

What is Tobacco Point of Purchase (POP) Advertising?

Tobacco Point of Purchase Advertising is when tobacco ads are placed in and around convenience stores, drug stores, and gas stations.

What does Tobacco Point of Purchase Advertising look like?

There are several forms of Tobacco Point of Purchase Advertising:

INTERIOR: All tobacco advertising and items inside the building. This includes window signs facing inside the store, and functional items, such as counter mats and change cups.

EXTERIOR: All tobacco advertising and items outside the building. This includes window ads facing the outside, portable and/or free-standing displays such as umbrella holders and garbage cans.

PROMOTIONAL: Discounts on tobacco products like two-for-one deals, free gifts with the purchase of a pack of cigarettes, and coupons.



Are you targeting youth with Tobacco Point of Purchase Advertising?

Here are some examples:

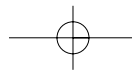
Above: Interior Ad

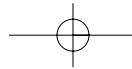
Below: Exterior Ad, Free Standing External Ad



Steps to take that DECREASE sales to minors:

- Place all tobacco products behind the service counter or in locked cabinets to eliminate access to tobacco products through self-service (NY State public Health Law Article 13F).
- Reduce or eliminate tobacco ads on exterior of buildings or on windows facing out to the streets.
- Reduce or eliminate the amount of tobacco ads inside the store.
- Eliminate tobacco ads that are within five feet of candy, snacks, and toys.
- Place all outside tobacco ads more than five feet from the ground.
- Place all inside tobacco ads more than five feet from the floor.
- In addition to any signs that are required by law, retailers should increase the number of "We check ID" signs to two for every tobacco ad placed.





Why should retailers be concerned with Tobacco Point of Purchase Advertising?

- While tobacco companies offer incentives for tobacco advertising, the sale of tobacco products to minors could lead to fines up to \$1550 and the loss of Lotto.
- Three out of four youth shop in convenience stores at least once a week.
- 33% of all youth experimentation with smoking can be directly linked to tobacco advertisements and other promotional activities.
- Young people are three times more vulnerable to advertisements than adults.
- Tobacco Point of Purchase Advertising gives the impression that tobacco products are easily accessible.
- Each day, more than 4,000 kids try smoking for the first time and another 2,000 kids become regular smokers. 85% of these kids prefer Marlboro, Camel and Newport — three of the most heavily advertised brands.



Eliminating Tobacco Sales to Minors



...and what Retailers can do about Point of Purchase Advertising