

## What retailers can do to limit tobacco advertising

- Eliminate outdoor tobacco advertising.
- Reduce or eliminate indoor point of purchase advertising.
- Eliminate tobacco ads that are within five feet of candy, snacks and toys.
- Place all tobacco ads more than five feet above the ground.
- Utilize generic pricing signs.
- Post the appropriate signs regarding proof of age required by law.
- Make tobacco products less visible.



Serving Clinton, Essex and Franklin Counties

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### Endnotes:

1. Henricksen, L, "Effects on youth of exposure to retail tobacco advertising," *Journal of Applied Social Psychology* 32: 1771-1789, 2002
2. "National telephone survey of 501 kids aged 12-17 and 1,012 adults conducted for the Campaign for Tobacco Free Kids (TFK)" International Communications Teen Excel Study, March 2004.
3. Slater, SJ, et al., "The Impact of Retail Cigarette Marketing Practices on Youth Smoking Uptake," *Archives of pediatrics and adolescent Medicine* 161:440-445, May 2007

## How Tobacco Point of Purchase Advertising Affects Youth



## And What That Means to You

**A Resource For Tobacco Retailers**

Adirondack Tobacco Free Network  
Clinton County Health Department

## What is Point of Purchase (POP) Advertising?

- Advertising that is built around impulse purchasing.
- Designed to catch the shoppers' eye.



- May include window displays, counter displays, floor stands, banners and display cases.
- Generally created and prepared by the manufacturer (tobacco company).
- Often a manufacturer will discount the cost of merchandise or in some way compensate the retailer for using a point of purchase display.

## What does Tobacco Point of Purchase Advertising look like?

- Exterior tobacco ads placed on light poles, fences, and gas pumps.
- Signs on windows and doors facing outside a business.
- Interior signs easily recognizable with product or tobacco company logos.
- Functional items such as lighted signs, clocks, counter mats and change cups.
- Pricing signs that include tobacco product or company logos.



## Why should retailers be concerned about Tobacco Point of Purchase Advertising?

- Youth perceive easier access to tobacco products at stores with tobacco advertising.<sup>1</sup>
- Kids are more than twice as likely as adults to remember tobacco ads.<sup>2</sup>
- Retail cigarette advertising increases the likelihood that youth will initiate smoking.<sup>3</sup>

## Benefits of Reducing Tobacco Point of Purchase Advertising:

- Sales to minors cost your business. Avoid violations that can result in:
- Suspension of your lottery license
  - Loss of registration to sell tobacco
  - Incurring hefty fines

**Protect Your Business  
Reduce Tobacco Point of  
Purchase Advertising**