

Number, Type & Location

Licensing system with fees* \$15

Requiring each tobacco retailers to register with the Department of Revenue or Local Health Department.

Reducing the number \$15

Capping the current #, limiting # based on population, allowing only one new retailer into a city for every two that go out of business.

Restricting the location \$15

Prohibiting sales within 1000 ft. of places youth visit, barring sales in certain zoning districts (residential).

Minimum distance between outlets \$15

Prohibiting new tobacco retailers from operating within a certain distance of existing retailers.

Prohibiting sale at certain locations* \$15

Restricting the sale in bars, restaurants, pharmacies, college campuses, or businesses that allow smoking onsite.

Limiting the # of hours or days sold \$75

Prohibiting sales during the days or hours when youth are more likely to be present.

Restricting POS Advertising

Content-neutral advertising laws \$50

Restricting all window signs to no more than 30 % of window space, amending a jurisdictions sign code.

Limit placement of advertising \$100

Limit placement of outdoor ads on stores within a certain distance from locations that youth visit.

Limit the times of advertising \$100

Requiring each tobacco retailers to remove or cover advertising during certain times.

Limit the placement inside stores \$100

Prohibit the tobacco advertising near the cash register or near product displays.

Limit the manner of advertising \$100

Banning certain types of tobacco advertisements (outdoor sandwich board-style ads)

Restricting Product Placement

Restrict product display, # displayed \$100

Allowing retailers to display just one package of each product that is for sale, or requiring all products to be out of view of the consumer.

Increasing the price without taxes

Minimum Price Laws \$15

Requiring a minimum % markup be added to wholesale and/or retail price of cigarettes, set a price for each type of product.

Prohibiting price discounting* \$15

Prohibiting cents off or \$ off discounts, coupon redemption, buy-one-get-one-free deals, and multi-pack discounts (two for one).

Restricting sale based on pack size\$15

Require that cheap cigars be sold in packages of at least four or that little cigars be sold in packages of at least 20.

Implementing mitigation fees \$25

A fee on each pack of cigarettes to cover litter clean up, wild fires, or environmental protection programs.

Sunshine or disclosure laws \$25

Requiring that tobacco companies disclose payments and incentives made to retailers in exchange for offering price-discounting.

Sampling Ban* \$15

Prohibits the distribution of promotional samples of tobacco products to the general public free of charge or at a nominal cost

Other POS Strategies

Flavor Ban* \$15

Amending a licensing law to prohibit retailers from selling flavored products.

Raising the minimum legal sale age to buy tobacco product \$15

Restricting the sale or distribution of tobacco products to any person under 21 years of age

Regulate the sale of e-cigs \$15

Updating the definition of tobacco products in youth access laws to prohibit the sale to minors, requiring licensing for e-cig sales, prohibiting samples of e-cigs, prohibiting sales of flavored e-cigs.

The Potential Impact of Point of Sale (POS) Strategies:

The retail environment is an important area of focus for tobacco control. Most tobacco products are bought in retail establishments, and the industry focuses most of its marketing efforts in these settings. POS strategies enhance state and local tobacco control efforts by reducing exposure to tobacco products and advertising in stores.