



Federal Trade Commission Smokeless Tobacco Report for 2022

ISSUED: 2023

I. INTRODUCTION

This report is the latest in a series on smokeless tobacco sales, advertising, and promotion that the Federal Trade Commission (“Commission”) has prepared since 1987.¹

The tables appended to this report provide information on domestic smokeless tobacco sales and advertising and promotional activities.² Commission staff prepared these tables using information collected, pursuant to compulsory process, from the parent companies of the major manufacturers of smokeless tobacco products sold in the United States: Altria Group, Inc.; North Atlantic Trading Company, Inc.; Reynolds American, Inc.; Swedish Match North America, Inc.; and Swisher International Group, Inc.³

The number of pounds of smokeless tobacco sold and marketing expenditures decreased from 2021 to 2022, but sales revenues increased over that time period. Sales of nicotine lozenges, pucks, or pouches not containing tobacco more than doubled between 2020 and 2022, although their dollar sales are only one-fifth the size of dollar sales of smokeless tobacco products.

II. TOTAL SMOKELESS TOBACCO SALES AND ADVERTISING AND PROMOTIONAL EXPENDITURES

Tables 1A and 1B show total smokeless tobacco sales and advertising expenditures from 1985 through 2022. Table 1B shows that the total amount of smokeless tobacco sold by

¹ Some 1985 data are included. The 1985 data are less detailed than those from 1986 onward because they were collected retrospectively and were meant to serve as baseline data.

² The data contained in the tables appended to this report are also in an electronic spreadsheet available at <https://www.ftc.gov/smokelesstobaccodata>.

³ Although the identities of the companies reporting smokeless tobacco data have varied during the more than 30 years that the Commission has issued these reports, these five companies have been recipients of the Commission’s compulsory process orders since 2010.

manufacturers to wholesalers and retailers decreased from 122.0 million pounds in 2021 to 113.3 million pounds in 2022. Sales revenues received by the manufacturers from wholesalers and retailers rose from \$4.96 billion in 2021 to \$4.98 billion in 2022.⁴

The manufacturers spent a total of \$572.7 million on advertising and promotion in 2022, a decrease from the \$575.5 million spent in 2021.

Tables 2A and 2B show the number of units of smokeless tobacco the companies sold and gave away from 2002 to 2022 in packages of various sizes (*e.g.*, less than one ounce; one ounce to less than two ounces; two ounces to less than five ounces). In 2022—as in the previous years for which these data are available—more packages weighing one ounce to less than two ounces were sold than any other size package. However, more packages weighing two ounces to less than five ounces were given away in 2022 than any other size package.

III. SMOKELESS TOBACCO ADVERTISING AND PROMOTIONAL EXPENDITURES BY CATEGORY

Tables 3A through 3K show the annual expenditures on smokeless tobacco advertising and promotion for the years 1985 through 2022.⁵ They list the amounts spent on the different types of media advertising (*e.g.*, magazines) and sales promotion activities (*e.g.*, distribution of samples).⁶ Table 3K shows the companies' expenditures for 2021 and 2022.

⁴ The sales revenue and advertising and promotional expenditure figures contained in this report are in nominal dollars and have not been adjusted for inflation.

⁵ The reported figures include all advertising and promotional expenditures related to smokeless tobacco, regardless of whether such expenditures would constitute “commercial speech” or would be protected from law enforcement action under the First Amendment. They do not include the costs of employing full-time company employees or any overhead expenses attributable to the activities of such company employees.

⁶ Detailed definitions of the 2022 expenditure categories appear in the Appendix to this report.

The companies reported spending no money on newspaper advertising in 2022. The Commission did not report the amount spent on newspaper advertising in 2021 because only one company reported spending in that category.⁷

Magazine advertising decreased from \$8.1 million in 2021 to \$4.7 million in 2022. Spending on outdoor advertising increased from \$114,000 to \$1.5 million during the same period.⁸ Point-of-sale advertising decreased from \$18.8 million in 2021 to \$14.1 million in 2022. In 2022, the companies reported spending \$3.7 million on direct-mail advertising, up from the \$1.8 million spent in 2021.

In 2022, the companies reported spending \$360.5 million on price discounts (payments made in order to reduce the price of smokeless tobacco to consumers) paid to retailers and \$33.8 million on price discounts paid to wholesalers. In 2021, expenditures in those categories were \$308.2 million and \$81.3 million, respectively. Retail and wholesale price discounts were the first and third largest expenditure categories in 2022, representing a combined 68.8 percent of total expenditures (62.9 percent and 5.9 percent, respectively).

Since 2002, the Commission has permitted the companies to round expenditures to the nearest thousand dollars, and the Commission is reporting such expenditures accordingly.

⁷ If only one company reported spending money on a particular type of advertising or promotion in a year, that category is shown as “N/A” in the table and the expenditures are included in the “Other” category, to avoid potential disclosure of individual company data.

⁸ The Commission’s compulsory-process orders for 2002 and the years since have defined “outdoor” advertising to mean: billboards; signs and placards in arenas, stadiums, and shopping malls (whether they are open air or enclosed); and any other ads placed outdoors, regardless of their size, including those on the property of smokeless tobacco retailers. Previously, “outdoor” advertising was not precisely defined.

Starting with its orders for 2014, the Commission ceased collecting data on transit advertising (advertising on or in vehicles, bus stops, taxi stands, or transportation facilities) because the recipients of the orders had never reported expenditures on transit advertising.

Spending on promotional allowances (intended to facilitate the sale or placement of smokeless tobacco) paid to smokeless tobacco retailers increased from \$21.3 million in 2021 to \$28.2 million in 2022. Spending on promotional allowances paid to smokeless tobacco wholesalers increased from \$43.1 million in 2021 to \$44.7 million in 2022. The Commission is not reporting the amount spent in 2022 on promotional allowances paid to persons other than retailers because only one company reported spending in that category, as has been the case each year since 2018.

When promotional allowances and price discounts paid to retailers and wholesalers are combined, they account for 81.6 percent of total 2022 spending. They represented 78.9 percent of 2021 spending.

The companies reported spending \$220,000 in 2022 to give smokeless tobacco samples to the public (“sampling”).⁹ In 2021, spending on sampling was \$499,000.

The companies reported spending \$16.4 million on non-branded specialty-item distribution¹⁰ in 2022, a decrease from the \$17.9 million spent in 2021.

⁹ The Commission’s definitions of “sampling” and “coupons” provide that when coupons are distributed for free smokeless tobacco products and no purchase is required to obtain the coupon or to redeem it for the smokeless tobacco, such activities are to be reported as “sampling.”

The Commission’s compulsory-process orders for 2017 clarified that expenditures associated with coupons for free smokeless tobacco products distributed during consumer engagement should be reported as “sampling,” not consumer engagement.

¹⁰ This expenditure category covers items (such as T-shirts, caps, key chains, and sporting goods) distributed through the mail, at promotional events, or by any means other than at the point of sale with the purchase of smokeless tobacco. Specialty items provided at retail with smokeless tobacco products (*e.g.*, “buy three, get a free key chain”) are deemed retail-value-added.

Starting with its orders for 2016, the Commission stopped collecting data on spending on branded specialty items. The companies have not reported expenditures on branded specialty items since 2011; regulations promulgated by the Food and Drug Administration pursuant to the

The Commission is not publishing the amount spent on consumer engagement at retail locations open to underage individuals (*e.g.*, convenience stores) in 2022, because only one company reported spending in that category, as has been the case each year since 2019. The companies reported spending \$4.0 million in that category in 2018. The companies reported spending \$4.9 million on consumer engagement in adult-only facilities in 2022. The Commission did not publish the spending in that category in 2021.

The companies reported that they did not spend on public entertainment in adult-only facilities (*e.g.*, bar nights) in 2022.¹¹ The Commission did not report the amount spent in that category in 2021 because only one company reported such spending.

As they have each year since 2011, the companies reported no spending in 2022 on general-audience public entertainment, endorsements and testimonials, or sponsorships.

The companies reported spending \$29.2 million in 2022 on coupons to reduce the retail cost of smokeless tobacco products, a decrease from the \$33.4 million spent in 2021.¹²

Retail-value-added expenditures are the costs associated with offers such as “buy one, get one free” and “buy three, get a free T-shirt,” where the bonus is distributed at retail when the smokeless tobacco is purchased. The retail-value-added category is broken into two subcategories—one in which the bonus is additional smokeless tobacco and one in which the bonus is something other than smokeless tobacco. The Commission is not publishing the amount

Family Smoking Prevention and Tobacco Control Act (“Tobacco Control Act”) prohibit the distribution of branded non-tobacco promotional items. *See* 21 C.F.R. § 1140.34(a).

¹¹ The Commission’s compulsory-process orders for 2016 clarified that such events must include actual entertainment, as opposed to simply consumer engagement.

¹² The Commission’s compulsory-process orders for 2017 clarified that expenditures associated with coupons that reduce the retail cost of smokeless tobacco products should be reported in the “coupon” category, regardless of how the coupons are distributed or redeemed.

spent on retail-value-added expenditures for promotions involving free smokeless tobacco in 2021 or 2022 because only one company reported spending in that category. The companies reported spending \$347,000 in that category in 2020.

The companies reported spending no money in 2022 on retail-value-added promotions involving non-smokeless tobacco items, as they had since 2020.¹³

In 2022, the companies reported spending \$4.0 million for advertising on company websites and \$2.8 million on Internet advertising other than on their own websites. In 2021, those figures were \$3.6 million and \$4.6 million, respectively.

As they have each year since 2008, the companies reported no spending in 2022 on telephone advertising¹⁴ or audio-visual advertising.

The compulsory-process orders issued by the Commission since 2009 have asked the companies to report spending on social-media marketing on websites or other online services or communities, including but not limited to social networking sites, microblogging sites, content-sharing sites, and blogs. The companies reported spending \$218,000 on social-media marketing in 2022, an increase from the \$169,000 they spent in 2021.

The Commission also requires the smokeless tobacco manufacturers to report the total amount of money they spent on advertising and promotion in connection with sports and sporting events.¹⁵ The Commission is not reporting expenditures in connection with sports and sporting

¹³ In 2016, the Commission expanded the category to include discounts such as “buy two, save 20 cents per gallon of gasoline.”

¹⁴ This expenditure category includes costs associated with telemarketing calls or the operation of incoming telephone lines for consumers to participate in promotions or hear pre-recorded product messages.

¹⁵ The Commission’s question about “sports and sporting events” has always asked the companies to report expenditures for: (1) the sponsoring, advertising, or promotion of sports or

events in 2022 because only one company reported such expenditures. Expenditures in connection with sports and sporting events, which had been as high as \$26.6 million in 1998, were \$21,000 in 2021.

The companies reported spending \$1.0 million in 2022 on ads directed to youth or their parents that were intended to reduce youth use of smokeless tobacco products.¹⁶

Smokeless tobacco manufacturers reported that, in 2022, neither they nor anyone working for them or on their behalf paid money or any other form of compensation in connection with the production or filming of any motion picture, television show, or video game, or paid money or any other form of compensation to anyone engaged in product placement in motion pictures, television shows, or video games. The companies also reported that neither they nor anyone working for them or on their behalf sought or solicited the appearance of any smokeless tobacco product or smokeless tobacco brand imagery in any motion picture, television show, or video game. All companies reported having video advertising on company-operated brand websites. With respect to social-media marketing, two companies reported having smokeless tobacco brand Facebook accounts; three reported having brand Instagram accounts; one reported

sporting events; support of an individual, group, or sports team; and purchase of or support for equipment, uniforms, sports facilities, or training facilities; (2) advertising in the name of the smokeless tobacco company or any of its brands in a sports facility, on a scoreboard, or in conjunction with the reporting of sports results; and (3) functional promotional items (clothing, hats, etc.) connected with a sporting event. The Commission's compulsory-process orders for 2015 clarified that the companies should report expenditures on smokeless tobacco sampling in an adult-only facility on the grounds or in the parking lot of a sports facility. The orders for 2016 further clarified that the companies should also report "consumer engagement" on the grounds or lot of a sports facility. The question about sports and sporting events is separate from, and duplicative of, the reporting of the individual advertising and promotion categories.

¹⁶ These expenditures are not included in the figures reported in Table 3K (advertising and promotional expenditures by category).

allowing the posting of user-generated content on company-operated brand websites. One company reported having video advertising on its brand Instagram account. One company reported running digital ads on many websites that allowed for such ads. The companies reported that otherwise, neither they nor anyone working for them or on their behalf sought, solicited, granted approval, or otherwise gave permission for the appearance of any smokeless tobacco product or smokeless tobacco brand imagery in any video appearing on the Internet.

IV. SMOKELESS TOBACCO SALES AND ADVERTISING AND PROMOTIONAL EXPENDITURES BY TOBACCO TYPE

The Commission historically has reported sales and advertising expenditures for several different types of smokeless tobacco products, including dry snuff, moist snuff, plug/twist, and loose-leaf chewing tobacco. Since 2008, the Commission also has required the companies to provide data for snus and dissolvable smokeless tobacco products. Tables 4A through 4F present details on sales and advertising and promotional expenditures by type of smokeless tobacco.

Between 2021 and 2022, sales of loose-leaf chewing tobacco, plug/twist chewing tobacco, scotch/dry snuff, moist snuff, and snus decreased in terms of pounds sold. Moist snuff pounds sold decreased from 105.7 million pounds in 2021 to 99.3 million pounds in 2022 but the number of pounds of moist snuff sold again exceeded the combined sales of all other kinds of smokeless tobacco. The companies reported that they had no sales of dissolvable smokeless tobacco products in 2022.

Moist snuff also continued to generate more revenue than any other type of smokeless tobacco. In 2022, sales of moist snuff were \$4.52 billion, representing 90.7 percent of total smokeless tobacco sales.

Tables 4A through 4F also indicate that moist snuff continued to receive the greatest advertising and promotional support. In 2022, the companies spent \$540.1 million promoting

moist snuff, compared to \$3.5 million for loose-leaf chewing tobacco, \$43,000 for plug/twist chewing tobacco, \$298,000 for scotch/dry snuff, and \$13.3 million for snus.¹⁷

Tables 5A through 5F present details about the number of units sold in packages of various sizes for each type of smokeless tobacco product. For scotch/dry snuff and moist snuff, more packages weighing one ounce to less than two ounces were sold in 2022 than any other size. For loose-leaf chewing tobacco and plug/twist chewing tobacco, more packages weighing two ounces to less than five ounces were sold in 2022 than any other size. More packages of snus weighing less than one ounce were sold in 2022 than any other size.

V. SMOKELESS TOBACCO SALES BY FLAVOR CATEGORY

Tables 6A and 6B present details about smokeless tobacco product flavors. For 2020, the Commission began asking the companies to report the flavors of their smokeless tobacco products. In 2022, tobacco flavored (that is, no added flavor) smokeless tobacco products comprised 44.1% of sales in terms of pounds sold and 42.0% in terms of dollar sales. Menthol flavored smokeless tobacco products (*e.g.*, mint, spearmint, wintergreen) comprised 51.3% of sales in terms of pounds sold and 54.6% in terms of dollar sales. Fruit flavored smokeless tobacco products (*e.g.*, apple, blackberry, cherry, citrus, peach) comprised 2.6% of sales in terms

¹⁷ The companies also spend money advertising and promoting smokeless tobacco brands that encompass more than one type of product (*e.g.*, moist snuff and snus) or on non-brand specific smokeless tobacco advertising. Such advertising and promotional expenditures are included in the totals set forth in Tables 1A and 1B, but might not be included in Tables 4A through 4F.

Beginning with the orders for 2015 data, the Commission's compulsory process orders have provided that advertising and promotional expenditures for brands having more than one product type but with a dominant product type representing 95% or more of brand sales should be reported under the brand's dominant product type. In earlier years, some companies could have also reported some of their brands' advertising and promotional expenditures under those brands' dominant varieties.

of pounds sold and 2.7% in terms of dollar sales. Alcohol flavored (*e.g.*, tequila, whiskey) smokeless tobacco products comprised 0.06% of sales in terms of pounds sold and 0.02% in terms of dollar sales. Other flavored (*e.g.*, butternut, licorice) smokeless tobacco products comprised 1.9% of sales in terms of pounds sold and 0.8% in terms of dollar sales.

VI. NICOTINE LOZENGES AND NICOTINE POUCHES

Table 7 presents sales data regarding nicotine lozenges, pucks, or pouches not containing tobacco. In 2020, the Commission began asking the companies whether they sold such products and all of the reporting smokeless tobacco manufacturers indicated that they or a related company sold such products in the United States. Together, the companies and their affiliated companies sold 5.63 billion nicotine lozenges, pucks, or pouches in 2022 for \$1.06 billion. Sales of such products more than doubled since 2020.

**TABLE 1A
TOTAL SMOKELESS TOBACCO SALES
AND ADVERTISING AND PROMOTIONAL EXPENDITURES
FOR 1985–2008**

Year	Sales in Pounds	Sales in Dollars	Advertising and Promotional Expenditures
1985	121,449,115	\$730,618,970	\$80,068,229
1986	118,778,334	\$797,777,885	\$76,676,706
1987	116,540,281	\$852,717,347	\$67,777,044
1988	114,433,782	\$901,654,382	\$68,223,671
1989	116,440,365	\$981,637,304	\$81,200,611
1990	117,415,326	\$1,091,170,201	\$90,101,327
1991	120,110,686	\$1,237,961,670	\$104,004,040
1992	118,372,693	\$1,361,360,729	\$115,346,708
1993	115,888,785	\$1,475,460,518	\$119,230,826
1994	115,495,201	\$1,612,098,989	\$125,972,408
1995	116,387,464	\$1,735,840,489	\$127,323,282
1996	116,404,222	\$1,790,406,160	\$123,877,458
1997	113,975,148	\$1,817,508,055	\$150,426,310
1998	110,036,380	\$1,886,328,217	\$145,486,899
1999	109,401,055	\$1,940,736,017	\$170,213,761
2000	111,741,335	\$1,988,875,535	\$224,582,757
2001	112,193,550	\$2,127,520,387	\$236,676,917
2002	112,148,366	\$2,362,166,931	\$234,645,000
2003	112,924,505	\$2,489,501,857	\$242,514,000
2004	116,768,672	\$2,617,388,686	\$231,084,000
2005	116,197,005	\$2,611,292,547	\$250,792,000
2006	115,818,739	\$2,593,436,592	\$354,123,000
2007	118,234,763	\$2,695,462,138	\$411,239,000
2008	119,915,125	\$2,757,087,244	\$547,873,000

TABLE 1B
TOTAL SMOKELESS TOBACCO SALES
AND ADVERTISING AND PROMOTIONAL EXPENDITURES
FOR 2009–2022

Year	Sales in Pounds	Sales in Dollars	Advertising and Promotional Expenditures
2009	117,693,273	\$2,611,908,686	\$493,071,000
2010	120,522,070	\$2,780,437,133	\$444,494,000
2011	122,735,863	\$2,936,852,337	\$451,985,000
2012	125,496,642	\$3,077,403,248	\$435,927,000
2013	128,043,919	\$3,263,105,347	\$503,161,000
2014	127,810,528	\$3,415,702,358	\$600,786,000
2015	129,363,158	\$3,680,195,446	\$684,938,000
2016	131,433,651	\$3,981,902,822	\$759,348,000
2017	130,910,581	\$4,202,999,689	\$718,323,000
2018	128,405,325	\$4,367,000,467	\$658,526,000
2019	125,981,036	\$4,531,614,304	\$576,054,000
2020	126,828,260	\$4,822,273,351	\$567,262,000
2021	121,957,877	\$4,958,115,650	\$575,534,000*
2022	113,297,373	\$4,983,707,683	\$572,720,000

* Correction.

**TABLE 2A
NUMBER OF UNITS SOLD AND GIVEN AWAY – BY PACKAGE SIZE
FOR 2002–2012**

		Less than 1 oz.	1 oz. to less than 2 oz.	2 oz. to less than 5 oz.	5 oz. to less than 10 oz.	10 oz. to less than 15 oz.	15 oz. or more
2002	sold	25,394,260	887,095,347	216,169,305	6,628,408	15,735	36,200
	given away	915,205	22,123,561	3,792,001	0	0	0
2003	sold	37,883,014	918,733,530	203,567,697	7,848,051	15,936	353,436
	given away	2,663,753	14,474,790	2,352,034	0	0	0
2004	sold	42,705,741	959,223,302	191,040,358	8,645,329	15,456	2,118,017
	given away	7,422,914	15,859,744	2,247,914	0	0	24
2005	sold	47,107,372	980,089,404	175,013,057	7,902,121	14,064	2,275,388
	given away	5,952,331	17,059,852	1,983,417	48	0	0
2006	sold	49,584,382	994,410,045	161,133,012	7,136,052	14,575	2,552,377
	given away	4,699,963	19,699,034	9,632,177	0	0	2,280
2007	sold	63,590,228	1,056,392,109	158,097,486	1,679,601	6,350	2,687,159
	given away	6,746,905	10,922,306	9,489,740	72	0	5,616
2008	sold	77,241,248	1,072,780,163	138,515,458	5,740,339	53,012	2,826,765
	given away	6,580,518	15,120,663	9,962,337	12	750	5,626
2009	sold	121,886,357	1,098,116,188	125,774,684	4,696,041	511,174	2,917,282
	given away	5,670,008	12,050,068	9,903,059	252	9,726	1,012
2010	sold	165,174,728	1,148,099,256	111,399,859	4,791,115	1,193,327	3,087,246
	given away	4,195,615	5,991,661	9,985,116	144	10,794	246
2011	sold	167,129,086	1,188,545,083	101,448,909	4,632,388	1,618,546	3,125,666
	given away	1,007,789	753,278	9,243,150	245	1,560	72
2012	sold	198,158,371	1,219,926,468	93,005,883	4,115,671	2,544,526	3,383,934
	given away	503,943	214,357	8,342,400	48	612	48

TABLE 2B
NUMBER OF UNITS SOLD AND GIVEN AWAY – BY PACKAGE SIZE
FOR 2013–2022

		Less than 1 oz.	1 oz. to less than 2 oz.	2 oz. to less than 5 oz.	5 oz. to less than 10 oz.	10 oz. to less than 15 oz.	15 oz. or more
2013	sold	206,426,798	1,239,286,872	88,294,800	4,090,247	3,505,261	3,284,546
	given away	418,302	201,641	7,977,717	48	576	158
2014	sold	224,364,145	1,234,089,681	81,688,529	4,025,337	4,077,255	3,304,393
	given away	388,078	192,211	8,459,652	0	864	77
2015	sold	250,978,524	1,248,306,671	75,439,482	3,896,359	4,443,748	3,275,510
	given away	317,437	177,171	8,319,437	48	852	147
2016	sold	281,224,911	1,266,087,487	71,173,377	3,439,501	4,792,078	3,212,926
	given away	441,634	99,476	7,578,154	264	912	418
2017	sold	294,016,949	1,257,596,469	66,182,652	3,107,034	5,173,096	3,346,688
	given away	222,702	75,699	6,604,575	96	840	427
2018	sold	304,833,292	1,226,454,958	62,417,369	2,573,842	5,588,352	3,190,743
	given away	51,369	72,578	5,471,422	72	948	566
2019	sold	312,497,976	1,188,566,482	61,211,535	2,147,505	6,449,028	2,998,326
	given away	37,960	84,009	5,981,097	0	912	380
2020	sold	320,362,761	1,181,481,398	60,835,315	2,178,560	7,687,322	3,112,605
	given away	9,128	104,064	3,327,086	6	1,169	458
2021	sold	308,559,573	1,135,149,877	56,533,608	1,385,536	8,238,260	2,936,894
	given away	7,021	193,631	2,643,177	0	306	548
2022	sold	288,388,692	1,058,167,346	48,389,731	361,066	8,611,372	2,578,327
	given away	51,750	293,667	2,132,502	0	3,948	1,024

**TABLE 3A
SMOKELESS TOBACCO ADVERTISING
AND PROMOTIONAL EXPENDITURES
BY CATEGORY
FOR 1985**

Television & Radio Advertising	\$26,584,731
Total Print	\$8,719,379
Other	\$44,764,119
Total	\$80,068,229

**TABLE 3B
SMOKELESS TOBACCO ADVERTISING
AND PROMOTIONAL EXPENDITURES
BY CATEGORY
FOR 1986 AND 1987**

	1986	1987
Newspapers	\$626,979	\$1,452,710
Magazines	\$6,226,654	\$9,237,988
Outdoor	\$2,722,557	\$8,321,315
Transit	\$0	\$0
Television & Radio*	\$16,067,211	\$0
Point-of-Sale	\$4,234,207	\$5,789,436
Direct Mail	\$20,844	\$48,979
Promotional Allowances	\$8,231,580	\$7,554,592
Sampling	\$13,699,156	\$13,877,923
Distribution Bearing Names	\$2,353,816	\$4,312,094
Public Entertainment	\$13,823,266	\$14,844,425
Endorsements	\$435,710	\$245,105
Audio, Visual	\$2,579,268	\$0
Other	<u>\$5,655,458</u>	<u>\$2,092,477</u>
TOTAL	\$76,676,706	\$67,777,044

* Expenditures allocated for television and radio advertising on electronic media subject to Federal Communications Commission ("FCC") regulations cover approximately six months of 1986 because the statutory broadcast ban became effective on August 28, 1986.

**TABLE 3C
SMOKELESS TOBACCO ADVERTISING
AND PROMOTIONAL EXPENDITURES
BY CATEGORY
FOR 1988–1991**

	1988	1989	1990	1991
Newspapers	\$940,256	\$449,918	\$880,629	\$1,109,503
Magazines	\$5,778,582	\$6,410,401	\$10,214,280	\$9,652,958
Outdoor	\$4,801,955	\$2,913,074	\$2,650,471	\$1,644,287
Transit	\$0	\$0	\$0	\$0
Point-of-Sale	\$7,436,270	\$9,693,996	\$10,320,657	\$10,749,602
Direct Mail	\$623,731	\$935,370	\$78,000	\$893,000
Promotional Allowances	\$6,360,041	\$8,327,225	\$9,936,022	\$14,771,597
Sampling	\$12,345,180	\$15,019,174	\$13,461,932	\$13,959,101
Distribution Bearing Names	\$4,055,978	\$4,611,457	\$2,854,289	\$3,866,263
Public Entertainment	\$17,501,791	\$19,638,397	\$20,272,355	\$21,116,095
Endorsements	\$260,539	\$292,290	\$264,484	\$344,000
Coupons & Retail-Value- Added*	\$4,655,429	\$9,689,049	\$16,438,440	\$23,306,499
Audio, Visual	\$0	\$0	\$0	\$0
Other	<u>\$3,463,919</u>	<u>\$3,220,210</u>	<u>\$2,729,76</u>	<u>\$2,591,135</u>
TOTAL	\$68,223,671	\$81,200,611	\$90,101,327	\$104,004,040

* One company reported no expenditures for this category because its accounting records were not maintained to allow calculation of these expenditures. Instead, these expenditures were reported to the Commission in the Point-of-Sale or Promotional Allowances categories.

TABLE 3D
SMOKELESS TOBACCO ADVERTISING AND PROMOTIONAL EXPENDITURES
BY CATEGORY
FOR 1992–1995

	1992	1993	1994	1995
Newspapers	\$269,032	\$274,738	\$128,849	\$142,562
Magazines	\$9,258,297	\$8,040,702	\$10,261,201	\$11,533,093
Outdoor	\$694,388	\$855,643	\$1,112,524	\$1,474,121
Transit	\$0	\$0	\$0	\$0
Point-of-Sale	\$12,133,489	\$13,465,302	\$13,555,569	\$15,170,713
Direct Mail	\$1,289,000	\$1,099,000	\$103,000	\$253,000
Promotional Allowances	\$11,397,882	\$13,073,381	\$10,244,241	\$8,304,066
Sampling	\$15,975,134	\$15,794,391	\$14,279,127	\$15,748,393
Distribution Bearing Names	\$2,609,348	\$4,246,353	\$10,368,596	\$9,915,589
Public Entertainment	\$21,511,594	\$22,912,765	\$25,397,969	\$26,749,679
Endorsements	\$155,000	\$215,000	\$160,000	\$160,000
Coupons & Retail-Value- Added*	\$31,524,486	\$32,297,431	\$36,687,092	\$33,701,379
Audio, Visual	\$0	\$0	\$0	\$0
Other	<u>\$8,529,058</u>	<u>\$6,956,120</u>	<u>\$3,674,240</u>	<u>\$4,170,687</u>
TOTAL	\$115,346,708	\$119,230,826	\$125,972,408	\$127,323,282
Sports & Sporting Events	\$20,970,580	\$22,742,986	\$24,521,715	\$25,863,187

* One company reported no expenditures for this category because its accounting records were not maintained to allow calculation of these expenditures. Instead, these expenditures were reported to the Commission in the Point-of-Sale or Promotional Allowances categories.

TABLE 3E
SMOKELESS TOBACCO ADVERTISING AND PROMOTIONAL EXPENDITURES
BY CATEGORY FOR 1996-2001

	1996	1997	1998	1999	2000	2001
Newspapers	\$236,765	\$1,642,347	\$2,807,281	\$3,306,548	\$2,413,104	\$1,825,748
Magazines	\$13,362,100	\$11,874,395	\$18,389,758	\$18,436,630	\$13,890,399	\$21,963,961
Outdoor	\$3,544,994	\$4,991,256	\$2,228,381	\$7,258	\$6,987	\$10,522
Transit	\$0	\$0	\$0	\$0	\$0	\$0
Point-of-Sale	\$13,568,572	\$14,712,560	\$25,202,972	\$26,092,942	\$15,179,555	\$17,412,893
Direct Mail	\$314,599	\$808,247	\$6,948,300	\$5,620,844	\$17,015,856	\$16,340,203
Promotional Allowances	\$12,722,615	\$14,692,865	\$14,959,694	\$30,756,608	\$45,393,210	\$60,866,870
Sampling	\$12,640,816	\$11,155,411	\$17,439,990	\$17,884,888	\$15,761,075	\$17,888,963
Distribution Bearing Names	\$11,728,976	\$17,999,555	\$3,768,161	\$3,161,884	\$347,124	\$324,694
Public Entertainment	\$22,736,345	\$28,940,337	\$25,426,519	\$22,136,453	\$11,223,945	\$18,063,522
Endorsements	\$162,500	\$165,000	\$165,000	\$130,000	\$230,000	\$255,000
Coupons	\$3,446,225*	\$3,447,124*	\$10,965,387	\$24,221,899	\$32,746,769	\$31,526,860
Retail-Value-Added	\$22,390,838*	\$34,938,115*	\$11,204,800*	\$11,135,604*	\$64,883,152	\$43,235,466
Internet	\$0	\$0	\$0	\$0	\$155,405	\$262,296
Audio, Visual	\$0	\$0	\$0	\$0	\$0	\$0
Other	<u>\$4,397,683</u>	<u>\$5,059,097</u>	<u>\$5,980,656</u>	<u>\$7,322,203</u>	<u>\$5,336,176</u>	<u>\$6,699,919</u>
TOTAL	\$123,877,458	\$150,426,310	\$145,486,899	\$170,213,761	\$224,582,757	\$236,676,917
Sports & Sporting Events	\$19,784,813	\$25,751,503	\$26,620,636	\$23,401,714	\$11,026,204	\$17,866,620

* One company reported no expenditures for this category because its accounting records were not maintained to allow calculation of these expenditures. Instead, these expenditures were reported to the Commission in the Point-of-Sale or Promotional Allowances categories.

TABLE 3F
SMOKELESS TOBACCO ADVERTISING AND PROMOTIONAL
EXPENDITURES BY CATEGORY FOR 2002–2005
(rounded to the nearest \$1,000)

	2002	2003	2004	2005
Newspapers	\$722,000	\$262,000	\$285,000	\$453,000
Magazines	\$23,142,000	\$22,838,000	\$25,002,000	\$20,996,000
Outdoor	\$117,000	\$101,000	\$184,000	\$207,000
Transit	\$0	\$0	\$0	\$0
Point-of-Sale	\$16,894,000	\$20,874,000	\$23,120,000	\$20,748,000
Direct Mail	\$7,073,000	\$5,982,000	\$5,670,000	\$8,237,000
Price Discounts	\$99,000,000	\$106,531,000	\$86,977,000	\$99,699,000
Promotional Allowances — Retailers	\$3,245,000	\$5,103,000	\$4,285,000	\$3,406,000
Promotional Allowances — Wholesalers	\$16,755,000	\$12,632,000	\$11,222,000	\$12,550,000
Promotional Allowances — Other	\$41,000	\$29,000	\$9,000	\$29,000
Sampling	\$25,754,000	\$22,483,000	\$25,156,000	\$28,180,000
Specialty-Item Distribution — Branded	\$419,000	\$45,000	\$22,000	\$119,000
Specialty-Item Distribution — Non-Branded	\$0	\$0	\$0	\$36,000
Public Entertainment — Adult-Only	\$0	\$0	\$7,000	\$73,000
Public Entertainment — General-Audience	\$1,453,000	\$1,640,000	\$1,349,000	\$215,000
Sponsorships	\$8,864,000	\$8,170,000	\$9,018,000	\$4,192,000
Endorsements & Testimonials	\$130,000	\$355,000	\$355,000	\$355,000
Coupons	\$12,156,000	\$11,524,000	\$10,686,000	\$28,622,000
Retail-Value-Added — Bonus Smokeless Tobacco	\$13,686,000	\$16,004,000	\$14,950,000	\$9,310,000
Retail-Value-Added — Non-Smokeless Tobacco Bonus	\$466,000	\$556,000	\$2,650,000	\$4,430,000
Company Websites	\$18,000	\$15,000	\$877,000	\$272,000
Internet — Other	\$54,000	\$25,000	\$16,000	\$413,000
Telephone	\$169,000	\$374,000	\$231,000	\$120,000
Audio-Visual	\$7,000	\$139,000	\$7,000	\$119,000
Other	<u>\$4,480,000</u>	<u>\$6,832,000</u>	<u>\$9,006,000</u>	<u>\$8,011,000</u>
TOTAL	\$234,645,000	\$242,514,000	\$231,084,000	\$250,792,000
Sports & Sporting Events	\$21,063,000	\$16,942,000	\$20,649,000	\$15,749,000

TABLE 3G
SMOKELESS TOBACCO ADVERTISING AND PROMOTIONAL
EXPENDITURES BY CATEGORY FOR 2006–2009*
(rounded to the nearest \$1,000)

	2006	2007	2008	2009
Newspapers	N/A	N/A	N/A	N/A
Magazines	\$16,591,000	\$13,913,000	\$17,122,000	\$7,866,000
Outdoor	\$166,000	\$334,000	\$219,000	\$980,000
Transit	\$0	\$0	\$0	\$0
Point-of-Sale	\$20,824,000	\$29,318,000	\$55,295,000	\$55,123,000
Direct Mail	\$9,574,000	\$12,205,000	\$7,579,000	\$9,607,000
Price Discounts	\$203,692,000	\$249,510,000	\$324,647,000	\$160,256,000
Promotional Allowances — Retailers	\$3,731,000	\$5,349,000	\$6,416,000	\$24,106,000
Promotional Allowances — Wholesalers	\$9,047,000	\$12,383,000	\$18,578,000	\$40,548,000
Promotional Allowances — Other	N/A	N/A	N/A	N/A
Sampling	\$41,979,000	\$35,113,000	\$29,936,000	\$40,687,000
Specialty-Item Distribution — Branded	N/A	N/A	\$509,000	N/A
Specialty-Item Distribution — Non-Branded	\$34,000	N/A	\$3,079,000	\$13,505,000
Public Entertainment — Adult-Only	\$0	N/A	\$14,300,000	\$22,263,000
Public Entertainment — General-Audience	\$144,000	N/A	N/A	N/A
Sponsorships	N/A	\$10,462,000	\$9,319,000	\$10,505,000
Endorsements & Testimonials	N/A	N/A	N/A	N/A
Coupons	\$16,133,000	\$15,452,000	\$29,474,000	\$31,222,000
Retail-Value-Added — Bonus Smokeless Tobacco	\$12,047,000	\$8,497,000	\$10,464,000	\$28,734,000
Retail-Value-Added — Non-Smokeless Tobacco Bonus	\$1,406,000	\$626,000	\$4,514,000	\$2,504,000
Company Websites	\$891,000	\$3,110,000	\$2,085,000	\$6,121,000
Internet — Other	\$944,000	\$2,050,000	\$2,538,000	\$2,290,000
Telephone	N/A	N/A	\$0	\$0
Audio-Visual	N/A	N/A	\$0	\$0
Social Media	—	—	—	\$0
Other	\$16,920,000	\$12,917,000	\$11,803,000	\$36,752,000
TOTAL	\$354,123,000	\$411,239,000	\$547,873,000	\$493,071,000
Sports & Sporting Events	\$16,912,000	\$17,903,000	\$14,648,000	\$15,191,000

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

TABLE 3H
SMOKELESS TOBACCO ADVERTISING AND PROMOTIONAL
EXPENDITURES BY CATEGORY FOR 2010–2013*
(rounded to the nearest \$1,000)

	2010	2011	2012	2013
Newspapers	N/A	N/A	\$229,000	\$1,000,000
Magazines	\$11,110,000	\$4,858,000	\$11,533,000	\$7,748,000
Outdoor	\$386,000	\$545,000	\$624,000	\$590,000
Transit	\$0	\$0	\$0	\$0
Point-of-Sale	\$45,548,000	\$32,313,000	\$31,711,000	\$32,272,000
Direct Mail	\$8,892,000	\$7,536,000	\$8,596,000	\$9,114,000
Price Discounts	\$94,994,000	\$168,832,000	\$212,058,000	\$282,678,000
Promotional Allowances — Retailers	\$41,488,000	\$33,229,000	\$22,334,000	\$29,852,000
Promotional Allowances — Wholesalers	\$51,252,000	\$50,469,000	\$41,493,000	\$44,330,000
Promotional Allowances — Other	\$55,000	\$675,000	\$69,000	\$51,000
Sampling	\$21,288,000	\$7,610,000	\$9,553,000	\$6,369,000
Specialty-Item Distribution — Branded	N/A	N/A	\$0	\$0
Specialty-Item Distribution— Non-Branded	\$6,062,000	\$25,796,000	\$7,746,000	\$11,981,000
Public Entertainment — Adult-Only	\$32,432,000	\$38,242,000	\$21,959,000	\$13,447,000
Public Entertainment — General-Audience	N/A	\$0	\$0	\$0
Sponsorships	N/A	\$0	\$0	\$0
Endorsements & Testimonials	\$0	\$0	\$0	\$0
Coupons	\$34,491,000	\$37,547,000	\$36,969,000	\$32,192,000
Retail-Value-Added — Bonus Smokeless Tobacco	\$44,144,000	\$8,614,000	\$7,645,000	\$5,920,000
Retail-Value-Added — Non-Smokeless Tobacco Bonus	\$4,116,000	\$0	\$0	\$0
Company Websites	\$8,524,000	\$3,247,000	\$3,320,000	\$5,964,000
Internet — Other	\$1,344,000	\$2,415,000	\$669,000	\$1,761,000
Telephone	\$0	\$0	\$0	\$0
Audio-Visual	\$0	\$0	\$0	\$0
Social Media	\$0	\$0	N/A	N/A
Other	<u>\$38,367,000</u>	<u>\$30,058,000</u>	<u>\$19,420,000</u>	<u>\$17,892,000</u>
TOTAL	\$444,494,000	\$451,985,000	\$435,927,000	\$503,161,000
Sports & Sporting Events	\$9,030,000	\$3,443,000	\$1,829,000	\$2,077,000

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

TABLE 3I
SMOKELESS TOBACCO ADVERTISING AND PROMOTIONAL
EXPENDITURES BY CATEGORY FOR 2014–2017*
(rounded to the nearest \$1,000)

	2014	2015	2016	2017
Newspapers	N/A	N/A	N/A	N/A
Magazines	\$18,884,000	\$23,116,000	\$20,601,000	\$19,543,000
Outdoor	\$1,102,000	\$641,000	\$497,000	\$145,000
Point-of-Sale	\$32,963,000	\$33,363,000	\$24,777,000	\$24,321,000
Direct Mail	\$6,656,000	\$7,259,000	\$11,272,000	\$6,557,000
Price Discounts — Retailers	\$257,338,000	\$349,964,000	\$382,336,000	\$347,104,000
Price Discounts — Wholesalers	\$99,825,000	\$78,872,000	\$85,473,000	\$91,416,000
Promotional Allowances — Retailers	\$33,840,000	\$26,272,000	\$28,687,000	\$31,387,000
Promotional Allowances — Wholesalers	\$44,061,000	\$46,486,000	\$47,469,000	\$46,512,000
Promotional Allowances — Other	\$27,000	\$16,000	\$6,000	\$17,000
Sampling	\$8,030,000	\$8,228,000	\$7,388,000	\$615,000
Specialty-Item Distribution — Branded	\$0	\$0		
Specialty-Item Distribution — Non-Branded	\$17,848,000	\$25,962,000	\$32,962,000	\$16,282,000
Consumer Engagement — Retail			\$1,800,000	N/A
Consumer Engagement — Adult-Only			\$15,657,000	\$15,637,000
Public Entertainment — Adult-Only	\$8,481,000	\$6,872,000	N/A	N/A
Public Entertainment — General Audience	\$0	\$0	\$0	\$0
Sponsorships	\$0	\$0	\$0	\$0
Endorsements & Testimonials	\$0	\$0	\$0	\$0
Coupons	\$40,737,000	\$41,528,000	\$56,245,000	\$76,853,000
Retail-Value-Added — Bonus Smokeless Tobacco	N/A	N/A	\$6,451,000	\$4,553,000
Retail-Value-Added — Non-Smokeless Tobacco Bonus	\$0	\$0	\$168,000	N/A
Company Websites	\$6,408,000	\$8,444,000	\$10,440,000	\$10,471,000
Internet — Other	\$259,000	\$1,265,000	\$931,000	\$523,000
Telephone	\$0	\$0	\$0	\$0
Audio-Visual	\$0	\$0	\$0	\$0
Social Media	N/A	N/A	N/A	\$785,000
Other	<u>\$24,327,000</u>	<u>\$26,628,000</u>	<u>\$26,190,000</u>	<u>\$25,603,000</u>
TOTAL	\$600,786,000	\$684,938,000	\$759,348,000	\$718,323,000
Sports & Sporting Events	\$1,182,000	\$3,496,000	\$4,646,000	\$3,823,000

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

TABLE 3J
SMOKELESS TOBACCO ADVERTISING AND PROMOTIONAL
EXPENDITURES BY CATEGORY FOR 2018-2020*
(rounded to the nearest \$1,000)

	2018	2019	2020
Newspapers	\$0	\$0	\$0
Magazines	\$13,621,000	\$6,124,000	\$7,754,000
Outdoor	\$153,000	\$438,000	\$186,000
Point-of-Sale	\$25,265,000	\$19,316,000	\$18,851,000
Direct Mail	\$5,193,000	\$3,290,000	\$2,719,000
Price Discounts — Retailers	\$312,150,000	\$285,604,000	\$296,588,000
Price Discounts — Wholesalers	\$101,087,000	\$90,427,000	\$85,323,000
Promotional Allowances — Retailers	\$33,240,000	\$23,083,000	\$21,895,000
Promotional Allowances — Wholesalers	\$47,120,000	\$49,569,000	\$43,634,000
Promotional Allowances — Other	N/A	N/A	N/A
Sampling	\$761,000	\$720,000	\$210,000
Specialty-Item Distribution — Non-Branded	\$12,682,000	\$13,630,000	\$15,159,000
Consumer Engagement — Retail	\$4,025,000	N/A	N/A
Consumer Engagement — Adult-Only	\$5,928,000	\$5,032,000	\$349,000
Public Entertainment — Adult-Only	N/A	N/A	\$0
Public Entertainment — General Audience	\$0	\$0	\$0
Sponsorships	\$0	\$0	\$0
Endorsements & Testimonials	\$0	\$0	\$0
Coupons	\$57,080,000	\$39,743,000	\$41,108,000
Retail-Value-Added — Bonus Smokeless Tobacco	\$5,028,000	N/A	\$347,000
Retail-Value-Added — Non-Smokeless Tobacco Bonus	N/A	N/A	\$0
Company Websites	\$7,970,000	\$4,990,000	\$3,456,000
Internet — Other	\$778,000	\$1,698,000	\$4,585,000
Telephone	\$0	\$0	\$0
Audio-Visual	\$0	\$0	\$0
Social Media	\$609,000	\$316,000	\$256,000
Other	\$25,834,000	\$32,074,000	\$24,840,000
TOTAL	\$658,526,000	\$576,054,000	\$567,262,000
Sports & Sporting Events	\$2,015,000	\$943,000	\$377,000

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

TABLE 3K
SMOKELESS TOBACCO ADVERTISING AND PROMOTIONAL
EXPENDITURES BY CATEGORY FOR 2021-2022*
(rounded to the nearest \$1,000)

	2021	2022
Newspapers	N/A	\$0
Magazines	\$8,067,000	\$4,746,000
Outdoor	\$114,000	\$1,528,000
Point-of-Sale	\$18,832,000	\$14,085,000
Direct Mail	\$1,794,000	\$3,693,000
Price Discounts — Retailers	\$308,240,000	\$360,472,000
Price Discounts — Wholesalers	\$81,250,000	\$33,832,000
Promotional Allowances — Retailers	\$21,272,000	\$28,167,000
Promotional Allowances — Wholesalers	\$43,131,000	\$44,725,000
Promotional Allowances — Other	N/A	N/A
Sampling	\$499,000	\$220,000
Specialty-Item Distribution — Non-Branded	\$17,914,000	\$16,404,000
Consumer Engagement — Retail	N/A	N/A
Consumer Engagement — Adult-Only	N/A	\$4,941,000
Public Entertainment — Adult-Only	N/A	\$0
Public Entertainment — General Audience	\$0	\$0
Sponsorships	\$0	\$0
Endorsements & Testimonials	\$0	\$0
Coupons	\$33,403,000	\$29,921,000
Retail-Value-Added — Bonus Smokeless Tobacco	N/A	N/A
Retail-Value-Added — Non-Smokeless Tobacco Bonus	\$0	\$0
Company Websites	\$3,604,000	\$3,979,000
Internet — Other	\$4,552,000	\$2,772,000
Telephone	\$0	\$0
Audio-Visual	\$0	N/A
Social Media	\$169,000	\$218,000
Other	\$32,692,000**	\$23,025,000
TOTAL	\$575,534,000**	\$572,720,000
Sports & Sporting Events	\$21,000	N/A

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

** Correction.

TABLE 4A-1
SMOKELESS TOBACCO SALES AND ADVERTISING AND PROMOTIONAL EXPENDITURES
BY TOBACCO TYPE FOR 1986–2015
LOOSE-LEAF CHEWING TOBACCO

	Pounds Sold	Dollar Sales	Advertising and Promotional Expenditures*
1986	65,697,634	\$255,668,419	\$32,249,750
1987	64,634,524	\$267,766,776	\$28,403,536
1988	60,648,126	\$264,298,268	\$26,198,078
1989	61,869,625	\$281,701,402	\$34,057,050
1990	60,896,991	\$295,462,446	\$35,194,561
1991	62,177,203	\$321,458,416	\$38,190,095
1992	58,850,933	\$320,085,975	\$42,820,544
1993	55,912,562	\$319,672,867	\$46,032,905
1994	54,242,322	\$316,888,405	\$44,807,716
1995	54,605,149	\$323,156,639	\$43,842,237
1996	54,204,655	\$325,533,391	\$36,387,774
1997	51,831,834	\$330,903,053	\$45,573,616
1998	46,887,918	\$317,087,609	\$26,780,236
1999	44,531,612	\$278,670,311	\$21,219,600
2000	44,077,019	\$275,356,571	\$15,592,978
2001	42,396,301	\$278,982,298	\$16,659,755
2002	40,703,148	\$288,895,090	\$17,211,000
2003	39,105,547	\$294,705,352	\$17,476,000
2004	39,183,779	\$310,329,793	\$18,218,000
2005	36,410,287	\$307,026,071	\$16,746,000
2006	34,692,990	\$310,525,106	\$18,910,000
2007	32,600,747	\$310,662,579	\$21,009,000
2008	30,128,176	\$298,082,506	\$24,024,000
2009	26,951,575	\$298,444,031	\$22,529,000
2010	24,700,060	\$285,192,598	\$21,425,000
2011	22,938,455	\$278,921,115	\$15,387,000
2012	21,545,211	\$270,922,520	\$13,115,000
2013	20,570,760	\$271,491,004	\$11,758,000
2014	19,273,865	\$265,783,828	\$11,315,000
2015	18,081,707	\$261,476,302	\$10,509,000

* Advertising and promotional expenditures since 2002 are rounded to the nearest \$1,000.

TABLE 4A-2
SMOKELESS TOBACCO SALES AND ADVERTISING AND PROMOTIONAL EXPENDITURES
BY TOBACCO TYPE FOR 2016–2022
LOOSE-LEAF CHEWING TOBACCO

	Pounds Sold	Dollar Sales	Advertising and Promotional Expenditures*
2016	17,069,432	\$253,905,080	\$10,216,000
2017	16,165,560	\$244,957,513	\$9,040,000
2018	15,293,967	\$235,779,995	\$7,388,000
2019	14,718,674	\$230,813,895	\$5,722,000
2020	14,718,790	\$229,025,002	\$5,275,000
2021	13,789,478	\$222,679,034	\$5,825,000
2022	11,714,616	\$204,220,791	\$3,500,000

* Advertising and promotional expenditures since 2002 are rounded to the nearest \$1,000.

TABLE 4B-1
SMOKELESS TOBACCO SALES AND ADVERTISING AND PROMOTIONAL EXPENDITURES
BY TOBACCO TYPE FOR 1986–2015

PLUG/TWIST CHEWING TOBACCO

	Pounds Sold	Dollar Sales	Advertising and Promotional Expenditures
1986	8,835,200	\$44,870,900	\$896,821
1987	8,351,803	\$44,267,561	\$559,597
1988	7,282,206	\$40,429,972	\$868,954
1989	6,308,415	\$35,132,105	\$1,787,775
1990	6,557,216	\$41,316,133	\$1,655,886
1991	5,913,172	\$42,379,173	\$1,326,216
1992	5,389,336	\$42,625,799	\$1,722,361
1993	4,778,107	\$40,702,849	\$1,367,877
1994	4,410,333	\$39,102,541	\$936,993
1995	4,156,158	\$37,996,428	\$1,032,856
1996	3,096,708	\$29,469,575	\$653,511
1997	2,800,859	\$27,434,794	\$682,887
1998	3,180,093	\$33,610,369	\$1,216,474
1999	2,824,198	\$30,733,775	\$1,583,271
2000	2,718,653	\$26,905,139	\$1,164,235
2001	2,543,800	\$26,775,821	\$1,284,627
2002	2,191,910	\$28,178,852	\$1,159,000
2003	2,023,068	\$27,044,811	\$179,000
2004	1,876,461	\$27,059,654	\$121,000
2005	1,712,921	\$25,970,711	\$72,000
2006	1,488,380	\$24,830,985	\$4,000
2007	1,371,114	\$24,352,589	\$8,000
2008	1,322,324	\$24,122,598	\$2,000
2009	1,037,946	\$22,435,650	\$516,000
2010	912,443	\$20,978,572	\$501,000
2011	821,222	\$20,082,358	\$474,000
2012	725,112	\$18,846,534	\$292,000
2013	659,542	\$18,434,750	\$234,000
2014	579,205	\$17,476,141	\$219,000
2015	512,930	\$16,633,660	\$195,000

* Advertising and promotional expenditures since 2002 are rounded to the nearest \$1,000.

**TABLE 4B-2
SMOKELESS TOBACCO SALES AND ADVERTISING AND PROMOTIONAL EXPENDITURES
BY TOBACCO TYPE FOR 2016–2022**

PLUG/TWIST CHEWING TOBACCO

	Pounds Sold	Dollar Sales	Advertising and Promotional Expenditures*
2016	470,319	\$16,159,907	\$190,000
2017	426,424	\$15,622,855	\$183,000
2018	374,686	\$14,851,887	\$292,000
2019	296,759	\$13,595,900	\$181,000
2020	344,279	\$15,543,091	\$183,000
2021	227,531	\$13,204,915	\$174,000
2022	191,799	\$12,416,121	\$43,000

* Advertising and promotional expenditures since 2002 are rounded to the nearest \$1,000.

**TABLE 4C-1
SMOKELESS TOBACCO SALES AND ADVERTISING AND PROMOTIONAL EXPENDITURES
BY TOBACCO TYPE FOR 1986–2015**

SCOTCH/DRY SNUFF

	Pounds Sold	Dollar Sales	Advertising and Promotional Expenditures*
1986	8,110,168	\$58,951,001	\$181,977
1987	7,255,296	\$56,709,742	\$263,482
1988	7,069,754	\$57,221,662	\$501,543
1989	7,244,911	\$62,155,826	\$654,591
1990	6,185,410	\$56,601,390	\$472,404
1991	5,833,210	\$56,881,288	\$517,145
1992	5,623,404	\$57,657,911	\$354,774
1993	4,996,957	\$54,302,829	\$313,659
1994	4,814,130	\$55,574,320	\$272,038
1995	4,490,094	\$53,885,040	\$486,280
1996	4,218,705	\$53,858,106	\$437,339
1997	4,063,630	\$54,725,929	\$522,260
1998	3,781,891	\$53,292,750	\$155,484
1999	3,572,339	\$53,229,345	\$61,516
2000	3,463,705	\$54,205,273	\$54,878
2001	3,364,601	\$56,339,020	\$68,552
2002	3,077,100	\$56,344,777	\$79,000
2003	2,853,516	\$56,087,685	\$69,000
2004	2,656,336	\$54,672,024	\$125,000
2005	2,402,904	\$52,986,545	\$103,000
2006	2,170,341	\$51,895,254	\$191,000
2007	2,003,974	\$50,423,814	\$174,000
2008	4,280,152	\$48,712,026	\$179,000
2009	1,635,448	\$48,481,932	\$977,000
2010	1,498,125	\$47,588,846	\$1,000,000
2011	1,367,000	\$46,480,123	\$954,000
2012	1,222,041	\$43,624,856	\$610,000
2013	1,137,567	\$43,807,928	\$485,000
2014	1,045,169	\$43,349,669	\$492,000
2015	949,469	\$42,353,993	\$216,000

* Advertising and promotional expenditures since 2002 are rounded to the nearest \$1,000.

**TABLE 4C-2
SMOKELESS TOBACCO SALES AND ADVERTISING AND PROMOTIONAL EXPENDITURES
BY TOBACCO TYPE FOR 2016-2022**

SCOTCH/DRY SNUFF

	Pounds Sold	Dollar Sales	Advertising and Promotional Expenditures*
2016	868,874	\$42,165,065	\$249,000
2017	784,647	\$42,223,383	\$466,000
2018	710,026	\$41,533,878	\$442,000
2019	775,274	\$50,630,121	\$502,000
2020	598,580	\$45,177,064	\$526,000
2021	567,269	\$48,310,169	\$569,000
2022	467,464	\$48,869,269	\$298,000

* Advertising and promotional expenditures since 2002 are rounded to the nearest \$1,000.

**TABLE 4D-1
SMOKELESS TOBACCO SALES AND ADVERTISING AND PROMOTIONAL EXPENDITURES
BY TOBACCO TYPE FOR 1986–2015**

MOIST SNUFF

	Pounds Sold	Dollar Sales	Advertising and Promotional Expenditures*
1986	36,135,332	\$438,287,565	\$43,348,158
1987	36,298,658	\$483,973,268	\$38,550,429
1988	39,433,696	\$539,704,480	\$40,655,096
1989	41,017,414	\$602,647,971	\$44,701,195
1990	43,775,709	\$697,790,232	\$52,778,476
1991	46,187,101	\$817,242,793	\$63,970,584
1992	48,509,020	\$940,991,044	\$70,449,029
1993	50,201,159	\$1,060,781,973	\$71,516,385
1994	52,028,416	\$1,200,533,723	\$79,955,661
1995	53,136,063	\$1,320,802,382	\$81,961,909
1996	54,884,154	\$1,381,544,888	\$86,398,835
1997	55,278,825	\$1,404,444,279	\$103,647,547
1998	56,186,478	\$1,482,337,489	\$117,334,705
1999	58,472,906	\$1,578,102,586	\$147,349,374
2000	61,481,958	\$1,632,408,551	\$207,770,666
2001	63,888,848	\$1,765,423,249	\$218,663,983
2002	66,176,208	\$1,988,748,212	\$209,278,000
2003	68,942,374	\$2,111,664,009	\$211,070,000
2004	73,052,096	\$2,225,327,215	\$194,396,000
2005	75,670,894	\$2,225,309,220	\$210,430,000
2006	77,437,057	\$2,206,085,179	\$308,456,000
2007	82,236,628	\$2,306,606,093	\$350,621,000
2008	84,014,810	\$2,377,001,759	\$287,315,000
2009	87,582,722	\$2,192,418,669	\$313,711,000
2010	92,591,210	\$2,344,536,640	\$257,872,000
2011	96,555,072	\$2,513,178,807	\$305,791,000
2012	100,711,669	\$2,644,719,348	\$345,420,000
2013	104,483,081	\$2,844,764,226	\$410,895,000
2014	105,681,317	\$2,996,051,491	\$497,143,000
2015	108,443,334	\$3,252,841,636	\$605,886,000

* Advertising and promotional expenditures since 2002 are rounded to the nearest \$1,000.

**TABLE 4D-2
SMOKELESS TOBACCO SALES AND ADVERTISING AND PROMOTIONAL EXPENDITURES
BY TOBACCO TYPE FOR 2016–2022**

MOIST SNUFF

	Pounds Sold	Dollar Sales	Advertising and Promotional Expenditures*
2016	111,504,328	\$3,545,006,638	\$678,662,000
2017	111,922,862	\$3,760,123,055	\$662,471,000
2018	110,314,593	\$3,919,724,350	\$615,674,000
2019	108,459,069	\$4,067,123,585	\$539,160,000
2020	109,462,140	\$4,353,435,257	\$533,056,000
2021	105,733,097	\$4,486,792,750	\$538,065,000
2022	99,321,915	\$4,518,227,865	\$540,114,000

* Advertising and promotional expenditures since 2002 are rounded to the nearest \$1,000.

TABLE 4E
SMOKELESS TOBACCO SALES AND ADVERTISING AND PROMOTIONAL EXPENDITURES
BY TOBACCO TYPE FOR 2008–2022

SNUS

	Pounds Sold	Dollar Sales	Advertising and Promotional Expenditures*
2008	170,527	\$9,148,659	\$58,763,000
2009	482,909	\$49,807,528	\$106,415,000
2010	818,913	\$81,786,519	\$57,394,000
2011	1,052,675	\$77,999,446	\$13,703,000
2012	1,291,182	\$99,104,325	\$55,593,000
2013	1,192,881	\$84,594,698	\$51,163,000
2014	1,230,967	\$93,040,562	\$47,392,000
2015	1,375,678	\$106,883,288	\$40,812,000
2016	1,520,576	\$124,657,085	\$39,530,000
2017	1,611,087	\$140,072,884	\$33,008,000
2018	1,712,052	\$155,110,378	\$24,759,000
2019	1,731,258	\$169,450,822	\$17,378,000
2020	1,704,471	\$179,092,938	\$15,459,000
2021	1,640,503	\$187,128,785	\$12,533,000
2022	1,601,579	\$199,973,637	\$13,335,000

* Advertising and promotional expenditures since 2002 are rounded to the nearest \$1,000.

**TABLE 4F
SMOKELESS TOBACCO SALES AND ADVERTISING AND PROMOTIONAL EXPENDITURES
BY TOBACCO TYPE FOR 2011–2022**

DISSOLVABLE

	Pounds Sold	Dollar Sales	Advertising and Promotional Expenditures*
2011	1,439	\$190,489	\$0
2012	1,427	\$185,665	\$0
2013	89	\$12,741	\$0
2014	N/A	N/A	N/A
2015	N/A	N/A	N/A
2016	N/A	N/A	\$0
2017	0	\$0	\$0
2018	0	N/A	N/A
2019	0	N/A	\$0
2020	0	\$0	\$0
2021	0	N/A	\$0
2022	0	0	\$0

* Advertising and promotional expenditures since 2002 are rounded to the nearest \$1,000.

**TABLE 5A
NUMBER OF UNITS SOLD – BY PACKAGE SIZE
FOR 2002–2022**

LOOSE-LEAF CHEWING TOBACCO

	Less than 1 oz.	1 oz. to less than 2 oz.	2 oz. to less than 5 oz.	5 oz. to less than 10 oz.	10 oz. to less than 15 oz.	15 oz. or more
2002	0	699,115	203,476,178	5,426,568	0	2,800
2003	0	658,495	191,761,704	6,750,937	0	286,274
2004	0	542,335	180,401,587	7,586,542	0	2,002,084
2005	0	448,644	165,667,992	6,859,556	0	2,157,700
2006	0	376,297	156,832,421	6,163,226	684	2,507,750
2007	365,706	317,120	150,399,964	5,039,908	164	2,615,539
2008	265,853	259,488	134,883,519	4,896,761	(1,440)	2,783,493
2009	0	237,408	119,369,974	3,967,490	0	2,884,625
2010	0	229,811	105,990,232	4,161,772	0	3,073,317
2011	0	206,628	96,674,759	4,073,250	0	3,125,682
2012	0	171,483	88,422,555	3,868,324	0	3,383,938
2013	0	160,992	84,014,098	3,612,208	0	3,284,546
2014	0	147,600	77,905,391	3,382,547	0	3,304,393
2015	360	131,436	72,272,672	3,029,598	0	3,275,510
2016	0	118,368	75,525,669	2,759,408	0	3,207,272
2017	0	103,806	69,676,377	2,546,595	0	3,276,987
2018	0	99,026	65,569,010	2,149,368	0	3,116,172
2019	0	82,224	64,848,027	1,767,919	0	2,931,050
2020	0	540,636	58,672,491	1,513,069	0	3,048,285
2021	0	62,928	54,905,117	1,219,683	0	2,880,686
2022	0	1,473,599	46,918,660	356,812	0	2,578,327

**TABLE 5B
NUMBER OF UNITS SOLD – BY PACKAGE SIZE
FOR 2002–2022**

PLUG/TWIST CHEWING TOBACCO

	Less than 1 oz.	1 oz. to less than 2 oz.	2 oz. to less than 5 oz.	5 oz. to less than 10 oz.	10 oz. to less than 15 oz.	15 oz. or more
2002	0	9,789,738	8,013,482	0	0	0
2003	3,960	9,057,230	7,417,331	0	0	1,184
2004	172,596	8,121,211	6,825,354	0	0	7,591
2005	229,638	7,388,766	6,041,214	0	0	7,848
2006	219,732	6,382,398	1,275,303	0	0	1,518
2007	0	6,113,798	1,107,983	0	0	3,991
2008	(2,976)	5,723,997	1,093,135	0	0	3,353
2009	170,808	4,623,964	3,599,939	0	0	2,001
2010	37,932	4,080,855	3,150,940	0	0	616
2011	0	3,652,275	2,847,632	0	0	0
2012	0	3,303,543	2,461,582	0	0	0
2013	0	3,042,595	2,226,817	0	0	0
2014	0	2,637,007	1,954,549	0	0	0
2015	0	2,482,787	1,609,244	0	0	0
2016	0	2,140,596	1,590,848	0	0	0
2017	0	1,878,031	1,486,017	0	0	0
2018	0	1,738,129	1,238,407	0	0	0
2019	41,176	1,307,674	1,047,137	0	0	0
2020	25,126	1,384,284	1,222,385	0	0	0
2021	(269)	1,041,028	778,367	0	0	0
2022	0	741,386	768,751	0	0	0

**TABLE 5C
NUMBER OF UNITS SOLD – BY PACKAGE SIZE
FOR 2002–2022**

SCOTCH/DRY SNUFF

	Less than 1 oz.	1 oz. to less than 2 oz.	2 oz. to less than 5 oz.	5 oz. to less than 10 oz.	10 oz. to less than 15 oz.	15 oz. or more
2002	833,184	17,320,899	4,679,645	1,201,840	15,735	33,400
2003	800,640	16,092,214	4,388,662	1,097,114	15,936	34,994
2004	764,064	15,023,756	3,813,417	1,058,787	15,456	49,512
2005	734,976	13,637,790	3,303,851	1,042,565	14,064	47,134
2006	655,712	12,376,413	3,025,288	972,826	13,891	16,356
2007	1,676,174	10,804,273	2,531,367	697,253	0	23,213
2008	598,464	10,557,468	2,538,033	844,505	0	21,147
2009	535,212	9,470,599	2,254,555	728,551	(1)	18,411
2010	245,548	8,927,259	2,116,879	629,343	0	9,955
2011	(799)	8,400,578	1,964,342	559,138	0	(16)
2012	0	7,919,271	1,958,110	247,347	0	(4)
2013	0	7,438,306	1,899,643	152,538	0	0
2014	0	6,922,729	1,721,405	141,020	0	0
2015	0	6,355,018	1,548,028	127,868	0	0
2016	0	5,861,197	1,408,764	114,298	0	0
2017	0	5,368,265	1,260,834	97,605	0	0
2018	0	4,896,491	1,140,331	82,297	0	0
2019	0	5,281,025	1,278,986	72,172	0	0
2020	0	4,454,511	925,577	27,956	0	0
2021	0	4,440,430	838,152	9,896	0	0
2022	0	3,616,781	702,320	6,727	0	0

TABLE 5D
NUMBER OF UNITS SOLD – BY PACKAGE SIZE
FOR 2002–2022

MOIST SNUFF

	Less than 1 oz.	1 oz. to less than 2 oz.	2 oz. to less than 5 oz.	5 oz. to less than 10 oz.	10 oz. to less than 15 oz.	15 oz. or more
2002	24,561,076	859,285,595	0	0	0	0
2003	37,078,414	892,925,591	0	0	0	30,984
2004	41,769,081	935,536,000	0	0	0	58,830
2005	46,142,758	958,614,204	0	0	0	62,706
2006	48,576,464	975,274,937	0	0	0	26,753
2007	60,274,128	1,039,156,919	612	0	6,186	44,416
2008	71,986,220	1,056,217,422	771	0	54,452	18,772
2009	89,001,023	1,083,725,965	550,216	0	511,175	12,245
2010	103,531,063	1,134,785,681	141,808	0	1,193,327	3,358
2011	121,589,821	1,176,205,839	(37,824)	0	1,618,546	0
2012	140,723,199	1,208,434,824	163,636	0	2,544,526	0
2013	162,500,285	1,228,602,023	154,242	325,501	3,505,261	0
2014	181,561,165	1,224,327,539	107,184	501,770	4,077,255	0
2015	204,008,337	1,239,287,768	9,538	738,893	4,443,748	0
2016	230,557,286	1,258,020,977	226,250	566,059	4,792,990	6,072
2017	240,404,414	1,250,319,743	363,999	462,930	5,173,936	70,128
2018	248,503,857	1,219,800,593	(58,957)	342,249	5,589,300	75,137
2019	255,592,446	1,181,992,893	18,482	307,458	6,449,940	67,656
2020	261,308,375	1,175,116,052	14,862	637,535	7,687,322	64,320
2021	251,183,088	1,129,617,283	11,972	155,957	8,238,260	56,208
2022	236,152,326	1,052,348,375	0	(2,473)	8,611,372	0

TABLE 5E
NUMBER OF UNITS SOLD – BY PACKAGE SIZE
FOR 2008–2022

SNUS

	Less than 1 oz.	1 oz. to less than 2 oz.	2 oz. to less than 5 oz.	5 oz. to less than 10 oz.	10 oz. to less than 15 oz.	15 oz. or more
2008	4,385,317	21,788	0	0	0	0
2009	31,838,153	58,252	0	0	0	0
2010	61,204,305	75,650	0	0	0	0
2011	45,384,110	79,763	0	0	0	0
2012	57,288,162	97,347	0	0	0	0
2013	43,916,293	42,956	0	0	0	0
2014	42,802,484	54,806	0	0	0	0
2015	46,965,737	49,662	0	0	0	0
2016	51,105,870	45,826	0	0	0	0
2017	53,835,237	2,323	0	0	0	0
2018	56,380,814	(6,703)	0	0	0	0
2019	56,902,054	(13,325)	0	0	0	0
2020	59,029,260	(14,085)	0	0	0	0
2021	57,376,764	(11,792)	0	0	0	0
2022	52,236,366	(12,795)	0	0	0	0

TABLE 5F
NUMBER OF UNITS SOLD – BY PACKAGE SIZE
FOR 2011–2022

DISSOLVABLE

	Less than 1 oz.	1 oz. to less than 2 oz.	2 oz. to less than 5 oz.	5 oz. to less than 10 oz.	10 oz. to less than 15 oz.	15 oz. or more
2011	155,964	0	0	0	0	0
2012	143,224	0	0	0	0	0
2013	10,220	0	0	0	0	0
2014	N/A	0	0	0	0	0
2015	N/A	0	0	0	0	0
2016	N/A	0	0	0	0	0
2017	0	0	0	0	0	0
2018	N/A	0	0	0	0	0
2019	N/A	0	0	0	0	0
2020	N/A	0	0	0	0	0
2021	N/A	0	0	0	0	0
2022	0	0	0	0	0	0

**TABLES 6A AND 6B
SALES BY FLAVORING
FOR 2020-2022**

TABLE 6A - POUNDS SOLD AND PERCENTAGES

	Tobacco flavored	Menthol	Fruit	Alcohol	Other*
2020	56,843,535†	64,374,304	3,566,044	90,963	1,953,415†
%	44.8%†	50.8%	2.8%	0.1%	1.5%†
2021	54,623,104†	61,827,554	3,335,729	79,151	20,092,339†
%	44.8%†	50.7%	2.7%	0.1%	1.7%†
2022	50,013,901	58,134,112	2,951,688	66,383	2,131,289
%	44.1%	51.3%	2.6%	0.1%	1.9%

TABLE 6B - DOLLARS SOLD AND PERCENTAGES

	Tobacco flavored	Menthol	Fruit	Alcohol	Other*
2020	\$2,062,082,436†	\$2,611,456,068	\$118,924,160	\$974,018	\$28,836,670†
%	42.8%†	54.2%	2.5%	0%	0.6%
2021	\$2,110,832,603†	\$2,681,220,158	\$131,731,614	\$868,929	\$33,462,346†
%	42.6%†	54.1%	2.7%	0.0%	0.7%†
2022	\$2,092,745,655	\$2,719,221,888	\$133,044,477	\$752,001	\$37,943,661
%	42.0%	54.6%	2.7%	0.0%	0.8%

* Other flavored products include products that do not fit in one of the other flavor categories and combination products that fit in more than one of the other flavor categories.

† Corrections.

TABLE 7
SALES OF NICOTINE LOZENGES, PUCKS, OR POUCHES
NOT CONTAINING TOBACCO
FOR 2020-2022

Year	Sales in Units*	Sales in Dollars
2020	2,253,713,911	\$452,759,554
2021	4,227,454,923	\$772,554,298
2022	5,633,451,578	\$1,057,428,696

* The units reported are individual lozenges, pucks, or pouches and not packages of such items.

APPENDIX

2022 Advertising and Promotional Expenditure Categories

Newspapers: Newspaper advertising; but excluding expenditures in connection with sampling, consumer engagement, specialty item distribution, public entertainment, endorsements, sponsorships, coupons, and retail-value-added.

Magazines: Magazine advertising; but excluding expenditures in connection with sampling, consumer engagement, specialty item distribution, public entertainment, endorsements, sponsorships, coupons, and retail-value-added.

Outdoor: Billboards; signs and placards in arenas, stadiums, and shopping malls, whether they are open air or enclosed; and any other advertisements placed outdoors, regardless of their size, including those on smokeless tobacco retailer property; but excluding expenditures in connection with sampling, consumer engagement, specialty item distribution, public entertainment, endorsements, sponsorships, coupons, and retail-value-added.

Point-of-Sale: Point-of-sale advertisements, that is, materials displayed or distributed at a retail location; but excluding expenditures in connection with outdoor advertising, sampling, consumer engagement, specialty item distribution, public entertainment, endorsements, sponsorships, coupons, and retail-value-added.

Direct Mail: Direct-mail advertising; but excluding expenditures in connection with sampling, consumer engagement, specialty item distribution, public entertainment, endorsements, sponsorships, coupons, retail-value-added, and Internet advertising not on the company website.

Price Discounts – Retail: Price discounts paid to smokeless tobacco retailers in order to reduce the price of smokeless tobacco to consumers, including off-invoice discounts, buy-downs, voluntary price reductions, and trade programs; but excluding retail-value-added expenditures for promotions involving free smokeless tobacco and expenditures involving coupons.

Price Discounts – Wholesale: Price discounts paid to smokeless tobacco wholesalers in order to reduce the price of smokeless tobacco to consumers, including off-invoice discounts, buy-downs, voluntary price reductions, and trade programs; but excluding retail-value-added expenditures for promotions involving free smokeless tobacco and expenditures involving coupons.

Promotional Allowances – Retail: Promotional allowances paid to smokeless tobacco retailers in order to facilitate the sale or placement of any smokeless tobacco product, including payments for stocking, shelving, displaying, and merchandising brands; volume rebates; incentive payments; and the cost of smokeless tobacco product given for free to retailers for subsequent sale to consumers; but excluding expenditures in connection with newspapers, magazines, outdoor, audio-visual, direct mail, point-of-sale, and price discounts.

Promotional Allowances – Wholesale: Promotional allowances paid to smokeless tobacco wholesalers in order to facilitate the sale or placement of any smokeless tobacco product, including payments for volume rebates, incentive payments, value added services, promotional execution and satisfaction of reporting requirements; but excluding expenditures in connection with newspapers, magazines, outdoor, audio-visual, direct mail, point-of-sale, and price discounts.

Promotional Allowances – Other: Promotional allowances paid to any persons other than retailers, wholesalers, and full-time company employees who are involved in the smokeless tobacco distribution and sales process in order to facilitate the sale or placement of any smokeless tobacco product; but excluding expenditures in connection with newspapers, magazines, outdoor, audio-visual, direct mail, point-of-sale, and price discounts.

Sampling: Sampling of smokeless tobacco products, including the cost of the smokeless tobacco, all associated excise taxes, and the costs of organizing, promoting, and conducting sampling. Sampling includes the distribution of smokeless tobacco products for consumer testing or evaluation when consumers are able to use the smokeless tobacco outside of a facility owned or operated by the company, but not the cost of actual clinical testing or market research associated with such smokeless tobacco distributions. Sampling also includes the distribution of coupons for free smokeless tobacco, when no purchase or payment is required to obtain the coupons or the smokeless tobacco product.

Specialty Item Distribution – Non-Branded: All costs of distributing any items (other than smokeless tobacco products, items the sole function of which is to advertise or promote smokeless tobacco products, or written or electronic publications), whether distributed by sale, redemption of coupons, or otherwise, that do not bear the name, logo, or an image of any portion of the package of any brand or variety of smokeless tobacco product, including the cost of the items distributed but subtracting any payments received for the item. The costs associated with distributing non-smokeless tobacco items in connection with sampling or retail-value-added programs are reported in those categories, not as specialty item distribution.

Consumer Engagement – Retail: All costs of consumer engagement at smokeless tobacco-product retail locations open to underage individuals, including any third-party agency fees, but excluding the cost of coupons distributed in the course of consumer engagement activities.

Consumer Engagement – Adult-Only: All costs of consumer engagement of smokers in adult-only facilities, including any third-party agency fees, but excluding the cost of coupons distributed in the course of consumer engagement activities.

Public Entertainment – Adult-Only: Public entertainment events bearing or otherwise displaying the name or logo or an image of any portion of the package of any of the company's smokeless tobacco products or otherwise referring or relating to smokeless tobacco, which take place in an adult-only facility, including all expenditures made by the company in promoting or sponsoring such events; but excluding expenditures in connection with adult-only consumer engagement. Such events must include entertainment, as opposed to simply consumer engagement.

Public Entertainment – General-Audience: Public entertainment events bearing or otherwise displaying the name or logo or an image of any portion of the package of any of a company's smokeless tobacco products or otherwise referring or relating to smokeless tobacco, which do not take place in an adult-only facility, including all expenditures made by the company in promoting or sponsoring such events. Such events must include entertainment, as opposed to simply consumer engagement.

Sponsorships: Sponsorships of sports teams or individual athletes, but excluding endorsements.

Endorsements & Testimonials: Endorsements, testimonials, and product placement.

Coupons: All costs associated with coupons for the reduction of the retail cost of smokeless tobacco products, regardless of how they are distributed or redeemed, including all costs associated with

advertising or promotion, design, printing, distribution, and redemption. However, when coupons are distributed for free smokeless tobacco and no purchase or payment is required to obtain the coupons or the smokeless tobacco, these activities are considered to be sampling and not couponing.

Retail-value-added – Bonus Smokeless Tobacco: Retail-value-added expenditures for promotions involving free smokeless tobacco products (*e.g.*, buy two, get one free), whether or not the free smokeless tobacco products are physically bundled together with the purchased smokeless tobacco products, including all expenditures and costs associated with the value added to the purchase of smokeless tobacco products (*e.g.*, excise taxes paid for the free smokeless tobacco product).

Retail-value-added – Non-Smokeless Tobacco Bonus: Retail-value-added expenditures for promotions involving free or discounted non-smokeless tobacco product (*e.g.*, buy two packs, get a free key chain or buy two, save 20 cents per gallon of gasoline), including all expenditures and costs associated with the value added to the purchase of smokeless tobacco products.

Company Website: All expenditures associated with advertising on any company Internet website that can be accessed by computers located in the United States.

Internet – Other: Internet advertising other than on the company’s own Internet website, including on the World Wide Web, on commercial on-line services, and through electronic mail messages; but excluding social-media marketing.

Telephone: Telephone advertising, including costs associated with the placement of telemarketing calls or the operation of incoming telephone lines that allow consumers to participate in any promotion or hear pre-recorded product messages; but excluding costs associated with having customer-service representatives available for responding to consumer complaints or questions.

Social Media Marketing: All expenditures for social media marketing on websites or other online services or communities, including but not limited to social networking sites, microblogging sites, content-sharing sites, and blogs.

Audio-visual: Audio-visual or video advertising on any medium of electronic communication not subject to the Federal Communications Commission’s jurisdiction, including screens at motion picture theaters, video cassettes or DVDs, and monitors in stores; but excluding expenditures in connection with Internet advertising.

Other: Advertising and promotional expenditures not covered by another category. To the extent that third-party agency fees relating to smokeless tobacco advertising, merchandising, or promotion cannot be divided based on the materials to which they relate, they should be reported in this category.

Sports and Sporting Events: All advertising and promotional expenditures connected with or related to sports or sporting events, including, but not limited to: (i) the sponsoring, advertising, or promotion of sports or sporting events; support of an individual, group, or sports team; and purchase of or support for sports equipment, uniforms, sports facilities, or training facilities; (ii) all expenditures for advertising in the name of the company or any of its smokeless tobacco product brands in a sports facility, on a scoreboard or in conjunction with the reporting of sports results; (iii) all expenditures connected with functional promotional items (*e.g.*, hats or posters) provided at or in connection with a sporting event; and (iv) all expenditures associated with smokeless tobacco product sampling or consumer engagement in connection with a sporting event, including sampling or consumer engagement in an adult-only facility in the grounds or parking lot of a sports facility. “Sports and sporting events” includes, but is not limited to,

football, basketball, baseball, hockey, tennis, wrestling, karate, judo, weight lifting, volleyball, skiing, skating, sailing, boating, equestrian, rodeo, automobile, race car, funny car, motorcycle, bicycle, truck, monster truck, tractor-pull, fishing, and hunting events, competitions, tournaments, and races. This category is duplicative of expenditures for other categories.