



October 1, 2026

The Illinois General Assembly
705 Stratton Building
Springfield, IL 62706

Re: Public Act 104-0077 Government Advertising Spend Transparency Act.

Members of the Illinois General Assembly,

In accordance with the requirements of Public Act 104-0077, please find a report on the amount and distribution of advertising spend for the Illinois Lottery for fiscal year 2026 (July 1, 2025 – June 30, 2026).

The Illinois Lottery engages in a multifaceted marketing program to support and advertise products, good causes, and winner awareness. The advertising program is managed by the Lottery's private manager Allwyn North America and overseen by the Illinois Lottery.

If you have any questions, please contact Amber Chappell, Chief Financial Officer of the Lottery, at (217) 524-0008.

Sincerely,

Amber Chappell
Chief Financial Officer,
Illinois Lottery

JB Pritzker
Governor

Harold Mays
Director

Illinois Lottery
115 S. LaSalle Street
Suite 2201
Chicago, IL 60603
(312) 793-3030 Main
(312) 793-5514 Fax

404 N. 5th Street
Springfield, IL 62702
(217) 524-5147 Main
(217) 785-3990 Fax

illinoislottery.com

Lottery Advertising Spend by Vendor

Vendor	Type of Advertising	Subject Matter	FY26 Total Spend
dentsuX	Media Agency	Brand and Product	\$6,046,453
Dentsu Creative	Creative Agency	Brand and Product	\$4,887,079
Flowers Communications Group	Experiential/Events	Brand and Product	\$4,692,837
The Trade Desk	Digital Media	Product	\$4,359,279
Meta	Digital Media	Product	\$2,282,618
Montenegro	Point of Sale	Brand and Product	\$2,127,770
North Besly	Out of Home Media	Product	\$1,891,628
Vistar	Out of Home Media	Product	\$1,430,288
Snapchat	Digital Media	Product	\$1,130,205
Google	Search	Brand and Product	\$721,973
Stingray	Retail Media	Product	\$682,085
Chicago Sports Network	Sports Media	Brand and Product	\$652,389
Chicago Bears	Sports Sponsorship	Brand and Product	\$566,539
Reddit	Digital Media	Product	\$542,890
Momentara	Retail Media	Product	\$512,197
Marquee Network	Sports Media	Brand and Product	\$465,929
Sunshine Media Network	Out of Home Media	Product	\$379,216
OOH Squad	Out of Home Media	Product	\$375,000
Chicago Cubs	Sports Sponsorship	Brand and Product	\$375,000
Neptune Retail Solutions	Retail Media	Product	\$360,415
Chicago Bulls	Sports Sponsorship	Brand and Product	\$335,000
MessageWrap	Retail Media	Product	\$319,842
Grocery TV	Retail Media	Product	\$313,405
Circle K	Retail Media	Product	\$306,699
Atmosphere TV	Retail Media	Product	\$280,000
Casey's	Retail Media	Product	\$269,963
TVM	Retail Media	Product	\$252,956
Kroger Precision Marketing	Retail Media	Product	\$245,896
Albertsons Media Collective	Retail Media	Product	\$220,896
Captivate Media	Retail Media	Product	\$201,615
White Sox	Sports Sponsorship	Brand and Product	\$200,000
Vengo	Retail Media	Product	\$192,499
T-Mobile	Out of Home Media	Product	\$173,600
TikTok	Digital Media	Product	\$165,053
Touch Tunes	Out of Home Media	Product	\$160,000
Circle K, Casey's, Hucks	In-App Loyalty Partner	Product	\$150,000
iKahan	Retail Media	Product	\$142,185
Screenverse	Retail Media	Product	\$140,000
Overtime Media	Digital Media	Brand and Product	\$125,000
Next Door Media	Digital Media	Brand and Product	\$112,820
Chicago Fire	Sports Sponsorship	Brand and Product	\$112,000
Urban Panels	Out of Home Media	Product	\$102,759
AdAdapted	Retail Media	Product	\$100,000

JCDecaux	Out of Home Media	Product	\$99,750
Chicago Sky	Sports Sponsorship	Brand and Product	\$90,000
Pivot	Out of Home Media	Product	\$75,000
LOOK Media	Retail Media	Product	\$69,790
AppsFlyer	Marketing Support	Marketing Support	\$62,000
WVON	Local Radio	Brand and Product	\$53,000
Chicago Crusader	Print Media	Brand and Product	\$47,600
Big Ten Network	Sports Media	Brand and Product	\$42,330
Chicago Defender	Digital Media	Brand and Product	\$34,700
N'digo	Digital Media	Brand and Product	\$32,500
Scientific Games	Marketing Support	Marketing Support	\$32,000
WRLI	Local Radio	Brand and Product	\$30,000
Houck	Out of Home Media	Product	\$27,000
Times Weekly	Print Media	Brand and Product	\$26,460
Tableau	Marketing Support	Marketing Support	\$25,920
The Chicago Reader	Print Media	Brand and Product	\$25,380
Lamar Media	Out of Home Media	Product	\$24,680
Truth B. Told	Digital Media	Brand and Product	\$23,275
La Raza	Print Media	Brand and Product	\$22,056
Chicago Citizen	Print Media	Brand and Product	\$21,600
Iron Mountain	Marketing Support	Marketing Support	\$18,090
Rolling Out	Digital Media	Brand and Product	\$18,000
Lawndale New	Print Media	Brand and Product	\$18,000
Traveler Weekly	Print Media	Brand and Product	\$18,000
Taylor Media/South Suburban News	Print Media	Brand and Product	\$16,500
El Dia Newspaper	Print Media	Brand and Product	\$15,000
Austin Voice	Print Media	Brand and Product	\$12,985
WPNA	Local Radio	Brand and Product	\$12,396
Ignite Digital Media	Digital Media	Brand and Product	\$12,000
Seen	Out of Home Media	Product	\$12,000
India Tribune	Print Media	Brand and Product	\$12,000
Font Brothers	Marketing Support	Marketing Support	\$10,935
WPNV	Local Radio	Brand and Product	\$10,000
Chicago Latino Network	Digital Media	Brand and Product	\$9,600
Chicago Korea Times	Print Media	Brand and Product	\$8,400
El Sol Newspaper	Print Media	Brand and Product	\$8,250
El Chicano Hispano	Print Media	Brand and Product	\$8,200
The St. Louis American	Print Media	Brand and Product	\$7,950
La Nueva Semana Newspaper	Print Media	Brand and Product	\$7,680
Getty Images	Marketing Support	Marketing Support	\$7,350
Sing Tao Daily	Print Media	Brand and Product	\$5,460
Chicago Chinese News	Print Media	Brand and Product	\$5,200
Via Times	Print Media	Brand and Product	\$4,800
Polish Daily News	Print Media	Brand and Product	\$3,500
Rockford Mass Transit	Out of Home Media	Product	\$2,800
Windy City Times	Digital Media	Brand and Product	\$1,300