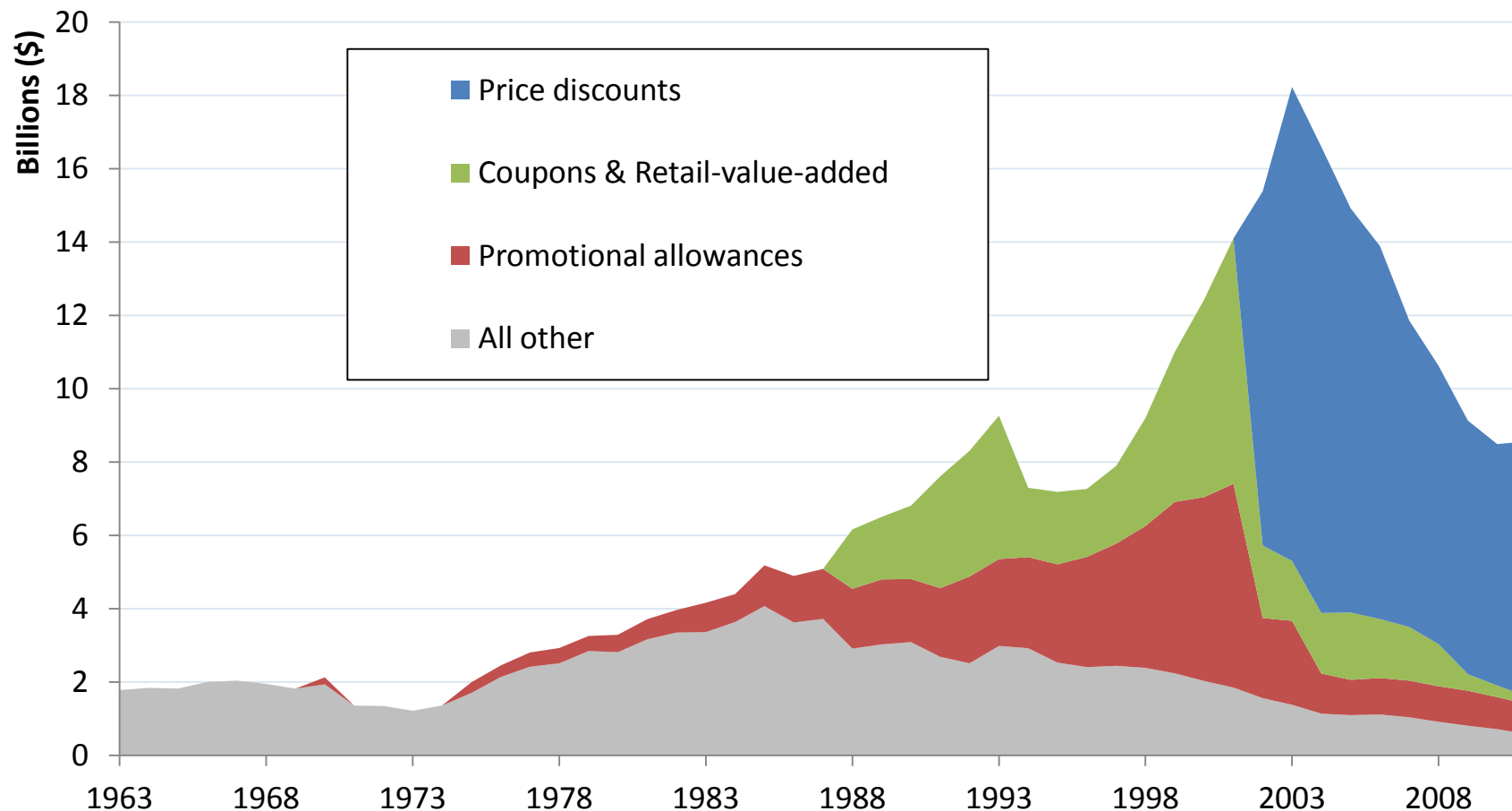


Tobacco marketing expenditures, U.S., 1963 through 2011

(in billion 2010 dollars)



Source: Federal Trade Commission Cigarette and Smokeless Tobacco Reports. See "OTF Data Sources and Statistical Methods."

Notes:

- In 1988, the Food and Drug Administration introduced the "Coupons & Retail-value-added" category. Many expenditures which had been classified as "Promotional Allowances" were entered into this new category.
- In 2002, the FDA introduced the "Price Discounts" category. Many expenditures which had been classified as "Promotional Allowances" or "Coupons & Retail-value-added" were entered into the new category.