00	\$ 2,964,558.00	\$ 3,062,642.50	\$ 3,000,107.50	\$ 3,184,126.00	\$ 3,173,767.00	\$ 3,124,498.50	\$ 3,453,500.50	\$ 3,154,506.00	\$ 3,233,555.00	\$ 3,116,134.00
MONMOUTH	\$ 2,011,712.00	\$ 2,063,195.00	\$ 1,979,234.00	\$ 2,017,353.50	\$ 1,975,125.00	\$ 2,078,202.00	\$ 2,034,003.00	\$ 2,042,557.00	\$ 2,243,485.50	\$ 2,066,320.50	\$ 2,165,453.00	\$ 2,038,909.00
MORRIS	\$ 1,221,747.50	\$ 1,245,394.50	\$ 1,196,083.50	\$ 1,246,145.00	\$ 1,195,452.50	\$ 1,270,255.50	\$ 1,253,865.50	\$ 1,217,745.00	\$ 1,338,617.00	\$ 1,262,511.00	\$ 1,302,810.00	\$ 1,277,043.00
NONE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OCEAN	\$ 1,821,984.50	\$ 1,863,351.00	\$ 1,748,792.50	\$ 1,719,844.00	\$ 1,663,497.50	\$ 1,767,043.00	\$ 1,688,743.00	\$ 1,697,799.00	\$ 1,835,045.50	\$ 1,734,864.50	\$ 1,803,157.00	\$ 1,726,042.00
PASSAIC	\$ 2,524,800.00	\$ 2,584,962.00	\$ 2,520,400.00	\$ 2,598,968.00	\$ 2,608,942.00	\$ 2,766,944.50	\$ 2,697,254.50	\$ 2,648,566.50	\$ 2,946,948.00	\$ 2,637,073.50	\$ 2,711,984.00	\$ 2,632,075.50
SALEM	\$ 200,839.50	\$ 208,396.00	\$ 202,348.50	\$ 207,775.50	\$ 206,425.50	\$ 213,228.50	\$ 212,392.00	\$ 227,597.50	\$ 241,722.50	\$ 209,384.50	\$ 216,634.50	\$ 209,968.00
SOMERSET	\$ 788,312.50	\$ 776,012.50	\$ 737,317.50	\$ 759,684.50	\$ 741,746.50	\$ 788,162.50	\$ 786,887.00	\$ 749,702.50	\$ 844,639.00	\$ 784,749.00	\$ 806,672.50	\$ 794,983.00
SUSSEX	\$ 190,212.00	\$ 191,625.00	\$ 178,690.50	\$ 193,440.50	\$ 185,872.50	\$ 198,105.00	\$ 197,844.50	\$ 200,767.50	\$ 214,289.00	\$ 194,082.00	\$ 198,896.50	\$ 195,523.50
UNION	\$ 3,631,095.00	\$ 3,716,519.00	\$ 3,561,860.00	\$ 3,659,910.00	\$ 3,652,018.00	\$ 3,850,345.50	\$ 3,771,742.50	\$ 3,732,163.50	\$ 4,163,872.00	\$ 3,761,479.00	\$ 3,791,445.50	\$ 3,696,037.00
WARREN	\$ 216,449.00	\$ 210,456.00	\$ 199,347.50	\$ 209,980.50	\$ 199,307.50	\$ 216,454.00	\$ 216,713.50	\$ 207,031.50	\$ 220,910.00	\$ 206,443.00	\$ 205,407.50	\$ 200,627.50

PICK 4

County	July 05	August 05	September 05	October 05	November 05	December 05	January 06	February 06	March 06	April 06	May 06	June 06
ATLANTIC	\$ 665,301.00	\$ 676,283.50	\$ 630,119.50	\$ 632,740.50	\$ 618,227.50	\$ 612,567.50	\$ 629,411.50	\$ 609,028.50	\$ 672,240.00	\$ 638,459.00	\$ 655,515.50	\$ 637,480.00
BERGEN	\$ 1,583,496.50	\$ 1,636,917.50	\$ 1,584,827.00	\$ 1,704,812.50	\$ 1,623,729.50	\$ 1,673,674.00	\$ 1,640,353.50	\$ 1,555,734.50	\$ 1,725,322.50	\$ 1,576,861.50	\$ 1,646,950.50	\$ 1,596,404.00
BURLINGTON	\$ 734,722.00	\$ 738,525.00	\$ 697,271.00	\$ 748,951.50	\$ 737,142.50	\$ 765,274.50	\$ 736,806.50	\$ 715,602.00	\$ 791,629.00	\$ 721,932.50	\$ 743,895.00	\$ 726,372.00
CAMDEN	\$ 1,067,571.50	\$ 1,076,882.50	\$ 1,014,249.50	\$ 1,069,749.00	\$ 1,070,329.00	\$ 1,151,052.00	\$ 1,122,610.00	\$ 1,062,822.50	\$ 1,170,363.00	\$ 1,075,603.00	\$ 1,087,117.50	\$ 1,042,434.00
CAPE MAY	\$ 184,780.00	\$ 189,538.50	\$ 162,752.00	\$ 142,183.00	\$ 128,886.50	\$ 134,877.00	\$ 127,740.50	\$ 119,424.50	\$ 135,617.00	\$ 130,661.00	\$ 146,988.00	\$ 154,781.00
CUMBERLAND	\$ 312,241.50	\$ 307,318.50	\$ 295,218.00	\$ 318,469.50	\$ 309,662.00	\$ 323,456.00	\$ 313,606.50	\$ 313,621.00	\$ 344,901.50	\$ 309,374.50	\$ 325,145.00	\$ 298,728.00
ESSEX	\$ 3,545,957.00	\$ 3,635,882.00	\$ 3,535,633.00	\$ 3,682,921.00	\$ 3,620,366.00	\$ 3,796,951.50	\$ 3,752,874.50	\$ 3,620,657.50	\$ 4,080,452.00	\$ 3,677,495.50	\$ 3,708,686.50	\$ 3,576,851.50
GLOUCESTER	\$ 334,962.00	\$ 334,025.50	\$ 314,638.00	\$ 335,913.50	\$ 329,939.00	\$ 350,383.00	\$ 344,467.00	\$ 330,484.00	\$ 373,882.00	\$ 347,473.50	\$ 356,258.00	\$ 349,000.50
HUDSON	\$ 2,120,121.00	\$ 2,180,039.00	\$ 2,129,981.50	\$ 2,253,452.50	\$ 2,222,263.00	\$ 2,332,634.00	\$ 2,280,517.00	\$ 2,151,471.00	\$ 2,399,612.50	\$ 2,222,337.00	\$ 2,311,090.00	\$ 2,229,265.00
HUNTERDON	\$ 83,075.00	\$ 86,987.50	\$ 81,748.50	\$ 79,598.00	\$ 75,005.50	\$ 79,499.50	\$ 76,717.50	\$ 73,514.00	\$ 81,166.50	\$ 78,419.00	\$ 81,703.00	\$ 80,414.50
MERCER	\$ 928,495.00	\$ 951,408.50	\$ 894,947.50	\$ 933,893.50	\$ 918,516.50	\$ 983,451.50	\$ 962,142.50	\$ 918,079.00	\$ 1,002,223.50	\$ 918,766.50	\$ 931,562.00	\$ 920,622.00
MIDDLESEX	\$ 1,848,559.50	\$ 1,887,297.00	\$ 1,769,500.00	\$ 1,846,022.50	\$ 1,810,899.00	\$ 1,924,843.50	\$ 1,887,014.00	\$ 1,770,480.00	\$ 1,970,180.00	\$ 1,821,449.00	\$ 1,876,255.00	\$ 1,828,112.50
MONMOUTH	\$ 1,177,573.50	\$ 1,208,573.00	\$ 1,162,018.00	\$ 1,219,043.00	\$ 1,191,834.50	\$ 1,243,998.50	\$ 1,213,867.50	\$ 1,141,162.00	\$ 1,259,940.50	\$ 1,183,745.00	\$ 1,212,042.00	\$ 1,163,426.50
MORRIS	\$ 826,762.50	\$ 850,730.00	\$ 805,884.00	\$ 858,567.50	\$ 810,651.50	\$ 852,929.00	\$ 842,448.00	\$ 786,757.00	\$ 878,914.50	\$ 826,321.50	\$ 856,774.00	\$ 825,944.50
NONE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OCEAN	\$ 1,076,850.50	\$ 1,094,348.00	\$ 1,025,546.00	\$ 1,039,549.00	\$ 1,004,737.50	\$ 1,066,839.50	\$ 1,021,998.50	\$ 959,164.50	\$ 1,049,051.00	\$ 991,703.50	\$ 1,042,464.50	\$ 1,004,820.50
PASSAIC	\$ 1,486,099.00	\$ 1,522,424.50	\$ 1,470,329.00	\$ 1,544,911.50	\$ 1,544,544.50	\$ 1,637,677.00	\$ 1,595,390.00	\$ 1,499,019.50	\$ 1,667,045.50	\$ 1,523,350.00	\$ 1,540,875.50	\$ 1,501,055.50
SALEM	\$ 126,288.50	\$ 130,455.50	\$ 121,262.50	\$ 127,702.50	\$ 129,311.50	\$ 134,030.50	\$ 127,953.50	\$ 127,224.00	\$ 136,572.00	\$ 124,001.00	\$ 128,674.50	\$ 124,142.50
SOMERSET	\$ 487,936.00	\$ 475,654.50	\$ 459,147.00	\$ 481,622.50	\$ 474,862.50	\$ 504,617.00	\$ 503,701.50	\$ 465,805.00	\$ 512,617.00	\$ 485,242.00	\$ 498,458.50	\$ 570,493.50
SUSSEX	\$ 133,422.50	\$ 137,578.00	\$ 132,984.50	\$ 137,781.00	\$ 130,441.00	\$ 138,885.50	\$ 134,881.00	\$ 125,346.50	\$ 138,248.50	\$ 132,822.50	\$ 134,994.50	\$ 128,233.00
UNION	\$ 1,943,685.00	\$ 1,992,584.00	\$ 1,882,489.00	\$ 1,972,460.00	\$ 1,970,196.00	\$ 2,084,718.00	\$ 2,020,132.50	\$ 1,926,510.50	\$ 2,167,635.00	\$ 1,990,871.00	\$ 1,987,240.00	\$ 1,972,882.50
WARREN	\$ 121,310.50	\$ 115,798.50	\$ 118,660.50	\$ 121,906.00	\$ 117,052.50	\$ 122,369.00	\$ 125,100.50	\$ 109,140.00	\$ 116,583.50	\$ 111,375.00	\$ 114,415.50	\$ 110,782.00

INSTANTS

County	July 05	August 05	September 05	October 05	November 05	December 05	January 06	February 06	March 06	April 06	May 06	June 06
ATLANTIC	\$ 1,759,058.00	\$ 1,742,297.00	\$ 1,683,062.00	\$ 1,699,800.00	\$ 1,736,586.00	\$ 2,034,267.00	\$ 1,798,955.00	\$ 1,812,600.00	\$ 1,887,730.00	\$ 1,824,996.00	\$ 1,901,100.00	\$ 1,771,500.00
BERGEN	\$ 8,580,306.00	\$ 8,754,903.00	\$ 8,307,695.00	\$ 8,772,312.00	\$ 8,826,984.00	\$ 10,068,086.00	\$ 9,328,147.00	\$ 9,164,572.00	\$ 10,093,269.00	\$ 9,393,126.00	\$ 9,737,415.00	\$ 9,155,494.00
BURLINGTON	\$ 3,164,493.00	\$ 3,157,622.00	\$ 2,978,561.00	\$ 3,201,957.00	\$ 3,257,997.00	\$ 3,997,563.00	\$ 3,472,407.00	\$ 3,504,990.00	\$ 3,720,000.00	\$ 3,485,400.00	\$ 3,544,591.00	\$ 3,310,412.00
CAMDEN	\$ 4,420,200.00	\$ 4,327,175.00	\$ 4,100,400.00	\$ 4,446,243.00	\$ 4,488,517.00	\$ 5,352,065.00	\$ 4,767,951.00	\$ 4,879,196.00	\$ 5,157,074.00	\$ 4,882,569.00	\$ 4,872,091.00	\$ 4,471,557.00
CAPE MAY	\$ 783,000.00	\$ 787,500.00	\$ 756,002.00	\$ 669,391.00	\$ 593,057.00	\$ 752,700.00	\$ 636,837.00	\$ 641,400.00	\$ 667,500.00	\$ 655,572.00	\$ 694,800.00	\$ 721,500.00
CUMBERLAND	\$ 1,624,648.00	\$ 1,586,642.00	\$ 1,494,900.00	\$ 1,575,645.00	\$ 1,583,137.00	\$ 1,832,039.00	\$ 1,636,935.00	\$ 1,746,600.00	\$ 1,856,184.00	\$ 1,677,315.00	\$ 1,683,814.00	\$ 1,556,150.00
ESSEX	\$ 9,188,569.00	\$ 9,287,861.00	\$ 9,022,055.00	\$ 9,663,002.00	\$ 9,567,215.00	\$ 10,302,813.00	\$ 10,026,525.00	\$ 10,349,400.00	\$ 11,390,356.00	\$ 10,508,749.00	\$ 10,808,962.00	\$ 9,929,122.00
GLOUCESTER	\$ 2,108,253.00	\$ 2,068,500.00	\$ 1,942,947.00	\$ 2,107,731.00	\$ 2,106,774.00	\$ 2,582,838.00	\$ 2,259,550.00	\$ 2,247,300.00	\$ 2,390,390.00	\$ 2,213,030.00	\$ 2,294,448.00	\$ 2,119,127.00
HUDSON	\$ 8,384,344.00	\$ 8,515,207.00	\$ 8,256,971.00	\$ 8,628,104.00	\$ 8,667,397.00	\$ 9,251,783.00	\$ 9,027,044.00	\$ 9,065,400.00	\$ 10,222,417.00	\$ 9,676,211.00	\$ 9,966,794.00	\$ 9,264,003.00
HUNTERDON	\$ 735,300.00	\$ 740,400.00	\$ 722,400.00	\$ 756,471.00	\$ 739,200.00	\$ 950,400.00	\$ 838,500.00	\$ 842,989.00	\$ 867,909.00	\$ 823,380.00	\$ 835,500.00	\$ 775,500.00
MERCER	\$ 3,861,045.00	\$ 3,835,956.00	\$ 3,715,289.00	\$ 3,874,797.00	\$ 3,947,628.00	\$ 4,552,200.00	\$ 4,343,276.00	\$ 4,300,200.00	\$ 4,600,534.00	\$ 4,244,185.00	\$ 4,337,400.00	\$ 3,974,408.00
MIDDLESEX	\$ 8,777,979.00	\$ 8,913,215.00	\$ 8,366,649.00	\$ 9,012,796.00	\$ 8,838,645.00	\$ 10,251,145.00	\$ 9,384,000.00	\$ 9,095,337.00	\$ 10,134,416.00	\$ 9,675,361.00	\$ 9,922,576.00	\$ 9,291,844.00
MONMOUTH	\$ 6,609,528.00	\$ 6,652,522.00	\$ 6,378,963.00	\$ 6,693,255.00	\$ 6,722,985.00	\$ 7,926,871.00	\$ 7,156,261.00	\$ 7,021,486.00	\$ 7,633,497.00	\$ 7,363,710.00	\$ 7,540,012.00	\$ 7,073,100.00
MORRIS	\$ 4,218,371.00	\$ 4,322,757.00	\$ 4,069,458.00	\$ 4,276,709.00	\$ 4,263,326.00	\$ 5,108,400.00	\$ 4,521,114.00	\$ 4,606,906.00	\$ 4,814,100.00	\$ 4,565,199.00	\$ 4,764,835.00	\$ 4,504,686.00
NONE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OCEAN	\$ 6,848,850.00	\$ 6,874,273.00	\$ 6,458,739.00	\$ 6,724,647.00	\$ 6,744,117.00	\$ 8,104,498.00	\$ 6,868,943.00	\$ 6,773,314.00	\$ 7,391,584.00	\$ 6,917,536.00	\$ 7,061,683.00	\$ 6,892,180.00
PASSAIC	\$ 6,592,651.00	\$ 6,556,027.00	\$ 6,261,000.00	\$ 6,616,003.00	\$ 6,699,900.00	\$ 7,429,200.00	\$ 7,188,000.00	\$ 7,257,300.00	\$ 7,877,592.00	\$ 7,425,876.00	\$ 7,543,993.00	\$ 6,977,910.00
SALEM	\$ 500,325.00	\$ 498,846.00	\$ 470,361.00	\$ 524,700.00	\$ 500,701.00	\$ 611,400.00	\$ 513,900.00	\$ 537,300.00	\$ 614,100.00	\$ 532,607.00	\$ 552,000.00	\$ 517,500.00
SOMERSET	\$ 2,417,646.00	\$ 2,411,700.00	\$ 2,336,305.00	\$ 2,413,800.00	\$ 2,408,100.00	\$ 2,835,600.00	\$ 2,590,478.00	\$ 2,493,300.00	\$ 2,768,457.00	\$ 2,565,300.00	\$ 2,670,075.00	\$ 2,592,558.00
SUSSEX	\$ 1,182,000.00	\$ 1,169,993.00	\$ 1,110,539.00	\$ 1,184,100.00	\$ 1,189,299.00	\$ 1,520,700.00	\$ 1,255,796.00	\$ 1,293,722.00	\$ 1,353,900.00	\$ 1,234,500.00	\$ 1,247,732.00	\$ 1,216,200.00
UNION	\$ 6,545,704.00	\$ 6,491,814.00	\$ 6,184,701.00	\$ 6,712,578.00	\$ 6,829,589.00	\$ 7,634,094.00	\$ 7,214,505.00	\$ 7,215,585.00	\$ 7,792,283.00	\$ 7,431,090.00	\$ 7,510,480.00	\$ 6,997,708.00
WARREN	\$ 1,204,800.00	\$ 1,275,600.00	\$ 1,163,373.00	\$ 1,251,600.00	\$ 1,221,900.00	\$ 1,463,100.00	\$ 1,269,600.00	\$ 1,269,300.00	\$ 1,356,000.00	\$ 1,239,722.00	\$ 1,261,200.00	\$ 1,179,600.00

MEGA MILLIONS

County	July 05	August 05	September 05	October 05	November 05	December 05	January 06	February 06	March 06	April 06	May 06	June 06
ATLANTIC	\$ 869,045.00	\$ 684,337.00	\$ 1,253,398.00	\$ 748,004.00	\$ 1,220,895.00	\$ 466,244.00	\$ 393,614.00	\$ 1,147,362.00	\$ 575,682.00	\$ 1,026,410.00	\$ 512,268.00	\$ 386,540.00
BERGEN	\$ 3,288,992.00	\$ 2,522,311.00	\$ 4,851,801.00	\$ 3,087,493.00	\$ 5,341,645.00	\$ 1,997,204.00	\$ 1,729,229.00	\$ 5,279,752.00	\$ 2,559,282.00	\$ 4,315,929.00	\$ 2,151,225.00	\$ 1,610,037.00
BURLINGTON	\$ 1,141,687.00	\$ 878,550.00	\$ 1,831,358.00	\$ 1,027,321.00	\$ 1,870,836.00	\$ 624,004.00	\$ 500,330.00	\$ 1,791,756.00	\$ 730,381.00	\$ 1,455,557.00	\$ 636,358.00	\$ 474,590.00
CAMDEN	\$ 1,399,149.00	\$ 1,067,852.00	\$ 2,285,000.00	\$ 1,274,827.00	\$ 2,332,342.00	\$ 745,744.00	\$ 578,752.00	\$ 2,192,443.00	\$ 872,865.00	\$ 1,780,517.00	\$ 735,498.00	\$ 529,897.00
CAPE MAY	\$ 356,138.00	\$ 286,872.00	\$ 496,028.00	\$ 228,201.00	\$ 359,137.00	\$ 141,775.00	\$ 117,302.00	\$ 341,905.00	\$ 164,360.00	\$ 322,428.00	\$ 164,827.00	\$ 136,713.00
CUMBERLAND	\$ 256,725.00	\$ 213,521.00	\$ 396,663.00	\$ 254,052.00	\$ 401,532.00	\$ 166,497.00	\$ 137,053.00	\$ 418,060.00	\$ 201,321.00	\$ 348,244.00	\$ 167,770.00	\$ 127,854.00
ESSEX	\$ 2,340,101.00	\$ 1,862,451.00	\$ 3,408,485.00	\$ 2,171,538.00	\$ 3,698,867.00	\$ 1,535,199.00	\$ 1,350,768.00	\$ 3,628,755.00	\$ 1,954,268.00	\$ 2,991,820.00	\$ 1,589,118.00	\$ 1,242,069.00
GLOUCESTER	\$ 651,078.00	\$ 492,811.00	\$ 1,028,664.00	\$ 570,544.00	\$ 1,027,322.00	\$ 334,737.00	\$ 270,002.00	\$ 1,007,095.00	\$ 397,430.00	\$ 818,341.00	\$ 356,776.00	\$ 255,076.00
HUDSON	\$ 2,328,897.00	\$ 1,802,011.00	\$ 3,485,987.00	\$ 2,123,671.00	\$ 3,712,309.00	\$ 1,444,872.00	\$ 1,282,064.00	\$ 3,677,258.00	\$ 1,863,979.00	\$ 3,105,606.00	\$ 1,527,762.00	\$ 1,150,262.00
HUNTERDON	\$ 317,124.00	\$ 248,989.00	\$ 523,212.00	\$ 293,943.00	\$ 546,823.00	\$ 175,772.00	\$ 146,402.00	\$ 502,544.00	\$ 209,136.00	\$ 401,879.00	\$ 176,496.00	\$ 133,366.00
MERCER	\$ 956,673.00	\$ 752,275.00	\$ 1,465,247.00	\$ 851,289.00	\$ 1,454,168.00	\$ 534,925.00	\$ 449,552.00	\$ 1,398,807.00	\$ 642,842.00	\$ 1,141,611.00	\$ 544,498.00	\$ 413,926.00
MIDDLESEX	\$ 2,658,007.00	\$ 2,091,674.00	\$ 3,875,506.00	\$ 2,451,460.00	\$ 4,124,316.00	\$ 1,608,768.00	\$ 1,403,699.00	\$ 4,032,626.00	\$ 2,036,661.00	\$ 3,340,084.00	\$ 1,685,606.00	\$ 1,320,237.00
MONMOUTH	\$ 2,301,198.00	\$ 1,766,018.00	\$ 3,226,490.00	\$ 2,031,596.00	\$ 3,369,613.00	\$ 1,380,072.00	\$ 1,159,391.00	\$ 3,411,391.00	\$ 1,735,526.00	\$ 2,773,120.00	\$ 1,427,597.00	\$ 1,072,502.00
MORRIS	\$ 1,562,593.00	\$ 1,217,079.00	\$ 2,341,643.00	\$ 1,425,310.00	\$ 2,510,486.00	\$ 919,024.00	\$ 802,079.00	\$ 2,462,735.00	\$ 1,150,028.00	\$ 2,007,182.00	\$ 973,625.00	\$ 735,931.00
NONE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OCEAN	\$ 1,990,723.00	\$ 1,591,662.00	\$ 2,695,219.00	\$ 1,695,948.00	\$ 2,687,270.00	\$ 1,193,678.00	\$ 977,187.00	\$ 2,610,010.00	\$ 1,398,993.00	\$ 2,254,819.00	\$ 1,199,957.00	\$ 945,096.00
PASSAIC	\$ 1,503,305.00	\$ 1,174,305.00	\$ 2,277,083.00	\$ 1,410,377.00	\$ 2,482,865.00	\$ 960,270.00	\$ 850,498.00	\$ 2,393,581.00	\$ 1,208,424.00	\$ 1,914,098.00	\$ 993,878.00	\$ 780,770.00
SALEM	\$ 164,970.00	\$ 128,244.00	\$ 258,818.00	\$ 156,869.00	\$ 297,705.00	\$ 86,967.00	\$ 66,351.00	\$ 278,610.00	\$ 104,442.00	\$ 231,637.00	\$ 90,304.00	\$ 63,668.00
SOMERSET	\$ 880,699.00	\$ 682,634.00	\$ 1,288,877.00	\$ 802,334.00	\$ 1,395,934.00	\$ 519,724.00	\$ 449,275.00	\$ 1,360,252.00	\$ 650,894.00	\$ 1,118,535.00	\$ 543,204.00	\$ 423,184.00
SUSSEX	\$ 299,098.00	\$ 242,650.00	\$ 450,011.00	\$ 276,456.00	\$ 490,166.00	\$ 176,364.00	\$ 159,438.00	\$ 480,197.00	\$ 232,989.00	\$ 388,453.00	\$ 192,862.00	\$ 150,795.00
UNION	\$ 1,991,738.00	\$ 1,560,283.00	\$ 2,901,172.00	\$ 1,823,948.00	\$ 3,115,192.00	\$ 1,261,979.00	\$ 1,098,739.00	\$ 3,026,337.00	\$ 1,593,182.00	\$ 2,515,105.00	\$ 1,316,337.00	\$ 1,011,027.00
WARREN	\$ 375,814.00	\$ 293,362.00	\$ 612,837.00	\$ 322,578.00	\$ 640,463.00	\$ 194,899.00	\$ 162,445.00	\$ 601,151.00	\$ 238,739.00	\$ 447,122.00	\$ 200,082.00	\$ 148,300.00

PICK 3 BONUS MATCH

County	July 05	August 05	September 05	October 05	November 05	December 05	January 06	February 06	March 06	April 06	May 06	June 06
ATLANTIC	\$ 11,734.00	\$ 16,651.00	\$ 13,824.00	\$ 12,236.00	\$ 11,591.00	\$ 11,586.00	\$ 15,004.00	\$ 13,256.00	\$ 12,865.00	\$ 11,354.00	\$ 13,650.00	\$ 12,119.00
BERGEN	\$ 52,209.00	\$ 71,974.00	\$ 56,338.00	\$ 50,618.00	\$ 47,947.00	\$ 46,445.00	\$ 68,404.00	\$ 61,795.00	\$ 63,446.00	\$ 56,334.00	\$ 68,522.00	\$ 54,062.00
BURLINGTON	\$ 17,954.00	\$ 24,590.00	\$ 20,446.00	\$ 19,243.00	\$ 17,838.00	\$ 17,289.00	\$ 23,199.00	\$ 23,375.00	\$ 21,229.00	\$ 17,784.00	\$ 21,084.00	\$ 18,854.00
CAMDEN	\$ 34,487.00	\$ 46,567.00	\$ 36,130.00	\$ 34,607.00	\$ 30,284.00	\$ 28,979.00	\$ 38,531.00	\$ 36,857.00	\$ 33,869.00	\$ 28,090.00	\$ 34,836.00	\$ 29,683.00
CAPE MAY	\$ 5,790.00	\$ 7,865.00	\$ 6,484.00	\$ 5,594.00	\$ 4,632.00	\$ 4,762.00	\$ 5,852.00	\$ 5,262.00	\$ 5,569.00	\$ 5,400.00	\$ 6,734.00	\$ 6,128.00
CUMBERLAND	\$ 6,151.00	\$ 9,190.00	\$ 6,418.00	\$ 5,183.00	\$ 5,407.00	\$ 5,607.00	\$ 7,165.00	\$ 7,368.00	\$ 6,733.00	\$ 6,061.00	\$ 8,175.00	\$ 6,054.00
ESSEX	\$ 51,053.00	\$ 80,426.00	\$ 61,242.00	\$ 59,191.00	\$ 53,385.00	\$ 48,240.00	\$ 71,136.00	\$ 61,645.00	\$ 59,773.00	\$ 47,487.00	\$ 59,254.00	\$ 48,753.00
GLOUCESTER	\$ 13,429.00	\$ 18,784.00	\$ 14,499.00	\$ 11,702.00	\$ 11,833.00	\$ 11,897.00	\$ 16,481.00	\$ 15,564.00	\$ 13,214.00	\$ 10,289.00	\$ 15,213.00	\$ 13,133.00
HUDSON	\$ 42,232.00	\$ 60,493.00	\$ 46,209.00	\$ 43,032.00	\$ 38,954.00	\$ 37,685.00	\$ 57,253.00	\$ 52,616.00	\$ 49,437.00	\$ 44,109.00	\$ 51,516.00	\$ 43,447.00
HUNTERDON	\$ 3,230.00	\$ 6,284.00	\$ 4,585.00	\$ 4,212.00	\$ 3,750.00	\$ 4,438.00	\$ 6,169.00	\$ 4,347.00	\$ 4,189.00	\$ 3,570.00	\$ 5,114.00	\$ 3,628.00
MERCER	\$ 16,122.00	\$ 24,973.00	\$ 19,204.00	\$ 16,331.00	\$ 15,209.00	\$ 16,235.00	\$ 25,247.00	\$ 20,584.00	\$ 17,781.00	\$ 16,943.00	\$ 19,561.00	\$ 16,608.00
MIDDLESEX	\$ 50,869.00	\$ 71,101.00	\$ 57,160.00	\$ 52,349.00	\$ 49,201.00	\$ 47,071.00	\$ 64,799.00	\$ 61,043.00	\$ 59,606.00	\$ 45,910.00	\$ 61,183.00	\$ 51,802.00
MONMOUTH	\$ 36,097.00	\$ 51,842.00	\$ 40,796.00	\$ 37,676.00	\$ 36,820.00	\$ 38,603.00	\$ 49,624.00	\$ 43,434.00	\$ 42,336.00	\$ 36,795.00	\$ 44,721.00	\$ 37,936.00
MORRIS	\$ 33,292.00	\$ 41,021.00	\$ 35,021.00	\$ 31,011.00	\$ 28,207.00	\$ 28,062.00	\$ 39,569.00	\$ 33,600.00	\$ 32,834.00	\$ 28,786.00	\$ 30,993.00	\$ 30,511.00
NONE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OCEAN	\$ 35,249.00	\$ 51,519.00	\$ 40,132.00	\$ 35,069.00	\$ 32,673.00	\$ 33,575.00	\$ 46,940.00	\$ 41,669.00	\$ 39,976.00	\$ 32,796.00	\$ 42,647.00	\$ 35,219.00
PASSAIC	\$ 32,346.00	\$ 44,462.00	\$ 35,456.00	\$ 30,990.00	\$ 30,102.00	\$ 28,422.00	\$ 42,276.00	\$ 38,029.00	\$ 35,754.00	\$ 27,018.00	\$ 35,899.00	\$ 30,393.00
SALEM	\$ 3,802.00	\$ 4,734.00	\$ 3,537.00	\$ 3,620.00	\$ 3,468.00	\$ 3,526.00	\$ 4,253.00	\$ 3,880.00	\$ 3,511.00	\$ 3,276.00	\$ 4,694.00	\$ 3,341.00
SOMERSET	\$ 10,369.00	\$ 16,914.00	\$ 12,482.00	\$ 11,339.00	\$ 11,672.00	\$ 11,184.00	\$ 17,675.00	\$ 14,010.00	\$ 13,579.00	\$ 12,377.00	\$ 14,304.00	\$ 13,735.00
SUSSEX	\$ 6,590.00	\$ 7,778.00	\$ 6,577.00	\$ 6,531.00	\$ 6,032.00	\$ 5,902.00	\$ 9,178.00	\$ 8,918.00	\$ 7,686.00	\$ 6,316.00	\$ 7,577.00	\$ 6,444.00
UNION	\$ 37,662.00	\$ 53,390.00	\$ 41,965.00	\$ 41,242.00	\$ 39,402.00	\$ 39,351.00	\$ 52,135.00	\$ 44,168.00	\$ 42,089.00	\$ 37,142.00	\$ 44,237.00	\$ 37,183.00
WARREN	\$ 14,319.00	\$ 17,084.00	\$ 11,677.00	\$ 10,249.00	\$ 10,877.00	\$ 10,378.00	\$ 12,517.00	\$ 10,343.00	\$ 12,166.00	\$ 11,553.00	\$ 13,640.00	\$ 12,324.00

PICK 4 BONUS MATCH

County	July 05	August 05	September 05	October 05	November 05	December 05	January 06	February 06	March 06	April 06	May 06	June 06
ATLANTIC	\$ 12,784.00	\$ 17,476.00	\$ 13,913.00	\$ 14,352.00	\$ 12,256.00	\$ 12,718.00	\$ 15,608.00	\$ 13,793.00	\$ 13,606.00	\$ 12,054.00	\$ 14,232.00	\$ 13,682.00
BERGEN	\$ 48,409.00	\$ 61,966.00	\$ 50,073.00	\$ 47,125.00	\$ 45,903.00	\$ 52,210.00	\$ 63,189.00	\$ 53,352.00	\$ 55,603.00	\$ 49,865.00	\$ 58,337.00	\$ 48,908.00
BURLINGTON	\$ 17,049.00	\$ 22,152.00	\$ 19,747.00	\$ 20,055.00	\$ 18,069.00	\$ 18,646.00	\$ 21,823.00	\$ 20,131.00	\$ 19,242.00	\$ 16,094.00	\$ 19,450.00	\$ 16,438.00
CAMDEN	\$ 33,526.00	\$ 43,413.00	\$ 31,222.00	\$ 32,231.00	\$ 27,990.00	\$ 25,895.00	\$ 37,642.00	\$ 34,309.00	\$ 31,593.00	\$ 26,362.00	\$ 32,686.00	\$ 28,060.00
CAPE MAY	\$ 6,567.00	\$ 7,471.00	\$ 6,334.00	\$ 5,439.00	\$ 4,821.00	\$ 5,119.00	\$ 6,831.00	\$ 5,380.00	\$ 5,389.00	\$ 4,799.00	\$ 6,589.00	\$ 5,989.00
CUMBERLAND	\$ 8,771.00	\$ 11,589.00	\$ 7,046.00	\$ 7,782.00	\$ 7,559.00	\$ 7,356.00	\$ 8,835.00	\$ 7,444.00	\$ 8,352.00	\$ 6,668.00	\$ 7,886.00	\$ 6,735.00
ESSEX	\$ 53,448.00	\$ 74,574.00	\$ 56,880.00	\$ 53,294.00	\$ 52,478.00	\$ 48,201.00	\$ 68,810.00	\$ 58,235.00	\$ 57,597.00	\$ 51,930.00	\$ 59,665.00	\$ 49,298.00
GLOUCESTER	\$ 10,882.00	\$ 15,005.00	\$ 11,010.00	\$ 9,542.00	\$ 8,949.00	\$ 9,101.00	\$ 12,487.00	\$ 12,013.00	\$ 10,303.00	\$ 8,480.00	\$ 12,617.00	\$ 9,860.00
HUDSON	\$ 44,425.00	\$ 52,709.00	\$ 42,963.00	\$ 41,893.00	\$ 40,518.00	\$ 40,057.00	\$ 54,113.00	\$ 48,341.00	\$ 48,114.00	\$ 44,313.00	\$ 52,545.00	\$ 45,177.00
HUNTERDON	\$ 3,612.00	\$ 4,457.00	\$ 3,847.00	\$ 4,458.00	\$ 4,231.00	\$ 4,663.00	\$ 6,020.00	\$ 4,407.00	\$ 4,743.00	\$ 4,211.00	\$ 5,794.00	\$ 5,769.00
MERCER	\$ 13,169.00	\$ 20,270.00	\$ 16,682.00	\$ 15,805.00	\$ 15,264.00	\$ 15,170.00	\$ 20,795.00	\$ 18,721.00	\$ 19,259.00	\$ 18,161.00	\$ 21,061.00	\$ 15,577.00
MIDDLESEX	\$ 54,300.00	\$ 75,684.00	\$ 56,229.00	\$ 56,683.00	\$ 53,867.00	\$ 51,192.00	\$ 68,265.00	\$ 58,224.00	\$ 60,482.00	\$ 50,461.00	\$ 60,652.00	\$ 50,480.00
MONMOUTH	\$ 32,600.00	\$ 43,646.00	\$ 35,478.00	\$ 34,302.00	\$ 30,008.00	\$ 33,288.00	\$ 45,033.00	\$ 36,373.00	\$ 36,921.00	\$ 32,347.00	\$ 37,491.00	\$ 30,310.00
MORRIS	\$ 22,986.00	\$ 32,108.00	\$ 24,044.00	\$ 22,886.00	\$ 23,050.00	\$ 22,889.00	\$ 31,346.00	\$ 24,251.00	\$ 25,610.00	\$ 22,972.00	\$ 27,114.00	\$ 22,669.00
NONE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OCEAN	\$ 30,777.00	\$ 43,036.00	\$ 36,696.00	\$ 32,800.00	\$ 28,923.00	\$ 30,537.00	\$ 40,861.00	\$ 33,799.00	\$ 33,079.00	\$ 26,586.00	\$ 36,275.00	\$ 30,327.00
PASSAIC	\$ 34,810.00	\$ 41,263.00	\$ 33,418.00	\$ 31,444.00	\$ 30,668.00	\$ 32,978.00	\$ 42,607.00	\$ 35,807.00	\$ 34,578.00	\$ 27,250.00	\$ 34,358.00	\$ 30,413.00
SALEM	\$ 3,507.00	\$ 5,078.00	\$ 2,854.00	\$ 2,329.00	\$ 2,798.00	\$ 2,899.00	\$ 3,814.00	\$ 4,254.00	\$ 3,570.00	\$ 3,160.00	\$ 3,960.00	\$ 3,191.00
SOMERSET	\$ 10,428.00	\$ 14,871.00	\$ 12,064.00	\$ 11,721.00	\$ 10,892.00	\$ 12,468.00	\$ 17,573.00	\$ 12,859.00	\$ 11,842.00	\$ 11,622.00	\$ 14,478.00	\$ 14,022.00
SUSSEX	\$ 5,609.00	\$ 6,700.00	\$ 6,059.00	\$ 5,230.00	\$ 5,211.00	\$ 5,238.00	\$ 7,498.00	\$ 5,965.00	\$ 6,391.00	\$ 5,314.00	\$ 6,523.00	\$ 5,330.00
UNION	\$ 45,713.00	\$ 59,347.00	\$ 44,104.00	\$ 43,171.00	\$ 41,446.00	\$ 41,007.00	\$ 54,526.00	\$ 43,616.00	\$ 42,453.00	\$ 39,821.00	\$ 46,260.00	\$ 39,755.00
WARREN	\$ 8,062.00	\$ 7,753.00	\$ 6,880.00	\$ 6,812.00	\$ 5,601.00	\$ 5,470.00	\$ 6,725.00	\$ 5,411.00	\$ 5,228.00	\$ 4,670.00	\$ 6,209.00	\$ 4,494.00

ATTACHMENT 3

SALES BY COUNTY

FISCAL YEAR 2007

JERSEY CASH 5

County	July 06	August 06	September 06	October 06	November 06	December 06	January 07	February 07	March 07	April 07	May 07	June 07
ATLANTIC	\$ 237,726.00	\$ 294,107.00	\$ 314,613.00	\$ 341,046.00	\$ 311,208.00	\$ 309,990.00	\$ 286,268.00	\$ 271,534.00	\$ 281,173.00	\$ 259,207.00	\$ 301,263.00	\$ 303,459.00
BERGEN	\$ 771,308.00	\$ 933,294.00	\$ 1,029,474.00	\$ 1,127,050.00	\$ 1,081,476.00	\$ 1,110,058.00	\$ 1,016,344.00	\$ 970,796.00	\$ 984,886.00	\$ 879,055.00	\$ 1,021,074.00	\$ 1,051,182.00
BURLINGTON	\$ 276,718.00	\$ 335,751.00	\$ 365,701.00	\$ 420,839.00	\$ 395,106.00	\$ 402,455.00	\$ 354,169.00	\$ 346,491.00	\$ 361,464.00	\$ 330,129.00	\$ 375,943.00	\$ 380,204.00
CAMDEN	\$ 284,713.00	\$ 348,077.00	\$ 378,351.00	\$ 436,273.00	\$ 407,740.00	\$ 412,867.00	\$ 375,178.00	\$ 368,187.00	\$ 384,647.00	\$ 348,484.00	\$ 387,571.00	\$ 388,187.00
CAPE MAY	\$ 91,044.00	\$ 109,924.00	\$ 114,971.00	\$ 109,559.00	\$ 96,178.00	\$ 94,291.00	\$ 87,191.00	\$ 83,497.00	\$ 91,955.00	\$ 84,981.00	\$ 105,926.00	\$ 109,107.00
CUMBERLAND	\$ 90,206.00	\$ 114,245.00	\$ 124,867.00	\$ 143,604.00	\$ 128,921.00	\$ 130,147.00	\$ 122,177.00	\$ 123,833.00	\$ 129,230.00	\$ 112,552.00	\$ 120,854.00	\$ 121,694.00
ESSEX	\$ 783,616.00	\$ 967,041.00	\$ 1,057,455.00	\$ 1,153,446.00	\$ 1,103,784.00	\$ 1,131,776.00	\$ 1,062,217.00	\$ 1,032,888.00	\$ 1,069,022.00	\$ 968,492.00	\$ 1,064,590.00	\$ 1,087,811.00
GLOUCESTER	\$ 172,407.00	\$ 204,927.00	\$ 219,582.00	\$ 248,112.00	\$ 231,984.00	\$ 233,411.00	\$ 213,556.00	\$ 216,755.00	\$ 227,565.00	\$ 196,847.00	\$ 229,029.00	\$ 231,803.00
HUDSON	\$ 665,962.00	\$ 823,434.00	\$ 898,987.00	\$ 956,131.00	\$ 923,581.00	\$ 963,443.00	\$ 883,604.00	\$ 860,467.00	\$ 876,422.00	\$ 789,815.00	\$ 898,749.00	\$ 911,523.00
HUNTERDON	\$ 68,312.00	\$ 79,138.00	\$ 86,577.00	\$ 98,044.00	\$ 94,020.00	\$ 93,320.00	\$ 88,366.00	\$ 84,988.00	\$ 85,968.00	\$ 77,279.00	\$ 89,192.00	\$ 86,863.00
MERCER	\$ 262,132.00	\$ 323,834.00	\$ 353,115.00	\$ 405,372.00	\$ 376,025.00	\$ 379,538.00	\$ 350,570.00	\$ 343,737.00	\$ 351,485.00	\$ 313,212.00	\$ 355,039.00	\$ 364,421.00
MIDDLESEX	\$ 804,178.00	\$ 984,733.00	\$ 1,067,217.00	\$ 1,168,358.00	\$ 1,102,961.00	\$ 1,131,399.00	\$ 1,051,156.00	\$ 1,024,276.00	\$ 1,038,057.00	\$ 949,500.00	\$ 1,076,490.00	\$ 1,098,080.00
MONMOUTH	\$ 535,850.00	\$ 659,297.00	\$ 700,588.00	\$ 783,790.00	\$ 727,102.00	\$ 739,408.00	\$ 676,947.00	\$ 659,820.00	\$ 674,689.00	\$ 612,789.00	\$ 697,817.00	\$ 708,293.00
MORRIS	\$ 391,874.00	\$ 477,031.00	\$ 516,591.00	\$ 579,499.00	\$ 541,688.00	\$ 548,394.00	\$ 512,009.00	\$ 488,012.00	\$ 497,271.00	\$ 450,669.00	\$ 520,566.00	\$ 537,106.00
NONE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OCEAN	\$ 674,579.00	\$ 824,670.00	\$ 862,367.00	\$ 941,164.00	\$ 867,592.00	\$ 883,630.00	\$ 817,992.00	\$ 785,148.00	\$ 807,477.00	\$ 749,185.00	\$ 859,820.00	\$ 891,622.00
PASSAIC	\$ 507,157.00	\$ 637,248.00	\$ 693,845.00	\$ 735,024.00	\$ 729,130.00	\$ 747,322.00	\$ 674,825.00	\$ 668,058.00	\$ 676,395.00	\$ 602,798.00	\$ 678,965.00	\$ 689,429.00
SALEM	\$ 32,572.00	\$ 41,108.00	\$ 43,946.00	\$ 50,151.00	\$ 46,393.00	\$ 46,637.00	\$ 44,218.00	\$ 41,370.00	\$ 46,311.00	\$ 40,808.00	\$ 44,547.00	\$ 45,514.00
SOMERSET	\$ 230,696.00	\$ 279,058.00	\$ 311,383.00	\$ 345,268.00	\$ 322,142.00	\$ 324,604.00	\$ 308,712.00	\$ 305,650.00	\$ 304,098.00	\$ 272,254.00	\$ 316,262.00	\$ 322,239.00
SUSSEX	\$ 94,516.00	\$ 113,002.00	\$ 122,213.00	\$ 138,472.00	\$ 131,781.00	\$ 129,900.00	\$ 121,108.00	\$ 118,813.00	\$ 123,401.00	\$ 114,968.00	\$ 132,134.00	\$ 131,371.00
UNION	\$ 622,685.00	\$ 777,100.00	\$ 842,319.00	\$ 910,556.00	\$ 870,740.00	\$ 902,698.00	\$ 844,948.00	\$ 826,449.00	\$ 835,212.00	\$ 764,202.00	\$ 857,775.00	\$ 867,080.00
WARREN	\$ 76,415.00	\$ 92,092.00	\$ 101,515.00	\$ 113,239.00	\$ 105,671.00	\$ 111,018.00	\$ 100,246.00	\$ 97,575.00	\$ 101,110.00	\$ 93,254.00	\$ 105,903.00	\$ 104,661.00

PICK 6 LOTTO

County	July 06	August 06	September 06	October 06	November 06	December 06	January 07	Feburary 07	March 07	April 07	May 07	June 07
ATLANTIC	\$ 184,418.00	\$ 246,882.00	\$ 261,416.00	\$ 279,385.00	\$ 222,915.00	\$ 215,422.00	\$ 216,349.00	\$ 223,701.00	\$ 233,841.00	\$ 217,189.00	\$ 224,003.00	\$ 230,375.00
BERGEN	\$ 581,863.00	\$ 771,521.00	\$ 851,598.00	\$ 949,264.00	\$ 760,503.00	\$ 744,924.00	\$ 744,943.00	\$ 769,896.00	\$ 765,987.00	\$ 714,622.00	\$ 732,868.00	\$ 765,872.00
BURLINGTON	\$ 230,935.00	\$ 307,673.00	\$ 326,926.00	\$ 367,965.00	\$ 300,103.00	\$ 297,211.00	\$ 294,045.00	\$ 302,879.00	\$ 313,277.00	\$ 292,800.00	\$ 296,210.00	\$ 305,930.00
CAMDEN	\$ 248,198.00	\$ 336,439.00	\$ 347,362.00	\$ 398,258.00	\$ 313,166.00	\$ 310,564.00	\$ 310,553.00	\$ 321,926.00	\$ 334,685.00	\$ 309,548.00	\$ 316,962.00	\$ 326,808.00
CAPE MAY	\$ 83,580.00	\$ 108,932.00	\$ 108,208.00	\$ 105,483.00	\$ 82,778.00	\$ 80,656.00	\$ 78,762.00	\$ 81,056.00	\$ 90,849.00	\$ 85,260.00	\$ 90,209.00	\$ 97,043.00
CUMBERLAND	\$ 78,781.00	\$ 105,751.00	\$ 109,907.00	\$ 123,615.00	\$ 103,392.00	\$ 99,989.00	\$ 100,053.00	\$ 105,183.00	\$ 114,720.00	\$ 103,183.00	\$ 100,045.00	\$ 102,300.00
ESSEX	\$ 469,739.00	\$ 637,176.00	\$ 683,213.00	\$ 789,620.00	\$ 627,965.00	\$ 610,626.00	\$ 608,690.00	\$ 647,224.00	\$ 650,018.00	\$ 600,664.00	\$ 611,407.00	\$ 626,840.00
GLOUCESTER	\$ 135,643.00	\$ 174,902.00	\$ 185,651.00	\$ 207,892.00	\$ 173,170.00	\$ 169,373.00	\$ 169,355.00	\$ 173,653.00	\$ 181,511.00	\$ 168,369.00	\$ 168,813.00	\$ 173,796.00
HUDSON	\$ 338,927.00	\$ 463,815.00	\$ 499,440.00	\$ 562,467.00	\$ 454,699.00	\$ 422,239.00	\$ 431,859.00	\$ 452,449.00	\$ 455,073.00	\$ 428,747.00	\$ 437,342.00	\$ 453,562.00
HUNTERDON	\$ 72,031.00	\$ 94,069.00	\$ 104,227.00	\$ 115,265.00	\$ 92,274.00	\$ 92,981.00	\$ 91,963.00	\$ 94,922.00	\$ 93,843.00	\$ 88,554.00	\$ 91,651.00	\$ 95,655.00
MERCER	\$ 195,558.00	\$ 261,709.00	\$ 279,015.00	\$ 312,508.00	\$ 252,921.00	\$ 242,917.00	\$ 248,480.00	\$ 258,201.00	\$ 264,059.00	\$ 242,461.00	\$ 245,989.00	\$ 256,971.00
MIDDLESEX	\$ 573,755.00	\$ 765,167.00	\$ 815,481.00	\$ 912,279.00	\$ 743,025.00	\$ 707,507.00	\$ 729,081.00	\$ 754,386.00	\$ 748,828.00	\$ 700,097.00	\$ 717,172.00	\$ 731,021.00
MONMOUTH	\$ 441,366.00	\$ 584,812.00	\$ 614,119.00	\$ 681,353.00	\$ 557,872.00	\$ 537,446.00	\$ 544,219.00	\$ 561,646.00	\$ 566,607.00	\$ 539,883.00	\$ 548,976.00	\$ 556,664.00
MORRIS	\$ 365,376.00	\$ 482,424.00	\$ 523,249.00	\$ 588,488.00	\$ 472,461.00	\$ 476,921.00	\$ 462,869.00	\$ 480,965.00	\$ 479,040.00	\$ 444,364.00	\$ 456,648.00	\$ 471,841.00
NONE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OCEAN	\$ 510,799.00	\$ 670,106.00	\$ 672,177.00	\$ 721,248.00	\$ 598,773.00	\$ 580,319.00	\$ 590,130.00	\$ 597,458.00	\$ 609,347.00	\$ 584,340.00	\$ 604,980.00	\$ 620,292.00
PASSAIC	\$ 316,069.00	\$ 429,051.00	\$ 456,325.00	\$ 519,406.00	\$ 429,145.00	\$ 405,273.00	\$ 413,874.00	\$ 428,067.00	\$ 430,179.00	\$ 396,813.00	\$ 401,900.00	\$ 415,879.00
SALEM	\$ 35,094.00	\$ 46,860.00	\$ 49,646.00	\$ 57,686.00	\$ 45,691.00	\$ 44,450.00	\$ 44,065.00	\$ 46,856.00	\$ 47,486.00	\$ 43,861.00	\$ 43,449.00	\$ 46,792.00
SOMERSET	\$ 200,774.00	\$ 266,351.00	\$ 292,242.00	\$ 326,521.00	\$ 260,740.00	\$ 253,178.00	\$ 257,882.00	\$ 275,592.00	\$ 266,101.00	\$ 246,448.00	\$ 255,757.00	\$ 267,676.00
SUSSEX	\$ 87,163.00	\$ 113,580.00	\$ 119,078.00	\$ 131,112.00	\$ 109,445.00	\$ 107,744.00	\$ 110,428.00	\$ 112,789.00	\$ 114,916.00	\$ 109,170.00	\$ 110,272.00	\$ 110,468.00
UNION	\$ 414,456.00	\$ 559,129.00	\$ 603,896.00	\$ 675,710.00	\$ 547,969.00	\$ 523,401.00	\$ 536,223.00	\$ 559,131.00	\$ 561,909.00	\$ 521,152.00	\$ 530,059.00	\$ 545,806.00
WARREN	\$ 79,510.00	\$ 104,500.00	\$ 111,384.00	\$ 120,820.00	\$ 100,720.00	\$ 99,114.00	\$ 99,251.00	\$ 101,621.00	\$ 101,233.00	\$ 96,426.00	\$ 98,719.00	\$ 100,555.00

PICK 3

County	July 06	August 06	September 06	October 06	November 06	December 06	January 07	February 07	March 07	April 07	May 07	June 07
ATLANTIC	\$ 737,101.50	\$ 955,841.00	\$ 929,839.00	\$ 914,122.00	\$ 886,868.50	\$ 1,081,041.50	\$ 1,029,941.00	\$ 867,930.00	\$ 988,525.50	\$ 904,455.50	\$ 932,152.00	\$ 912,749.50
BERGEN	\$ 2,296,855.50	\$ 2,914,711.00	\$ 2,859,388.00	\$ 2,946,682.50	\$ 2,861,414.50	\$ 3,051,332.50	\$ 3,002,400.50	\$ 2,801,403.00	\$ 3,275,678.00	\$ 2,958,989.50	\$ 3,045,409.00	\$ 2,943,887.50
BURLINGTON	\$ 885,955.00	\$ 1,169,825.00	\$ 1,154,020.50	\$ 1,157,076.00	\$ 1,167,854.00	\$ 1,289,032.50	\$ 1,247,391.00	\$ 1,174,011.00	\$ 1,332,787.00	\$ 1,213,807.00	\$ 1,207,631.50	\$ 1,129,169.00
CAMDEN	\$ 1,338,463.50	\$ 1,758,221.50	\$ 1,724,134.50	\$ 1,781,689.00	\$ 1,756,118.50	\$ 1,906,288.00	\$ 1,820,153.00	\$ 1,751,131.50	\$ 2,052,832.50	\$ 1,844,357.00	\$ 1,836,863.00	\$ 1,748,689.50
CAPE MAY	\$ 239,646.00	\$ 314,499.50	\$ 268,279.00	\$ 222,520.50	\$ 196,644.50	\$ 205,724.00	\$ 194,530.00	\$ 187,697.00	\$ 227,097.00	\$ 217,222.50	\$ 242,767.50	\$ 259,478.50
CUMBERLAND	\$ 336,249.50	\$ 446,587.00	\$ 436,700.00	\$ 458,838.50	\$ 468,482.50	\$ 481,276.50	\$ 461,226.00	\$ 469,335.00	\$ 537,500.50	\$ 496,160.50	\$ 481,322.50	\$ 453,131.00
ESSEX	\$ 5,381,799.00	\$ 7,054,381.00	\$ 6,855,490.00	\$ 7,105,773.50	\$ 6,952,372.00	\$ 7,340,865.50	\$ 7,143,817.00	\$ 6,986,503.00	\$ 7,963,174.50	\$ 7,211,689.50	\$ 7,399,912.50	\$ 7,119,958.00
GLOUCESTER	\$ 497,639.50	\$ 644,573.50	\$ 646,324.00	\$ 638,560.50	\$ 640,417.50	\$ 684,108.50	\$ 656,028.00	\$ 647,315.50	\$ 793,040.50	\$ 718,178.00	\$ 722,290.50	\$ 649,663.50
HUDSON	\$ 3,201,698.00	\$ 4,232,199.00	\$ 4,222,022.50	\$ 4,242,947.50	\$ 4,124,763.50	\$ 4,405,770.00	\$ 4,237,824.00	\$ 4,051,726.00	\$ 4,733,253.00	\$ 4,317,933.50	\$ 4,474,601.50	\$ 4,256,182.50
HUNTERDON	\$ 93,965.00	\$ 117,798.00	\$ 117,212.50	\$ 118,036.00	\$ 119,434.00	\$ 119,382.50	\$ 121,282.00	\$ 108,048.00	\$ 126,957.00	\$ 119,372.50	\$ 114,565.50	\$ 108,962.00
MERCER	\$ 1,240,685.00	\$ 1,622,166.00	\$ 1,585,048.50	\$ 1,625,716.00	\$ 1,606,604.00	\$ 1,727,323.50	\$ 1,700,327.00	\$ 1,657,270.50	\$ 1,923,954.00	\$ 1,742,010.50	\$ 1,733,263.00	\$ 1,647,781.00
MIDDLESEX	\$ 2,395,023.00	\$ 3,049,318.50	\$ 3,014,653.00	\$ 3,125,744.00	\$ 3,023,172.00	\$ 3,200,819.50	\$ 3,121,719.50	\$ 3,010,589.00	\$ 3,561,047.50	\$ 3,182,915.50	\$ 3,223,394.00	\$ 3,074,749.50
MONMOUTH	\$ 1,583,605.00	\$ 2,028,035.00	\$ 1,991,829.50	\$ 2,026,404.50	\$ 1,978,022.00	\$ 2,105,960.50	\$ 2,025,120.00	\$ 1,912,742.50	\$ 2,248,791.00	\$ 2,042,223.50	\$ 2,101,626.50	\$ 2,011,662.00
MORRIS	\$ 931,387.00	\$ 1,192,165.00	\$ 1,162,083.50	\$ 1,213,618.50	\$ 1,203,095.50	\$ 1,282,444.50	\$ 1,256,296.50	\$ 1,200,012.50	\$ 1,462,356.00	\$ 1,338,132.50	\$ 1,355,866.50	\$ 1,273,817.50
NONE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OCEAN	\$ 1,426,150.00	\$ 1,803,859.50	\$ 1,711,154.50	\$ 1,685,303.00	\$ 1,629,742.50	\$ 1,777,338.50	\$ 1,732,331.50	\$ 1,653,600.00	\$ 1,917,294.50	\$ 1,769,580.50	\$ 1,773,310.00	\$ 1,728,174.50
PASSAIC	\$ 1,966,013.50	\$ 2,574,021.50	\$ 2,545,229.00	\$ 2,652,050.50	\$ 2,582,392.50	\$ 2,772,875.00	\$ 2,684,782.00	\$ 2,541,753.00	\$ 2,988,804.50	\$ 2,695,914.00	\$ 2,743,956.00	\$ 2,590,254.00
SALEM	\$ 153,457.50	\$ 204,863.50	\$ 198,594.50	\$ 198,578.00	\$ 196,998.50	\$ 219,320.00	\$ 200,383.00	\$ 188,023.00	\$ 238,631.00	\$ 206,005.50	\$ 204,147.50	\$ 194,546.50
SOMERSET	\$ 602,143.50	\$ 759,057.50	\$ 751,849.00	\$ 780,431.00	\$ 741,120.00	\$ 781,977.00	\$ 809,596.00	\$ 792,715.50	\$ 925,482.50	\$ 833,482.50	\$ 843,418.50	\$ 820,820.00
SUSSEX	\$ 151,879.50	\$ 185,730.00	\$ 188,405.00	\$ 192,822.00	\$ 182,463.00	\$ 186,449.50	\$ 183,079.00	\$ 177,033.50	\$ 212,348.00	\$ 198,388.50	\$ 200,512.00	\$ 185,133.00
UNION	\$ 2,833,112.00	\$ 3,653,739.50	\$ 3,584,653.00	\$ 3,695,621.50	\$ 3,643,208.50	\$ 3,855,104.00	\$ 3,748,060.00	\$ 3,637,844.00	\$ 4,243,668.00	\$ 3,807,831.50	\$ 3,897,732.00	\$ 3,733,699.00
WARREN	\$ 155,948.00	\$ 189,500.00	\$ 194,633.50	\$ 200,282.00	\$ 200,771.50	\$ 217,756.00	\$ 206,923.50	\$ 190,796.50	\$ 224,511.50	\$ 215,864.00	\$ 222,907.00	\$ 218,874.50

PICK 4

County	July 06	August 06	September 06	October 06	November 06	December 06	January 07	February 07	March 07	April 07	May 07	June 07
ATLANTIC	\$ 504,704.00	\$ 643,450.50	\$ 637,831.50	\$ 641,138.00	\$ 661,246.00	\$ 634,188.50	\$ 622,850.00	\$ 579,456.50	\$ 649,597.50	\$ 611,301.50	\$ 635,138.50	\$ 603,972.50
BERGEN	\$ 1,227,118.00	\$ 1,541,560.00	\$ 1,552,552.50	\$ 1,625,129.50	\$ 1,764,667.00	\$ 1,748,009.50	\$ 1,648,687.00	\$ 1,472,220.00	\$ 1,659,073.00	\$ 1,565,599.50	\$ 1,615,188.00	\$ 1,577,746.50
BURLINGTON	\$ 572,677.50	\$ 732,163.50	\$ 729,158.00	\$ 753,824.00	\$ 823,818.00	\$ 842,528.00	\$ 793,136.00	\$ 716,301.50	\$ 811,342.00	\$ 764,443.50	\$ 769,357.50	\$ 730,264.50
CAMDEN	\$ 785,891.00	\$ 1,009,031.00	\$ 1,004,283.50	\$ 1,076,976.00	\$ 1,178,308.00	\$ 1,197,253.50	\$ 1,110,903.50	\$ 1,018,509.00	\$ 1,147,233.50	\$ 1,077,268.00	\$ 1,091,267.00	\$ 1,039,787.50
CAPE MAY	\$ 138,154.00	\$ 180,028.50	\$ 164,039.50	\$ 150,925.50	\$ 154,260.00	\$ 151,830.50	\$ 135,024.50	\$ 123,417.00	\$ 149,009.50	\$ 142,170.50	\$ 145,705.00	\$ 152,085.50
CUMBERLAND	\$ 226,072.50	\$ 294,378.00	\$ 300,076.50	\$ 322,760.00	\$ 351,393.00	\$ 339,068.50	\$ 325,250.50	\$ 313,968.00	\$ 349,238.00	\$ 331,144.00	\$ 316,922.50	\$ 306,058.50
ESSEX	\$ 2,692,183.50	\$ 3,491,831.00	\$ 3,453,768.00	\$ 3,660,509.00	\$ 3,909,776.00	\$ 3,895,646.50	\$ 3,713,360.50	\$ 3,502,028.00	\$ 3,903,602.50	\$ 3,670,416.00	\$ 3,713,933.50	\$ 3,533,781.00
GLOUCESTER	\$ 269,571.50	\$ 341,045.50	\$ 332,341.00	\$ 339,133.00	\$ 380,857.00	\$ 372,667.50	\$ 356,139.00	\$ 330,527.00	\$ 383,560.00	\$ 371,210.00	\$ 374,249.50	\$ 339,952.00
HUDSON	\$ 1,671,520.50	\$ 2,174,901.50	\$ 2,174,048.50	\$ 2,274,614.00	\$ 2,415,615.50	\$ 2,433,459.50	\$ 2,284,640.00	\$ 2,113,341.50	\$ 2,380,641.50	\$ 2,227,021.50	\$ 2,305,702.50	\$ 2,242,570.50
HUNTERDON	\$ 65,420.50	\$ 77,980.00	\$ 75,702.00	\$ 82,488.50	\$ 86,790.50	\$ 83,417.50	\$ 76,937.50	\$ 68,152.50	\$ 81,151.00	\$ 82,244.50	\$ 80,356.50	\$ 73,664.50
MERCER	\$ 701,304.00	\$ 899,736.00	\$ 891,145.50	\$ 951,069.00	\$ 1,020,278.50	\$ 1,017,646.50	\$ 954,469.50	\$ 890,951.50	\$ 994,906.50	\$ 921,715.50	\$ 936,092.50	\$ 900,710.00
MIDDLESEX	\$ 1,400,548.00	\$ 1,786,756.50	\$ 1,769,229.00	\$ 1,858,625.00	\$ 2,039,527.00	\$ 1,982,138.50	\$ 1,880,405.00	\$ 1,734,185.00	\$ 1,980,187.50	\$ 1,879,891.50	\$ 1,930,743.00	\$ 1,857,971.00
MONMOUTH	\$ 912,935.50	\$ 1,170,870.50	\$ 1,149,253.00	\$ 1,206,965.00	\$ 1,286,339.50	\$ 1,292,541.50	\$ 1,222,279.00	\$ 1,100,006.00	\$ 1,221,839.00	\$ 1,160,574.00	\$ 1,181,915.00	\$ 1,130,367.50
MORRIS	\$ 618,785.00	\$ 774,688.00	\$ 763,828.00	\$ 820,799.00	\$ 897,998.00	\$ 874,203.50	\$ 846,949.50	\$ 752,873.50	\$ 849,128.50	\$ 796,778.00	\$ 817,882.00	\$ 792,113.00
NONE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OCEAN	\$ 828,971.50	\$ 1,052,020.00	\$ 995,993.00	\$ 1,017,996.00	\$ 1,120,132.50	\$ 1,085,235.50	\$ 1,036,036.00	\$ 946,353.50	\$ 1,048,234.00	\$ 1,023,120.00	\$ 1,031,214.00	\$ 999,511.00
PASSAIC	\$ 1,129,091.00	\$ 1,476,433.00	\$ 1,477,334.00	\$ 1,560,942.50	\$ 1,706,660.00	\$ 1,679,894.00	\$ 1,592,315.50	\$ 1,472,223.00	\$ 1,639,900.00	\$ 1,526,331.50	\$ 1,557,312.00	\$ 1,479,906.50
SALEM	\$ 92,960.00	\$ 125,244.50	\$ 126,303.50	\$ 129,017.50	\$ 142,372.00	\$ 143,254.00	\$ 134,719.50	\$ 123,099.50	\$ 140,813.50	\$ 129,236.50	\$ 129,941.50	\$ 121,247.00
SOMERSET	\$ 373,977.00	\$ 471,126.00	\$ 475,451.50	\$ 506,361.50	\$ 539,541.50	\$ 536,875.00	\$ 517,313.50	\$ 471,420.00	\$ 534,921.50	\$ 503,224.50	\$ 514,507.50	\$ 498,682.50
SUSSEX	\$ 101,954.00	\$ 128,793.00	\$ 122,842.00	\$ 128,905.50	\$ 141,705.00	\$ 135,578.00	\$ 134,736.00	\$ 120,297.00	\$ 135,336.50	\$ 131,185.50	\$ 131,562.00	\$ 125,284.50
UNION	\$ 1,487,164.00	\$ 1,934,475.00	\$ 1,923,168.00	\$ 2,031,969.50	\$ 2,154,887.50	\$ 2,129,196.00	\$ 2,021,796.50	\$ 1,896,731.50	\$ 2,146,708.00	\$ 2,007,178.50	\$ 2,033,387.50	\$ 1,951,017.00
WARREN	\$ 86,070.50	\$ 107,125.50	\$ 106,673.00	\$ 116,525.00	\$ 125,629.00	\$ 128,700.50	\$ 114,837.00	\$ 104,136.50	\$ 119,351.00	\$ 115,254.50	\$ 115,288.00	\$ 112,734.50

INSTANTS

County	July 06	August 06	September 06	October 06	November 06	December 06	January 07	February 07	March 07	April 07	May 07	June 07
ATLANTIC	\$ 1,548,234.00	\$ 1,886,340.00	\$ 1,792,263.00	\$ 1,799,223.00	\$ 1,704,863.00	\$ 2,068,200.00	\$ 1,852,186.00	\$ 1,880,683.00	\$ 2,030,723.00	\$ 2,021,700.00	\$ 1,893,000.00	\$ 1,826,700.00
BERGEN	\$ 7,743,012.00	\$ 9,133,852.00	\$ 8,688,543.00	\$ 9,255,732.00	\$ 9,344,198.00	\$ 10,809,734.00	\$ 9,923,217.00	\$ 9,350,733.00	\$ 10,349,080.00	\$ 10,011,940.00	\$ 10,445,804.00	\$ 9,796,659.00
BURLINGTON	\$ 2,889,249.00	\$ 3,375,182.00	\$ 3,241,800.00	\$ 3,385,323.00	\$ 3,386,146.00	\$ 4,320,009.00	\$ 3,670,338.00	\$ 3,533,400.00	\$ 3,973,800.00	\$ 3,812,100.00	\$ 3,738,000.00	\$ 3,599,400.00
CAMDEN	\$ 3,846,542.00	\$ 4,561,158.00	\$ 4,357,650.00	\$ 4,603,537.00	\$ 4,617,278.00	\$ 5,748,240.00	\$ 4,976,349.00	\$ 4,845,000.00	\$ 5,419,641.00	\$ 5,153,378.00	\$ 5,116,071.00	\$ 4,745,514.00
CAPE MAY	\$ 722,700.00	\$ 921,900.00	\$ 843,300.00	\$ 760,136.00	\$ 695,787.00	\$ 842,400.00	\$ 702,000.00	\$ 708,900.00	\$ 766,200.00	\$ 761,700.00	\$ 795,938.00	\$ 797,100.00
CUMBERLAND	\$ 1,336,800.00	\$ 1,608,900.00	\$ 1,576,739.00	\$ 1,710,300.00	\$ 1,696,800.00	\$ 2,006,040.00	\$ 1,814,400.00	\$ 1,814,699.00	\$ 2,025,900.00	\$ 1,889,100.00	\$ 1,812,870.00	\$ 1,690,500.00
ESSEX	\$ 8,320,646.00	\$ 10,125,485.00	\$ 9,573,200.00	\$ 10,102,428.00	\$ 10,051,705.00	\$ 11,139,583.00	\$ 10,918,782.00	\$ 10,604,684.00	\$ 11,806,895.00	\$ 11,104,093.00	\$ 11,235,472.00	\$ 10,477,211.00
GLOUCESTER	\$ 1,881,586.00	\$ 2,176,800.00	\$ 2,116,737.00	\$ 2,204,236.00	\$ 2,208,600.00	\$ 2,898,600.00	\$ 2,466,300.00	\$ 2,299,756.00	\$ 2,654,700.00	\$ 2,502,594.00	\$ 2,493,471.00	\$ 2,350,800.00
HUDSON	\$ 7,666,969.00	\$ 9,197,424.00	\$ 8,762,525.00	\$ 9,156,805.00	\$ 9,214,881.00	\$ 10,136,251.00	\$ 9,856,903.00	\$ 9,498,336.00	\$ 10,715,780.00	\$ 10,386,867.00	\$ 10,451,344.00	\$ 9,892,981.00
HUNTERDON	\$ 682,200.00	\$ 792,900.00	\$ 761,633.00	\$ 815,700.00	\$ 808,200.00	\$ 1,040,400.00	\$ 861,300.00	\$ 846,300.00	\$ 856,106.00	\$ 872,110.00	\$ 886,808.00	\$ 864,300.00
MERCER	\$ 3,419,700.00	\$ 4,236,361.00	\$ 3,928,246.00	\$ 4,206,300.00	\$ 4,313,400.00	\$ 4,961,966.00	\$ 4,478,636.00	\$ 4,350,590.00	\$ 4,684,562.00	\$ 4,483,570.00	\$ 4,467,438.00	\$ 4,200,006.00
MIDDLESEX	\$ 7,780,490.00	\$ 9,306,958.00	\$ 8,819,664.00	\$ 9,283,328.00	\$ 9,314,127.00	\$ 10,982,288.00	\$ 9,939,282.00	\$ 9,586,861.00	\$ 10,623,555.00	\$ 10,220,992.00	\$ 10,495,309.00	\$ 9,783,490.00
MONMOUTH	\$ 6,105,072.00	\$ 7,269,147.00	\$ 6,935,700.00	\$ 7,335,031.00	\$ 7,296,805.00	\$ 8,637,776.00	\$ 7,756,696.00	\$ 7,430,400.00	\$ 8,146,808.00	\$ 7,747,092.00	\$ 7,819,450.00	\$ 7,537,200.00
MORRIS	\$ 3,825,398.00	\$ 4,611,600.00	\$ 4,320,160.00	\$ 4,589,848.00	\$ 4,741,500.00	\$ 5,648,100.00	\$ 4,912,500.00	\$ 4,717,200.00	\$ 5,076,120.00	\$ 4,977,313.00	\$ 5,054,634.00	\$ 4,775,105.00
NONE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OCEAN	\$ 5,903,011.00	\$ 7,183,411.00	\$ 6,800,394.00	\$ 6,972,017.00	\$ 6,885,300.00	\$ 8,382,300.00	\$ 7,237,800.00	\$ 7,083,000.00	\$ 7,756,512.00	\$ 7,587,174.00	\$ 7,738,395.00	\$ 7,460,675.00
PASSAIC	\$ 5,792,100.00	\$ 6,908,502.00	\$ 6,592,455.00	\$ 6,967,737.00	\$ 6,971,400.00	\$ 7,913,730.00	\$ 7,414,577.00	\$ 7,249,500.00	\$ 8,020,947.00	\$ 7,623,000.00	\$ 7,692,241.00	\$ 7,240,271.00
SALEM	\$ 437,958.00	\$ 530,400.00	\$ 496,800.00	\$ 522,000.00	\$ 568,200.00	\$ 659,400.00	\$ 582,300.00	\$ 574,800.00	\$ 635,700.00	\$ 582,000.00	\$ 612,600.00	\$ 537,300.00
SOMERSET	\$ 2,167,500.00	\$ 2,615,100.00	\$ 2,368,500.00	\$ 2,587,200.00	\$ 2,590,200.00	\$ 3,100,800.00	\$ 2,724,837.00	\$ 2,708,400.00	\$ 2,951,100.00	\$ 2,733,900.00	\$ 2,836,592.00	\$ 2,704,221.00
SUSSEX	\$ 997,800.00	\$ 1,240,800.00	\$ 1,159,722.00	\$ 1,213,500.00	\$ 1,227,000.00	\$ 1,626,000.00	\$ 1,367,100.00	\$ 1,318,200.00	\$ 1,448,538.00	\$ 1,353,275.00	\$ 1,402,196.00	\$ 1,337,400.00
UNION	\$ 5,945,641.00	\$ 7,092,375.00	\$ 6,651,448.00	\$ 7,022,637.00	\$ 7,186,304.00	\$ 7,968,183.00	\$ 7,456,947.00	\$ 7,300,014.00	\$ 8,044,270.00	\$ 7,820,909.00	\$ 7,865,708.00	\$ 7,405,148.00
WARREN	\$ 985,500.00	\$ 1,172,656.00	\$ 1,117,800.00	\$ 1,193,700.00	\$ 1,195,800.00	\$ 1,563,300.00	\$ 1,337,400.00	\$ 1,257,900.00	\$ 1,373,100.00	\$ 1,309,200.00	\$ 1,392,000.00	\$ 1,347,900.00

MEGA MILLIONS

County	July 06	August 06	September 06	October 06	November 06	December 06	January 07	February 07	March 07	April 07	May 07	June 07
ATLANTIC	\$ 286,817.00	\$ 436,993.00	\$ 650,979.00	\$ 388,852.00	\$ 375,902.00	\$ 389,194.00	\$ 486,505.00	\$ 822,011.00	\$ 1,271,585.00	\$ 497,052.00	\$ 563,810.00	\$ 485,198.00
BERGEN	\$ 1,114,753.00	\$ 1,742,277.00	\$ 2,824,047.00	\$ 1,719,996.00	\$ 1,746,875.00	\$ 1,811,221.00	\$ 2,411,536.00	\$ 4,351,207.00	\$ 5,197,101.00	\$ 2,130,765.00	\$ 2,394,077.00	\$ 2,041,224.00
BURLINGTON	\$ 327,337.00	\$ 498,883.00	\$ 795,031.00	\$ 475,760.00	\$ 482,624.00	\$ 504,923.00	\$ 650,980.00	\$ 1,219,897.00	\$ 2,103,556.00	\$ 667,760.00	\$ 759,869.00	\$ 623,335.00
CAMDEN	\$ 362,938.00	\$ 556,337.00	\$ 902,941.00	\$ 528,177.00	\$ 537,046.00	\$ 572,698.00	\$ 738,978.00	\$ 1,395,925.00	\$ 2,531,493.00	\$ 730,192.00	\$ 833,013.00	\$ 684,041.00
CAPE MAY	\$ 117,836.00	\$ 181,790.00	\$ 259,275.00	\$ 123,856.00	\$ 113,314.00	\$ 118,675.00	\$ 151,623.00	\$ 247,698.00	\$ 420,834.00	\$ 173,602.00	\$ 208,416.00	\$ 187,724.00
CUMBERLAND	\$ 89,414.00	\$ 135,615.00	\$ 205,335.00	\$ 130,608.00	\$ 126,410.00	\$ 129,792.00	\$ 166,517.00	\$ 280,842.00	\$ 531,177.00	\$ 174,228.00	\$ 190,322.00	\$ 158,954.00
ESSEX	\$ 822,609.00	\$ 1,288,622.00	\$ 2,010,299.00	\$ 1,289,415.00	\$ 1,275,009.00	\$ 1,340,452.00	\$ 1,765,263.00	\$ 3,033,322.00	\$ 3,781,784.00	\$ 1,606,955.00	\$ 1,803,047.00	\$ 1,547,894.00
GLOUCESTER	\$ 179,952.00	\$ 274,668.00	\$ 443,443.00	\$ 260,781.00	\$ 262,608.00	\$ 281,604.00	\$ 362,334.00	\$ 702,627.00	\$ 1,231,762.00	\$ 362,973.00	\$ 416,224.00	\$ 341,081.00
HUDSON	\$ 737,981.00	\$ 1,204,249.00	\$ 1,946,343.00	\$ 1,190,241.00	\$ 1,195,362.00	\$ 1,263,817.00	\$ 1,674,802.00	\$ 2,971,088.00	\$ 3,596,382.00	\$ 1,485,534.00	\$ 1,694,625.00	\$ 1,437,684.00
HUNTERDON	\$ 97,968.00	\$ 142,332.00	\$ 231,319.00	\$ 138,660.00	\$ 139,562.00	\$ 146,818.00	\$ 198,200.00	\$ 373,802.00	\$ 566,870.00	\$ 183,107.00	\$ 212,037.00	\$ 173,434.00
MERCER	\$ 284,782.00	\$ 441,823.00	\$ 700,635.00	\$ 421,087.00	\$ 423,588.00	\$ 450,293.00	\$ 595,552.00	\$ 1,100,707.00	\$ 1,589,016.00	\$ 563,267.00	\$ 636,766.00	\$ 530,191.00
MIDDLESEX	\$ 908,877.00	\$ 1,419,021.00	\$ 2,271,660.00	\$ 1,371,202.00	\$ 1,373,907.00	\$ 1,418,569.00	\$ 1,896,168.00	\$ 3,506,028.00	\$ 4,215,061.00	\$ 1,732,019.00	\$ 1,980,094.00	\$ 1,651,419.00
MONMOUTH	\$ 765,004.00	\$ 1,192,826.00	\$ 1,858,493.00	\$ 1,137,269.00	\$ 1,120,138.00	\$ 1,162,678.00	\$ 1,577,573.00	\$ 2,800,421.00	\$ 3,365,148.00	\$ 1,431,929.00	\$ 1,642,667.00	\$ 1,405,528.00
MORRIS	\$ 514,736.00	\$ 793,617.00	\$ 1,293,885.00	\$ 781,209.00	\$ 789,522.00	\$ 835,054.00	\$ 1,116,551.00	\$ 2,063,799.00	\$ 2,526,931.00	\$ 998,468.00	\$ 1,127,379.00	\$ 950,030.00
NONE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OCEAN	\$ 710,089.00	\$ 1,087,227.00	\$ 1,570,622.00	\$ 981,382.00	\$ 962,563.00	\$ 974,652.00	\$ 1,274,215.00	\$ 2,176,838.00	\$ 2,705,585.00	\$ 1,230,609.00	\$ 1,399,153.00	\$ 1,225,485.00
PASSAIC	\$ 515,748.00	\$ 805,787.00	\$ 1,271,984.00	\$ 809,213.00	\$ 817,258.00	\$ 843,926.00	\$ 1,104,262.00	\$ 1,916,533.00	\$ 2,439,454.00	\$ 988,326.00	\$ 1,109,803.00	\$ 950,535.00
SALEM	\$ 43,181.00	\$ 70,134.00	\$ 115,189.00	\$ 67,149.00	\$ 71,766.00	\$ 70,509.00	\$ 92,900.00	\$ 184,811.00	\$ 355,742.00	\$ 97,621.00	\$ 109,883.00	\$ 86,809.00
SOMERSET	\$ 296,616.00	\$ 450,939.00	\$ 718,808.00	\$ 436,070.00	\$ 437,598.00	\$ 456,996.00	\$ 613,689.00	\$ 1,136,298.00	\$ 1,441,381.00	\$ 547,335.00	\$ 612,821.00	\$ 523,775.00
SUSSEX	\$ 105,056.00	\$ 158,558.00	\$ 249,130.00	\$ 157,798.00	\$ 158,952.00	\$ 166,539.00	\$ 233,717.00	\$ 418,265.00	\$ 523,146.00	\$ 213,780.00	\$ 233,482.00	\$ 193,206.00
UNION	\$ 675,302.00	\$ 1,059,206.00	\$ 1,677,252.00	\$ 1,054,603.00	\$ 1,049,182.00	\$ 1,097,831.00	\$ 1,436,441.00	\$ 2,538,891.00	\$ 3,109,214.00	\$ 1,298,840.00	\$ 1,447,299.00	\$ 1,236,226.00
WARREN	\$ 104,972.00	\$ 160,491.00	\$ 249,330.00	\$ 151,710.00	\$ 159,101.00	\$ 168,022.00	\$ 215,796.00	\$ 400,270.00	\$ 665,967.00	\$ 205,250.00	\$ 229,496.00	\$ 192,449.00

RAFFLE

County	July 06	August 06	September 06	October 06	November 06	December 06	January 07	February 07	March 07	April 07	May 07	June 07
ATLANTIC	\$ -	\$ -	\$ -	\$ -	\$ 48,560.00	\$ 179,020.00	\$ -	\$ -	\$ -	\$ -	\$ 33,000.00	\$ 97,400.00
BERGEN	\$ -	\$ -	\$ -	\$ -	\$ 370,280.00	\$ 762,960.00	\$ -	\$ -	\$ -	\$ -	\$ 109,480.00	\$ 345,460.00
BURLINGTON	\$ -	\$ -	\$ -	\$ -	\$ 132,460.00	\$ 305,680.00	\$ -	\$ -	\$ -	\$ -	\$ 55,460.00	\$ 152,300.00
CAMDEN	\$ -	\$ -	\$ -	\$ -	\$ 104,220.00	\$ 318,300.00	\$ -	\$ -	\$ -	\$ -	\$ 50,340.00	\$ 153,940.00
CAPE MAY	\$ -	\$ -	\$ -	\$ -	\$ 22,660.00	\$ 59,520.00	\$ -	\$ -	\$ -	\$ -	\$ 16,260.00	\$ 45,120.00
CUMBERLAND	\$ -	\$ -	\$ -	\$ -	\$ 44,500.00	\$ 105,880.00	\$ -	\$ -	\$ -	\$ -	\$ 17,940.00	\$ 54,440.00
ESSEX	\$ -	\$ -	\$ -	\$ -	\$ 188,700.00	\$ 426,380.00	\$ -	\$ -	\$ -	\$ -	\$ 69,740.00	\$ 213,460.00
GLOUCESTER	\$ -	\$ -	\$ -	\$ -	\$ 65,280.00	\$ 171,200.00	\$ -	\$ -	\$ -	\$ -	\$ 28,800.00	\$ 83,320.00
HUDSON	\$ -	\$ -	\$ -	\$ -	\$ 212,280.00	\$ 412,500.00	\$ -	\$ -	\$ -	\$ -	\$ 69,960.00	\$ 205,820.00
HUNTERDON	\$ -	\$ -	\$ -	\$ -	\$ 35,600.00	\$ 81,760.00	\$ -	\$ -	\$ -	\$ -	\$ 17,000.00	\$ 48,660.00
MERCER	\$ -	\$ -	\$ -	\$ -	\$ 167,420.00	\$ 287,940.00	\$ -	\$ -	\$ -	\$ -	\$ 49,600.00	\$ 133,640.00
MIDDLESEX	\$ -	\$ -	\$ -	\$ -	\$ 334,240.00	\$ 902,040.00	\$ -	\$ -	\$ -	\$ -	\$ 150,180.00	\$ 445,600.00
MONMOUTH	\$ -	\$ -	\$ -	\$ -	\$ 199,080.00	\$ 572,360.00	\$ -	\$ -	\$ -	\$ -	\$ 102,580.00	\$ 302,420.00
MORRIS	\$ -	\$ -	\$ -	\$ -	\$ 196,480.00	\$ 411,740.00	\$ -	\$ -	\$ -	\$ -	\$ 77,120.00	\$ 209,340.00
NONE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OCEAN	\$ -	\$ -	\$ -	\$ -	\$ 210,620.00	\$ 587,500.00	\$ -	\$ -	\$ -	\$ -	\$ 112,580.00	\$ 341,500.00
PASSAIC	\$ -	\$ -	\$ -	\$ -	\$ 195,640.00	\$ 428,040.00	\$ -	\$ -	\$ -	\$ -	\$ 58,840.00	\$ 184,020.00
SALEM	\$ -	\$ -	\$ -	\$ -	\$ 10,700.00	\$ 43,520.00	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 18,940.00
SOMERSET	\$ -	\$ -	\$ -	\$ -	\$ 145,280.00	\$ 280,060.00	\$ -	\$ -	\$ -	\$ -	\$ 45,320.00	\$ 128,900.00
SUSSEX	\$ -	\$ -	\$ -	\$ -	\$ 63,240.00	\$ 115,000.00	\$ -	\$ -	\$ -	\$ -	\$ 17,540.00	\$ 52,340.00
UNION	\$ -	\$ -	\$ -	\$ -	\$ 219,840.00	\$ 448,060.00	\$ -	\$ -	\$ -	\$ -	\$ 83,680.00	\$ 248,940.00
WARREN	\$ -	\$ -	\$ -	\$ -	\$ 38,900.00	\$ 94,560.00	\$ -	\$ -	\$ -	\$ -	\$ 20,520.00	\$ 52,980.00

PICK 3 BONUS MATCH

County	July 06	August 06	September 06	October 06	November 06	December 06	January 07	February 07	March 07	April 07	May 07	June 07
ATLANTIC	\$ 9,554.00	\$ 13,019.00	\$ 17,335.00	\$ 12,130.00	\$ 11,934.00	\$ 12,350.00	\$ 16,511.00	\$ 13,279.00	\$ 12,778.00	\$ 11,108.00	\$ 14,039.00	\$ 10,215.00
BERGEN	\$ 41,232.00	\$ 49,023.00	\$ 67,450.00	\$ 55,508.00	\$ 49,220.00	\$ 52,164.00	\$ 77,592.00	\$ 57,185.00	\$ 55,433.00	\$ 52,181.00	\$ 66,183.00	\$ 52,143.00
BURLINGTON	\$ 12,711.00	\$ 18,261.00	\$ 24,725.00	\$ 18,478.00	\$ 16,751.00	\$ 16,938.00	\$ 23,638.00	\$ 18,284.00	\$ 19,550.00	\$ 17,613.00	\$ 22,149.00	\$ 15,446.00
CAMDEN	\$ 21,159.00	\$ 28,091.00	\$ 39,450.00	\$ 30,025.00	\$ 25,439.00	\$ 26,256.00	\$ 34,462.00	\$ 27,783.00	\$ 30,178.00	\$ 26,373.00	\$ 34,876.00	\$ 24,941.00
CAPE MAY	\$ 5,176.00	\$ 6,186.00	\$ 8,587.00	\$ 6,214.00	\$ 4,689.00	\$ 4,929.00	\$ 6,129.00	\$ 4,917.00	\$ 4,599.00	\$ 4,562.00	\$ 6,341.00	\$ 5,018.00
CUMBERLAND	\$ 4,977.00	\$ 6,533.00	\$ 8,490.00	\$ 5,531.00	\$ 4,770.00	\$ 4,563.00	\$ 8,438.00	\$ 9,525.00	\$ 8,973.00	\$ 7,739.00	\$ 8,142.00	\$ 5,539.00
ESSEX	\$ 33,661.00	\$ 42,700.00	\$ 65,011.00	\$ 51,054.00	\$ 41,442.00	\$ 45,105.00	\$ 66,735.00	\$ 50,674.00	\$ 46,344.00	\$ 41,775.00	\$ 64,325.00	\$ 44,557.00
GLOUCESTER	\$ 8,838.00	\$ 10,238.00	\$ 15,469.00	\$ 11,751.00	\$ 9,765.00	\$ 9,460.00	\$ 15,915.00	\$ 12,324.00	\$ 16,047.00	\$ 14,590.00	\$ 17,693.00	\$ 16,453.00
HUDSON	\$ 32,193.00	\$ 36,741.00	\$ 57,547.00	\$ 42,394.00	\$ 37,209.00	\$ 38,994.00	\$ 59,924.00	\$ 40,961.00	\$ 43,201.00	\$ 40,202.00	\$ 57,174.00	\$ 40,454.00
HUNTERDON	\$ 2,870.00	\$ 3,067.00	\$ 4,655.00	\$ 4,305.00	\$ 3,887.00	\$ 4,226.00	\$ 5,438.00	\$ 3,304.00	\$ 2,940.00	\$ 2,849.00	\$ 4,375.00	\$ 2,721.00
MERCER	\$ 12,305.00	\$ 14,814.00	\$ 24,466.00	\$ 18,702.00	\$ 15,478.00	\$ 15,961.00	\$ 24,066.00	\$ 19,006.00	\$ 14,682.00	\$ 13,462.00	\$ 21,399.00	\$ 13,857.00
MIDDLESEX	\$ 34,073.00	\$ 45,821.00	\$ 67,812.00	\$ 54,400.00	\$ 47,543.00	\$ 47,112.00	\$ 67,535.00	\$ 48,755.00	\$ 53,075.00	\$ 46,896.00	\$ 61,553.00	\$ 47,708.00
MONMOUTH	\$ 25,649.00	\$ 31,564.00	\$ 45,585.00	\$ 36,837.00	\$ 30,789.00	\$ 28,894.00	\$ 47,782.00	\$ 37,002.00	\$ 38,531.00	\$ 32,903.00	\$ 41,053.00	\$ 32,512.00
MORRIS	\$ 18,531.00	\$ 25,496.00	\$ 30,891.00	\$ 27,789.00	\$ 24,461.00	\$ 24,173.00	\$ 35,868.00	\$ 27,650.00	\$ 27,909.00	\$ 26,503.00	\$ 33,503.00	\$ 22,753.00
NONE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OCEAN	\$ 25,271.00	\$ 33,056.00	\$ 50,918.00	\$ 38,015.00	\$ 30,945.00	\$ 30,069.00	\$ 45,939.00	\$ 34,471.00	\$ 33,623.00	\$ 33,731.00	\$ 42,715.00	\$ 31,931.00
PASSAIC	\$ 19,052.00	\$ 27,667.00	\$ 39,906.00	\$ 31,446.00	\$ 26,477.00	\$ 29,212.00	\$ 39,930.00	\$ 27,675.00	\$ 29,106.00	\$ 25,708.00	\$ 35,996.00	\$ 24,566.00
SALEM	\$ 2,006.00	\$ 3,560.00	\$ 4,088.00	\$ 3,607.00	\$ 3,379.00	\$ 3,026.00	\$ 4,155.00	\$ 3,042.00	\$ 3,519.00	\$ 2,499.00	\$ 2,898.00	\$ 2,942.00
SOMERSET	\$ 8,931.00	\$ 10,428.00	\$ 15,993.00	\$ 13,225.00	\$ 11,502.00	\$ 10,578.00	\$ 18,075.00	\$ 12,219.00	\$ 11,675.00	\$ 10,696.00	\$ 14,616.00	\$ 10,492.00
SUSSEX	\$ 5,014.00	\$ 5,881.00	\$ 9,103.00	\$ 7,441.00	\$ 6,919.00	\$ 6,280.00	\$ 9,791.00	\$ 7,535.00	\$ 9,119.00	\$ 7,647.00	\$ 8,464.00	\$ 5,885.00
UNION	\$ 28,288.00	\$ 31,109.00	\$ 47,928.00	\$ 35,173.00	\$ 29,714.00	\$ 29,846.00	\$ 47,535.00	\$ 36,213.00	\$ 36,870.00	\$ 31,887.00	\$ 43,265.00	\$ 30,430.00
WARREN	\$ 10,534.00	\$ 11,616.00	\$ 14,965.00	\$ 11,714.00	\$ 10,958.00	\$ 11,163.00	\$ 15,836.00	\$ 10,135.00	\$ 8,174.00	\$ 10,536.00	\$ 11,180.00	\$ 6,422.00

PICK 4 BONUS MATCH

County	July 06	August 06	September 06	October 06	November 06	December 06	January 07	February 07	March 07	April 07	May 07	June 07
ATLANTIC	\$ 10,508.00	\$ 12,453.00	\$ 15,439.00	\$ 12,880.00	\$ 14,106.00	\$ 14,189.00	\$ 19,499.00	\$ 16,051.00	\$ 15,828.00	\$ 14,471.00	\$ 16,721.00	\$ 12,304.00
BERGEN	\$ 34,867.00	\$ 45,521.00	\$ 62,529.00	\$ 56,420.00	\$ 53,638.00	\$ 50,865.00	\$ 65,688.00	\$ 49,163.00	\$ 47,978.00	\$ 44,548.00	\$ 55,961.00	\$ 44,120.00
BURLINGTON	\$ 11,521.00	\$ 15,580.00	\$ 21,113.00	\$ 19,496.00	\$ 18,835.00	\$ 17,820.00	\$ 22,290.00	\$ 17,716.00	\$ 17,009.00	\$ 14,855.00	\$ 19,454.00	\$ 14,255.00
CAMDEN	\$ 20,451.00	\$ 28,376.00	\$ 37,294.00	\$ 30,141.00	\$ 29,027.00	\$ 28,629.00	\$ 35,962.00	\$ 27,182.00	\$ 30,150.00	\$ 27,823.00	\$ 33,604.00	\$ 23,093.00
CAPE MAY	\$ 4,935.00	\$ 6,007.00	\$ 7,458.00	\$ 6,098.00	\$ 5,303.00	\$ 5,096.00	\$ 5,988.00	\$ 4,853.00	\$ 4,649.00	\$ 4,419.00	\$ 6,067.00	\$ 5,287.00
CUMBERLAND	\$ 5,113.00	\$ 6,901.00	\$ 10,286.00	\$ 7,131.00	\$ 7,628.00	\$ 6,127.00	\$ 9,690.00	\$ 7,657.00	\$ 6,632.00	\$ 6,385.00	\$ 7,225.00	\$ 6,126.00
ESSEX	\$ 36,128.00	\$ 45,755.00	\$ 63,454.00	\$ 57,091.00	\$ 53,699.00	\$ 51,433.00	\$ 68,465.00	\$ 51,668.00	\$ 53,417.00	\$ 48,870.00	\$ 61,068.00	\$ 43,790.00
GLOUCESTER	\$ 6,127.00	\$ 7,708.00	\$ 12,741.00	\$ 10,690.00	\$ 10,864.00	\$ 8,899.00	\$ 13,827.00	\$ 9,772.00	\$ 10,394.00	\$ 9,285.00	\$ 11,828.00	\$ 9,564.00
HUDSON	\$ 31,546.00	\$ 37,504.00	\$ 54,645.00	\$ 43,305.00	\$ 46,230.00	\$ 46,283.00	\$ 60,104.00	\$ 42,256.00	\$ 41,408.00	\$ 37,322.00	\$ 48,836.00	\$ 38,395.00
HUNTERDON	\$ 3,916.00	\$ 4,821.00	\$ 5,556.00	\$ 5,898.00	\$ 5,638.00	\$ 4,920.00	\$ 5,702.00	\$ 4,470.00	\$ 4,354.00	\$ 4,193.00	\$ 5,427.00	\$ 3,644.00
MERCER	\$ 11,599.00	\$ 14,877.00	\$ 22,540.00	\$ 21,362.00	\$ 18,979.00	\$ 17,455.00	\$ 24,255.00	\$ 17,837.00	\$ 16,025.00	\$ 15,109.00	\$ 19,028.00	\$ 15,478.00
MIDDLESEX	\$ 33,536.00	\$ 44,659.00	\$ 61,159.00	\$ 53,370.00	\$ 55,074.00	\$ 49,594.00	\$ 65,186.00	\$ 46,920.00	\$ 49,332.00	\$ 47,000.00	\$ 56,595.00	\$ 45,373.00
MONMOUTH	\$ 21,429.00	\$ 28,268.00	\$ 41,236.00	\$ 31,814.00	\$ 29,308.00	\$ 27,861.00	\$ 44,299.00	\$ 33,293.00	\$ 29,928.00	\$ 28,378.00	\$ 35,091.00	\$ 26,764.00
MORRIS	\$ 15,456.00	\$ 20,093.00	\$ 27,249.00	\$ 25,844.00	\$ 26,656.00	\$ 25,260.00	\$ 31,418.00	\$ 24,034.00	\$ 24,719.00	\$ 22,937.00	\$ 28,213.00	\$ 22,747.00
NONE	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
OCEAN	\$ 22,938.00	\$ 28,734.00	\$ 41,867.00	\$ 32,555.00	\$ 29,463.00	\$ 27,378.00	\$ 38,583.00	\$ 28,720.00	\$ 28,319.00	\$ 27,861.00	\$ 35,970.00	\$ 27,813.00
PASSAIC	\$ 21,965.00	\$ 31,969.00	\$ 38,740.00	\$ 34,276.00	\$ 33,016.00	\$ 31,751.00	\$ 43,338.00	\$ 26,395.00	\$ 27,920.00	\$ 26,915.00	\$ 33,412.00	\$ 27,520.00
SALEM	\$ 1,910.00	\$ 3,298.00	\$ 4,513.00	\$ 3,745.00	\$ 3,821.00	\$ 3,232.00	\$ 3,954.00	\$ 3,016.00	\$ 3,751.00	\$ 2,943.00	\$ 2,694.00	\$ 2,096.00
SOMERSET	\$ 8,899.00	\$ 11,165.00	\$ 15,108.00	\$ 11,941.00	\$ 12,918.00	\$ 11,534.00	\$ 15,295.00	\$ 12,015.00	\$ 11,678.00	\$ 10,908.00	\$ 14,442.00	\$ 9,459.00
SUSSEX	\$ 3,945.00	\$ 6,285.00	\$ 8,533.00	\$ 7,400.00	\$ 9,528.00	\$ 7,693.00	\$ 9,540.00	\$ 6,098.00	\$ 8,402.00	\$ 7,474.00	\$ 7,327.00	\$ 5,312.00
UNION	\$ 28,426.00	\$ 33,049.00	\$ 46,094.00	\$ 38,387.00	\$ 37,314.00	\$ 36,177.00	\$ 51,094.00	\$ 39,235.00	\$ 35,399.00	\$ 34,027.00	\$ 42,284.00	\$ 29,325.00
WARREN	\$ 3,166.00	\$ 4,010.00	\$ 5,308.00	\$ 5,400.00	\$ 5,528.00	\$ 5,473.00	\$ 7,508.00	\$ 4,906.00	\$ 5,201.00	\$ 6,815.00	\$ 7,624.00	\$ 6,435.00

ATTACHMENT 4

RETAILER INSIGHTS

A WORD FROM OUR DIRECTOR

Fiscal Year 2007 marked another milestone year for the New Jersey Lottery. For the sixth straight year, we generated sales of more than \$2 billion. This exceptional—and ongoing—record is due in large part to your hard work and commitment.

Not only were sales records set, but our players were also awarded nearly \$1.36 billion in cash and prizes—and retailers throughout the State earned commissions in excess of \$131 million.

We clearly could not have achieved another record year without your support and your creativity and ability to promote our games to your customers.

The New Jersey Lottery has a long and distinguished history of turning everyday people into overnight millionaires. However, those are not the only winners. Our community at large is a winner as well, as the lives of so many individuals and families are touched and enriched by State educational programs and institutions that have benefited from lottery proceeds.

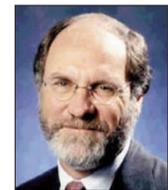
I have been fortunate to visit some of the lottery's beneficiaries, and each time I come away proud of what our work—yours and the Lottery's—is able to accomplish. It is through your dedication that the Lottery was able to return over \$828 million back to the State in 2007. Your hard work helped to provide hundreds of thousands of school lunches every day to students throughout New Jersey; made higher education a possibility for thousands of students pursuing their careers at our State's colleges and universities, and provided quality care for our veterans and our developmentally disabled.

You should be proud that you are part of a network with a fantastic reputation, not only in New Jersey, but around the country.

I wish you and your family a happy and healthy 2008, and keep up the fine work!

Sincerely,

William T. Jourdain
Acting Executive Director



Jon S. Corzine

Benefits Education and Institutions

Jon S. Corzine Governor
R. David Rousseau Acting State Treasurer
William T. Jourdain Acting Executive Director
Robert J. D'Anton Chairman

Retailer Insights is the official publication of the New Jersey Lottery. It is distributed to all licensed Lottery Retailers. Articles from Retailer Insights may be reprinted in whole or in part without prior approval from the New Jersey Lottery, but a credit line is required.

Letter Policy

All New Jersey Lottery Retailers are encouraged to write letters or send e-mails to the editor (publicinfo@lottery.state.nj.us). Suggestions, requests, questions, complaints and photo ideas are welcome. We ask that all letters be signed and include the name of the retailer, location and phone number. We reserve the right to edit letters for length and grammar; 300 words is the preferred maximum. All letters will be published at the discretion of the editor. Visit us on the web at njlottery.net.



William T. Jourdain

Please play responsibly. If you or someone you know has a gambling problem, call 1-800-GAMBLER®.



Jersey Cash 5 Coupons Return in April

Get ready—the Jersey Cash 5 coupons are coming! When players arrive at your business with our new “Buy Two, Get One Free” coupon, you are certain to see long lines of players eager to play one of the Lottery's core live-drawing games. This outstanding promotion has increased Jersey Cash 5 sales throughout the State in years past. Be sure to tell customers to check their Sunday paper on **April 6th and April 13th** for a free “Buy 2 Get 1 Free” Jersey Cash 5 coupon.

With the coupon, players will receive an additional chance to win a Jersey Cash 5 jackpot when they purchase two (2) Jersey Cash 5 “Quick Pick” tickets for any drawing during the promotional period. Coupons will be valid through May 10, 2008.

This unique promotion will include statewide advertising as well as new point-of-sale materials. Check your **March 31st** delivery for Jersey Cash 5 “Buy Two Get One” danglers and counter cards.

Players will love an extra chance to win at one of the Lottery's most-loved games, and you'll love the positive impact these coupons have traditionally had on Jersey Cash 5 sales!

If you have any questions regarding this or other Lottery promotions, ask your Lottery Sales Representative, or call the Lottery Hotline at 1-800-222-0996 and a retailer services specialist will gladly assist you.

A FREE CHANCE TO WIN BIG!
Jersey Cash 5
BUY 2 GET 1 FREE WITH COUPON!
 Look for the coupon in Sunday's paper.*
*Available in select newspapers, April 6 & 13.

Please play responsibly. If you or someone you know has a gambling problem, call 1-800-GAMBLER®.



Retailer Nights

To recognize our partnership and express our gratitude for your diligence and hard work, the New Jersey Lottery has partnered with the New Jersey Nets.

New Jersey Lottery Retailers compete for tickets by participating in Call In promotions to win tickets advertised on the Lottery terminal. Tickets are distributed on a first come first serve basis throughout the basketball season.

At our January 16 “Retailer Night,” festivities included a pre-game reception and game tickets.

The pre-game reception included a buffet dinner, drawings for prizes which included Lottery goodie bags and autographed NJ Nets merchandise as well as giveaways provided by the NJ Lottery and the NJ Nets. NJ Nets



Lottery Acting Executive Director William Jourdain (far right) and representatives of the New Jersey Nets present a game ball at the Nets vs. Knicks “Retailer Night Game Ball Presentation” on January 16, 2008.

Alumni Albert King signed autographs and posed for pictures. A photographer was in attendance to photograph retailers as an additional souvenir. The grand prize of the evening was an opportunity to go on center court before the game and present the “game ball” that was used for the game.

PICK 3 GREEN BALL DOUBLE DRAW RETURNS!!



March 2008 marks the return of the Green Ball to New Jersey Lottery's Pick 3 game! This outstanding promotion—which has generated solid, increased sales in years past—will again be coming to your 'Green Machine' to make your players happy and keep your Pick 3 sales strong!

To increase your sales of Pick 3, players will have a second chance to win as part of the Lottery's live drawings. The four-week promotion dates for Double Draw are scheduled for March 3 to March 30 of this year. Here's how the Double Draw will work:

- Every evening during the NJ Lottery televised drawing, the host will draw that night's Pick 3 numbers as usual.
- After the Pick 3 drawing occurs, another drawing will be conducted from a separate drawing machine that contains a total of 7 balls (6 white balls and 1 green ball).
- If the green ball is drawn, a bonus set of Pick 3 numbers will be drawn and players will have a second chance to win from the same ticket purchase (with two sets of numbers being drawn, there will be twice the number of winners every night the green ball is drawn).

- If the white ball is drawn, it will be taken out of the mix and the next night a ball will be drawn from the remaining 6 balls. This is done every night until the green ball is drawn.

- Given that the promotion will run for four weeks, it is guaranteed that the green ball will be drawn at least four times during the promotion.

To get your customers "GREEN" with excitement, the promotion will include statewide advertising as well as new point-of-sale materials. **Check your March 3rd delivery** for "Green Ball Double Draw" danglers and counter cards.

Perhaps the most favorable aspect is the potential to significantly increase sales and, consequently, commissions during this promotional period! The "Green Ball Double Draw" promotion has always met with great success when it ran in New Jersey in past years!

If you have any questions regarding this or other Lottery promotions, ask your Lottery Sales Representative, or call the Lottery Hotline at 1-800-222-0996 and a retailer services specialist will gladly assist you.

INSTANT GAMES

Look for the following instant games to debut in February.

COMING
IN
FEBRUARY

CHAMPIONSHIP POKER
GOT LUCK?
RED HOT SLINGO
SILVER COINS



News and Ideas for New Jersey Lottery Retailers

RETAILER INSIGHTS

February 2008



March 3-30

The Green Ball is back!

...and that means
more green for you!

Jersey Cash 5 coupons
coming in April! (see inside)



ATTACHMENT 5

ADVERTISING PLANNING ACTUAL

FISCAL YEAR 2006



MARKETING FLOW CHART FY '06 ACTUAL

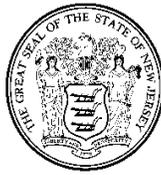
	2005					/ 2006						Budget Breakdown by Promotion (millions)*		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	March	April	May		June	
MEGA MILLIONS	Jackpot Awareness AS REQUIRED												\$4.160	
PICK-6														
Buy 5 Corvette Promo														\$1.277
Buy 5 Caribbean Promo														\$0.400
JERSEY CASH 5														
Buy 2, Get 1 Free Coupon														\$1.107
Brand Awareness														\$0.393
Mustang Promo														\$1.144
PICK 3/PICK 4														
Instant Match InStore I-Super 7's														\$0.042
Instant Match InStore II-\$100 Promo														\$0.042
Lottery Bonus Zone Cruise Promo														\$0.769
Green Ball (Pick 3)														\$0.776
HOLIDAY INSTANT														\$1.113
INSTANT GAME AWARENESS														
Ultimate Sports Getaway														\$0.497
Lucky 4 Leaf Instant														\$0.496
Gift Giving Bundle														\$0.497
Win For Life Instant														\$0.775
WHERE THE MONEY GOES														\$0.602
														\$14.1

*Approximate expenditures include production & media

ATTACHMENT 6

ADVERTISING PLANNING ACTUAL

FISCAL YEAR 2007



State of New Jersey

DEPARTMENT OF THE TREASURY
DIVISION OF PURCHASE AND PROPERTY
PURCHASE BUREAU
P.O. BOX 230
TRENTON, NEW JERSEY 08625-0230

JON S. CORZINE
Governor

R. DAVID ROUSSEAU
Acting State Treasurer

February 26, 2008

To: All Interested Bidders

Re: RFP # 09-X-39622
Advertising Agency Services: Division of Lottery

Bid Due Date: **March 13, 2008** (2:00 p.m.)

Bidders should note that the Bid Due Date has been changed to March 13, 2008.

ADDENDUM #4

The following constitutes Addendum #4 to the above referenced solicitation. This addendum is divided into the following parts:

Part 1: Answers to questions.

Part 2: Additions, deletions, clarifications and modifications to the RFP

It is the bidder's responsibility to ensure that all changes are incorporated into the original RFP.

All other instructions, terms and conditions of the RFP shall remain the same.

PART 1

**RFP # 09-X-39622
Advertising Agency Services: Division of Lottery**

Answers to Questions

Note: Some of the questions have been paraphrased in the interest of readability and clarity. Each question is referenced by the appropriate RFP page number(s) and section where applicable.

#	Page #	RFP Section Reference	Question	Answer
1.	46	4.4.4.1 C	Please confirm that you are requesting 3 different creative approaches versus 1 campaign with 3 executions?	No, only one (1) creative concept and one (1) media mix program is required.

PART 2

**RFP # 09-X-39622
Advertising Agency Services: Division of Lottery**

Additions, deletions, clarifications and modifications to the RFP

#	Page #	RFP Section Reference	Additions, Deletions, Clarifications and Modifications
1.	46	4.4.4.1 C Case Study –On-line Game Promotion	<p>The wording in the RFP shall be changed from:</p> <p><i>The proposed campaign must, at a minimum, include three (3) creative concepts for the introduction and also include one (1) media mix program with supporting rationale for the recommended campaign.</i></p> <p>to:</p> <p>The proposed campaign must, at a minimum, include one (1) creative concept for the introduction and also include one (1) media mix program, with supporting rationale, for the recommended campaign.</p>