



Tobacco Marketing Expenditures

According to the U.S. Federal Trade Commission:

- In 2006, U.S. tobacco companies spent \$12.8 billion (more than \$35 million a day) to market tobacco products. This total includes:
 - \$12.5 billion in cigarette marketing.
 - \$354 million in smokeless tobacco marketing.
- Tobacco companies continue to spend the majority of their marketing dollars in the retail environment.
 - Of the \$12.5 billion spent by cigarette companies on overall promotions in 2006
 - \$11.2 billion (90%) was spent on point-of-sale advertisements, price discounts, promotional allowances, or special offers such as Buy X, Get X free .
- While total tobacco marketing expenditures declined slightly from 2005 to 2006 (from \$13.4 billion to \$12.8 billion) tobacco marketing expenditures are still at historically high levels and has increased by more than 85 percent since the 1998 Master Settlement Agreement.
 - States continue to be massively outspent.
 - Nationwide, the tobacco industry is outspending the states by nearly 18 to 1.

For state-specific estimates of tobacco company marketing expenditures in your state, visit:

<http://www.tobaccofreekids.org/research/factsheets/pdf/0271.pdf>

