

# The Master Settlement Agreement (MSA) 1

## TOBACCO MARKETING & ADVERTISING RESTRICTIONS

- ⊗ Eliminates tobacco billboards and transit ads.
- ⊗ Prohibits use of cartoon characters to promote tobacco products.
- ⊗ Prohibits tobacco brand name merchandise except at tobacco-sponsored events.
- ⊗ Prohibits tobacco brand name sponsorship for concerts, events where contestants are under 18, or for football, baseball, soccer or hockey.
- ⊗ Limits other tobacco brand name sponsorship to one event or series annually by manufacturer.
- ⊗ Permits free tobacco-product distributions only at locations where children are not permitted.
- ⊗ Restricts offers of non-tobacco items or gifts based on proof of purchase to adults.
- ⊗ Prohibits use of non-tobacco brand names on tobacco products (such as Harley Davidson cigarettes).
- ⊗ Reaffirms the previously agreed upon prohibition on tobacco product placement in movies and on TV.

## ADVERTISING & MARKETING STILL ALLOWED

- ⊗ Outdoor advertising with signs of 14 sq. ft. or smaller on buildings or property of places where tobacco is sold and at events sponsored by the tobacco industry.
- ⊗ The use of human images in tobacco advertising, such as the Marlboro cowboy.
- ⊗ No specific restrictions on tobacco advertisements in newspapers and magazines.
- ⊗ No specific restrictions on advertising in places that sell tobacco products.
- ⊗ Single tobacco brand-name sponsorship of auto racing, rodeo, or other event not specifically prohibited, with "single" sponsorships including the sponsorship of an entire series of auto races, rodeos, or other events (e.g., all NASCAR races).
- ⊗ No specific restrictions on the televising of tobacco brand-name sponsored events.
- ⊗ Unlimited tobacco-company sponsorships of events in their corporate (as opposed to brand) names.
- ⊗ No specific restrictions on tobacco Internet advertising.
- ⊗ No specific restrictions on tobacco direct-mail advertising.

The agreement does state that tobacco companies cannot "take any action, directly or indirectly, to target youth in the advertising, promotion, or marketing of tobacco products." This provision has been used successfully to stop some advertising in magazines with large youth readerships.

Adapted from *Summary of the Multistate Settlement Agreement (MSA)*, Campaign for Tobacco-Free Kids, July, 2003.

For additional information: <http://www.tobaccofreekids.org/research/factsheets/index.php>