



## Cigarette Advertising and Promotional Expenditures for 2016-2020

(Dollars in Thousands)\*

Channel	2016	%	2017	%	2018	%	2019	%	2020	%
Price Discounts -Retailers	\$ 5,806,108	67%	\$ 6,188,802	72%	\$ 6,154,985	73%	\$ 5,695,845	75%	\$ 6,065,320	77%
Price Discounts - Wholesalers	\$ 1,440,776	17%	\$ 1,194,915	14%	\$ 1,054,327	13%	\$ 917,380	12%	\$ 875,976	11%
Promotional Allowances - Wholesalers	\$ 395,929	5%	\$ 376,125	4%	\$ 337,502	4%	\$ 336,606	4%	\$ 343,281	4%
Promotional Allowances - Retailers	\$ 228,828	3%	\$ 186,855	2%	\$ 180,253	2%	\$ 174,884	2%	\$ 181,052	2%
Coupons	\$ 379,631	4%	\$ 301,914	4%	\$ 316,185	4%	\$ 231,388	3%	\$ 156,509	2%
Other**	\$ 112,666	1%	\$ 100,546	1%	\$ 114,367	1%	\$ 69,471	1%	\$ 78,682	1%
Point-of-Sale	\$ 51,941	1%	\$ 48,482	1%	\$ 62,232	1%	\$ 62,983	1%	\$ 47,117	1%
Specialty Item Distribution - Non-Branded	\$ 96,044	1%	\$ 79,512	1%	\$ 61,568	1%	\$ 50,533	1%	\$ 41,262	1%
Direct Mail	\$ 39,979	1%	\$ 34,599	0%	\$ 36,160	0%	\$ 19,834	0%	\$ 12,303	0%
Consumer Engagement - Retail	\$ 38,219	0%	\$ 35,987	0%	\$ 28,815	0%	\$ 18,824	0%	\$ 11,940	0%
Consumer Engagement - Adult-Only	\$ 66,116	1%	\$ 47,290	1%	\$ 20,168	0%	\$ 24,577	0%	\$ 11,535	0%
Company Website	\$ 27,701	0%	\$ 25,084	0%	\$ 23,626	0%	\$ 11,670	0%	\$ 8,379	0%
Magazines	\$ 19,948	0%	\$ 14,944	0%	\$ 8,567	0%	\$ 8,667	0%	\$ 4,328	0%
Outdoor	\$ 1,662	0%	\$ 1,780	0%	\$ 2,391	0%	\$ 1,439	0%	\$ 1,815	0%
Sampling	\$ 53	0%	N/A**		\$ 207	0%	\$ -	0%	\$ 6	0%
Public Entertainment - Adult-Only	N/A**		\$ -	0%	\$ -	0%	\$ -	0%	\$ -	0%
Public Entertainment - General-Audience	\$ -	0%	\$ -	0%	\$ -	0%	\$ -	0%	\$ -	0%
Sponsorships	\$ -	0%	\$ -	0%	\$ -	0%	\$ -	0%	\$ -	0%
Endorsements & Testimonials	\$ -	0%	\$ -	0%	\$ -	0%	\$ -	0%	\$ -	0%
Retail-Value-Added - Bonus Cigarettes	\$ -	0%	N/A**		N/A**		\$ -		\$ -	0%
Telephone	N/A**		N/A**		\$ -	0%	\$ -	0%	\$ -	0%
Audio-Visual	\$ -	0%	\$ -	0%	\$ -	0%	\$ -	0%	\$ -	0%
Newspapers	N/A**		N/A**		N/A**		N/A**		N/A**	
Promotional Allowances - Other	N/A**		N/A**		N/A**		N/A**		N/A**	
Retail-Value-Added - Non-Cigarette Bonus	\$ 633	0%	N/A**		N/A**		N/A**		N/A**	
Internet -Other	N/A**		N/A**		N/A**		N/A**		N/A**	
Social Media	\$ -	0%	\$ -	0%	\$ -	0%	\$ -	0%	N/A**	
<b>Total</b>	<b>\$ 8,706,234</b>		<b>\$ 8,636,833</b>		<b>\$ 8,401,354</b>		<b>\$ 7,624,104</b>		<b>\$ 7,839,506</b>	
Sports & Sporting Events	\$ 498		\$ -		\$ -		\$ -		\$ -	

\* Because of rounding, sums of percentages may not equal 100 percent.

\*\* Expenditures denoted "N/A" are included in the "Other" category to avoid potential disclosure of individual company data.

Source: <https://www.ftc.gov/reports/federal-trade-commission-cigarette-report-2020-smokeless-tobacco-report-2020>