

# **GUIDELINES FOR COURT ORDERED CORRECTIVE STATEMENTS AT RETAIL POINT OF SALE**

October 2019

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# INTRODUCTION

These guidelines are designed to guide tobacco brands that have been ordered by the court to include Court Ordered Corrective Statements to all set displays and on set POS.

Each manufacturer is responsible for the design and placement of the Corrective Statements on their set displays and POS. Every piece of marketing will need at least one Corrective Statement.

These Corrective Statements do not replace the Surgeon General's Warning.

Twenty-five percent (25%) of the merchandising and/or marketing area held by each manufacturer will contain Court Ordered Corrective Statements.

The Court Ordered Corrective Statements are designed to prevent and restrain future fraud and deception by cigarette companies and to communicate truthful information about cigarettes to consumers. **They can not be edited.**

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**Set Display** refers to the merchandising space used by manufacturers to display their product in store for consumer purchase.

**Off Set point of sale (POS)** refers to the marketing materials used in store to advertise their product.

# Court Ordered Corrective Statements

The Court Ordered Corrective Statements have been categorized into five categories. Each category has several approved statements.

## A. Adverse Health Effects of Smoking

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

- Smoking kills, on average, 1,200 Americans. Every day.
- More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, **combined**.
- Smoking causes heart disease, emphysema, acute myeloid leukemia, and cancer of the mouth, esophagus, larynx, lung, stomach, kidney, bladder, and pancreas.
- Smoking also causes reduced fertility, low birth weight in newborns, and cancer of the cervix.

## B. Addictiveness of Smoking and Nicotine

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the addictiveness of smoking and nicotine.

- Smoking is highly addictive. Nicotine is the addictive drug in tobacco.
- Cigarette companies intentionally designed cigarettes with enough nicotine to create and sustain addiction.
- It's not easy to quit.
- When you smoke, the nicotine actually changes the brain - that's why quitting is so hard.

## C. Lack of Significant Health Benefit from Smoking "Low Tar," "Light," "Ultra Light," "Mild," and "Natural" Cigarettes

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about low tar and light cigarettes being as harmful as regular cigarettes.

- Many smokers switch to low tar and light cigarettes rather than quitting because they think low tar and light cigarettes are less harmful. They are **not**.
- "Low tar" and "light" cigarette smokers inhale essentially the same amount of tar and nicotine as they would from regular cigarettes.
- **All** cigarettes cause cancer, lung disease, heart attacks, and premature death-lights, low tar, ultra lights, and naturals. There is no safe cigarette.

## Court Ordered Corrective Statements Continued

The Court Ordered Corrective Statements have been categorized into five categories. Each category has several approved statements.

The goal is to rotate the informational statements once every quarter.

### **D. Manipulation of Cigarette Design and Composition to Ensure Optimum Nicotine Delivery**

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about designing cigarettes to enhance the delivery of nicotine.

- Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA intentionally designed cigarettes to make them more addictive.
- Cigarette companies control the impact and delivery of nicotine in many ways, including designing filters and selecting cigarette paper to maximize the ingestion of nicotine, adding ammonia to make the cigarette taste less harsh, and controlling the physical and chemical make-up of the tobacco blend.
- When you smoke, the nicotine actually changes the brain -- that's why quitting is so hard.

### **E. Adverse Health Effects of Exposure to Second Hand Smoke**

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of secondhand smoke.

- Secondhand smoke kills over 38,000 Americans each year.
- Secondhand smoke causes lung cancer and coronary heart disease in adults who do not smoke.
- Children exposed to secondhand smoke are at an increased risk for sudden infant death syndrome (SIDS), acute respiratory infections, ear problems, severe asthma, and reduced lung function.
- There is no safe level of exposure to secondhand smoke.

# Court Ordered Corrective Statements

## Statement Rotation

There are 5 categories for the statements (A, B, C, D, E) and each category has at least three statements.

Each manufacturer under the court order must use all of the Corrective Statements from each category, at least once within a calendar year.

Between the OnSet and OffSet POS each manufacturer will use at least five different statements per store.

If your territory requires more than five Corrective Statements, choose from the categories at your discretion. Do not repeat statements if possible.

In some situations shorter statement need to be utilized to fit within a smaller area, and other situations the longer statements should be used where more space is available.

# CORRECTIVE STATEMENTS VISUAL GUIDELINES

The goal of these guidelines is to provide clear design specifications to include the Corrective Statements in the set displays and off set POS.

# Corrective Statements Architecture

## Overview

The actual Corrective Statements vary in length. The goal of these guidelines is to create a consistent design. Here are examples of a short, medium, and long length statement in the design system.

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

**Smoking kills, on average,  
1,200 Americans. Every day.**

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

**More people die every year from smoking  
than from murder, AIDS, suicide, drugs,  
car crashes, and alcohol, combined.**

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about designing cigarettes to enhance the delivery of nicotine.

**Cigarette companies control the impact and  
delivery of nicotine in many ways, including  
designing filters and selecting cigarette paper  
to maximize the ingestion of nicotine, adding  
ammonia to make the cigarette taste less harsh,  
and controlling the physical and chemical  
make-up of the tobacco blend.**

# Corrective Statements Architecture

## Typography

Typography options for the Corrective Statements have been carefully selected. Helvetica is the primary font style. If it is not available, Arial is the secondary choice. No other font options are permitted to be used within the Corrective Statements. This is to ensure that the look is consistent.

### Helvetica Regular

Use for Federal Court Statement

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*(",.:”?)

### Helvetica Bold

Use for the actual Corrective Statements

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#%&\*(",.:”?)

# Corrective Statements Architecture

## Typography

The Corrective Statements should always be at least double the size of the Federal Court statement.

The example shown here is the minimum type sizes for the Corrective Statements.

Text size of the Corrective Statements depends on a number of factors. Mostly, it depends on viewing distance. Use the chart to choose a proper point size for your type create within the Corrective Statements.

### Federal Court Statement

Helvetica Regular  
Size: 9pt  
Leading: 12pt

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

**More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, combined.**

### Informational Statement

Helvetica Bold  
Size: 18pt  
Leading: 20pt

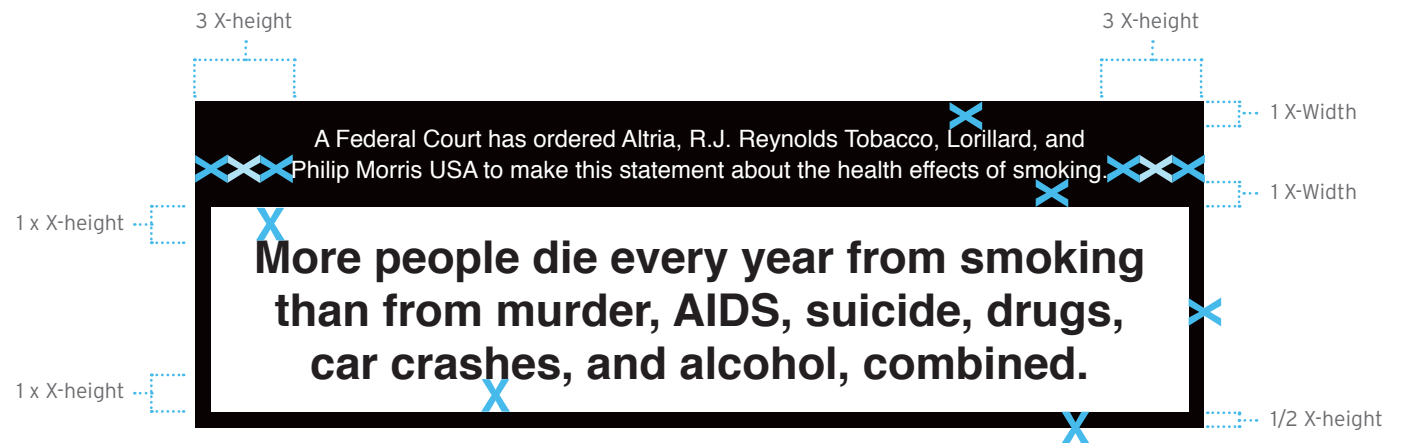
Viewing Distance	Minimum Type Size
------------------	-------------------

2ft	8pt
5ft	18pt
10ft	25pt
16ft	41pt
33ft	82pt
50ft	125pt

# Corrective Statements Architecture

## Margins and Spacing

Designing the Corrective Statements is simple. Use the capital 'X' at the size of the actual statement. In this case it's 18pt. The designed spaces around the copy are minimum allowed space, in some cases the space will be greater depending on the statement and the size of the application.



### X-space

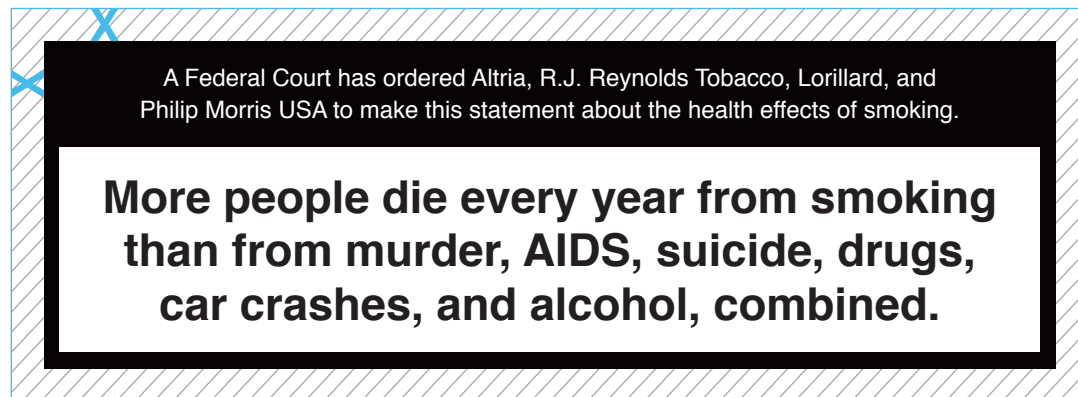
Based on capital X of the informational statement

# Corrective Statements Architecture

## Clear Space

The minimum clear space around the Corrective Statements is equal to the cap height of the informational statement. The clear space should be present on all sides, and should be completely free of other type and graphics.

For Off Set POS do not place the Corrective Statement at the edge of the piece. There should be at least X-height space between the Corrective Statement and any edge.



## Type and Graphic Free Zone

Cap X-space around entire box

# Corrective Statements Architecture

## Corrective Statements Background

The Corrective Statements are designed to work on most any background, including solid backgrounds, photography, and graphic backgrounds.

When considering backgrounds, do not allow any logos or other typography to enter the clear space around the Corrective Statement (see page 12)



✓ DO Use on solid background



✓ DO Use on photography



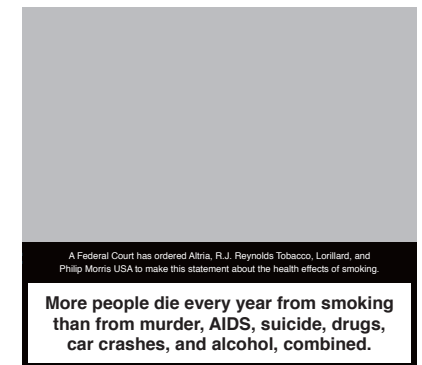
✓ DO Use on graphic backgrounds



✗ DO NOT make transparent



✗ DO NOT place logos in clear space



✗ DO NOT bleed Corrective Statement

# Corrective Statements Architecture

## Primary Color Palette

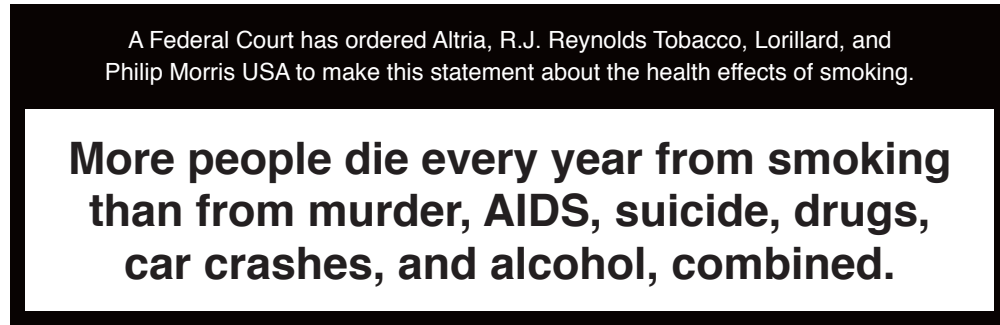
The primary colors chosen for the Corrective Statements are black and white. This color combination is less likely to compete with the colors of the various brands.

They were also chosen to convey the information in a straight-forward and simple manner.

When printing 4-color, use a rich 4-color black.

Federal Court statement should always be printed white.

The actual Corrective Statement should always be printed black.



**Rich Black 4c**

Cyan: 30  
Magenta: 30  
Yellow: 30  
Black: 100



**White**

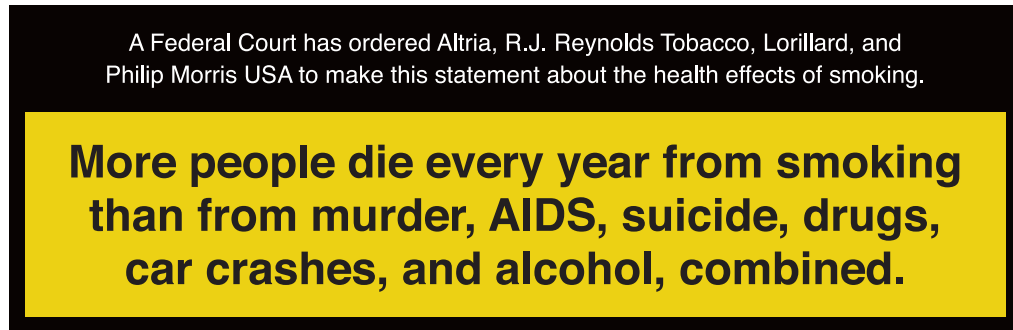
# Corrective Statements Architecture

## Secondary Color Palette

The secondary palette replaces white with Safety Yellow. This secondary color option should be used in instances where the Corrective Statements will appear on a white background or a background with lighter graphics and colors.

Federal Court statement should always be printed white.

Informational Statement should always be printed black.



### Rich Black 4c

Cyan: 30  
Magenta: 30  
Yellow: 30  
Black: 100



### Safety Yellow

Cyan: 9  
Magenta: 12  
Yellow: 100  
Black: 0

# Corrective Statements Architecture

## Black or Dark Backgrounds

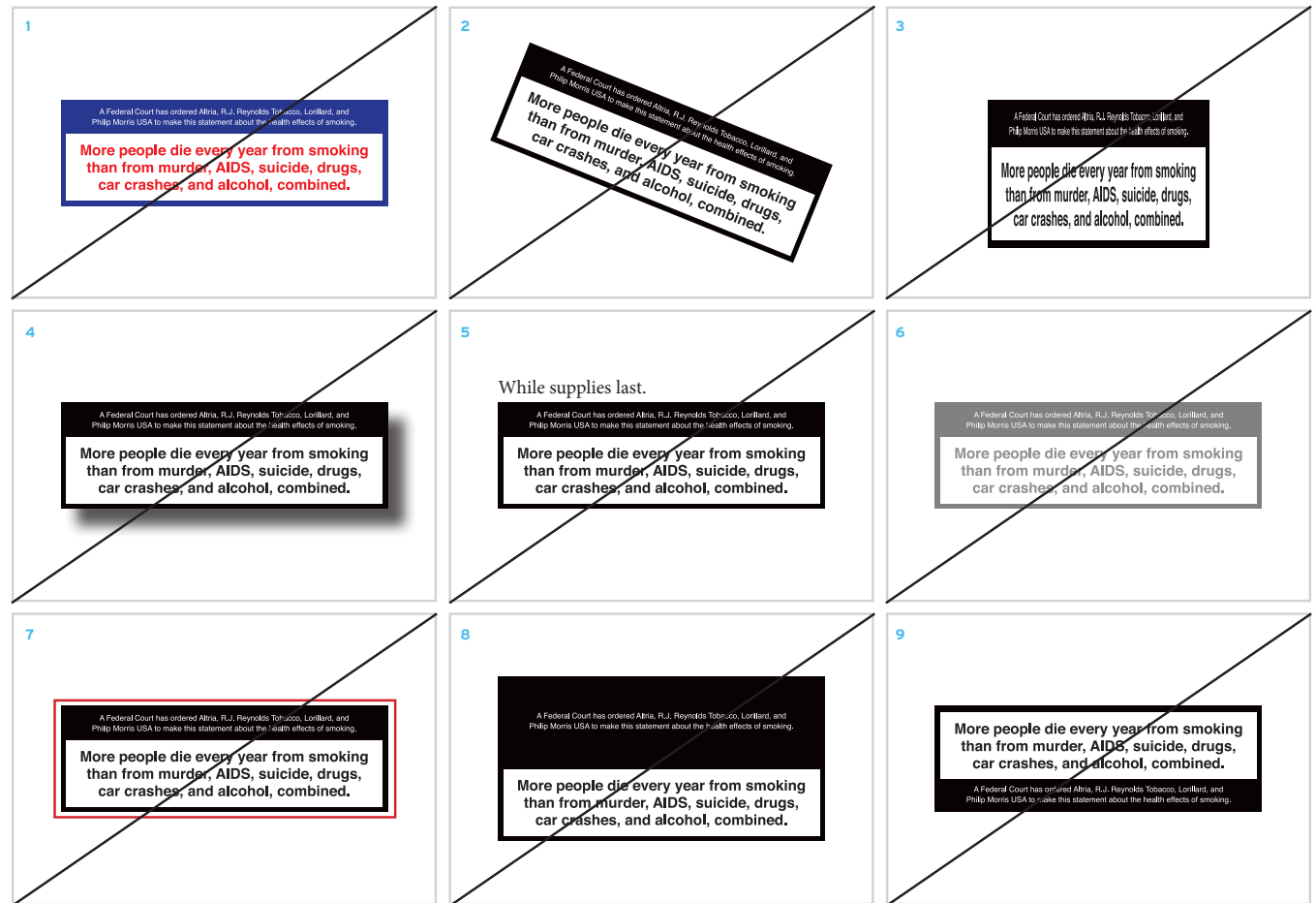
If the Corrective Statement must be on a dark or black background maintain a white border on all four sides with a X-height minimum space.



# Corrective Statements Architecture

## Incorrect Usage

Consistent presentation is an important part of making the Corrective Statements immediately recognizable wherever it appears. The Corrective Statements should never be altered or shown in unauthorized colors. The following are examples of improper usage and pitfalls to avoid. These rules apply to all versions of the Corrective Statements.



## Corrective Statements Misuse

- 1 Never change the colors
- 2 Never rotate the Corrective Statements
- 3 Never distort the size or proportion
- 4 Never add a drop shadow to the logo
- 5 Never add type elements in violation of clear space rules
- 6 Never change the opacity
- 7 Never frame the Corrective Statements
- 8 Never change the proportion of the box
- 9 Never change the position of elements

# SET DISPLAY GUIDELINES

The following pages explain the formula and visual guidelines as they pertain to in-store set displays.

Twenty-five percent (25%) of the set display held by each manufacturer will contain Court Ordered Corrective Statements.

Each manufacturer is responsible to apply the 25% Corrective Statements for their merchandising space and their space only.

# Set Display Guidelines

## Figuring It All Out

Five simple steps to determine the Corrective Statements needs for in store set displays.

- 1** Figure out the total viewing area of your merchandising territory  
**Width x Height = Total Viewing Area**
- 2** Calculate 25% of your total viewing area  
**Total Viewing Area x 0.25 = The total area Corrective Statements needs to cover**
- 3** Determine which size Corrective Statements from the four standard sizes suits the set display  
**Four sizes to choose from: 27sq in, 108sq in, 192sq in, and 300sq in**
- 4** If the sum of the boxes does not equal the total area needed, adjust the width of the last box  
**Use the same height and figure out the adjusted width**
- 5** Distribute the Corrective Statements evenly vertically and horizontally within your viewing area  
**Vary the statements from the five categories**

- \*** **25% Allowance Up or Down**
- There is an up to 25% more or less allowance for each standard Corrective Statement. Adjustment is based the need to fill the overall 25% area. Adjustments to the Standard size Corrective Statements must stay within 25% whether increasing or decreasing in size.

### Example Allowances

6x18=108 sq in (+ or - 25%)

**Can be 81 sq in to 135 sq in**

8x24=192 sq in (+ or - 25%)

**Can be 144 sq in to 240 sq in**

10x30=300 sq in (+ or - 25%)

**Can be 225 sq in to 375 sq in**

# Set Display Guidelines

## Rules To Design By

Here are some rules to keep in mind while designing the Court Ordered Corrective Statements for your space within the set display.

### General Rules

Each manufacturer is responsible only for their territory within the set display.

Each manufacturer's display must be at least three packs in width

Don't rotate or skew the Corrective Statements for any reason. Always maintain the rectangular, horizontal aspects of the Corrective Statements

All Corrective Statements should be forward facing, directed toward the view of the consumer.

### Spacing Rules

Do not stack or overlap the Corrective Statements.

If space allows, place the Corrective Statements at least one shelf apart vertically.

If room allows space out horizontally at least 25% of box width with a minimum of one inch between Corrective Statements.

### Sizing Rules

If adjusting the Standard Corrective Statement to meet your 25%, maintain the standard height and adjust the width to increase or decrease the total square inches.

Always refer to the Viewing Distance chart on page 9 to ensure the appropriate type size is being utilized.

The 8 x 3 size is the minimum size allowed for Set Displays.

The 30 x 10 is the maximum size allowed for Set Displays.

# Set Display Guidelines

## Standard Corrective Statements

These are not at 100%.

### 8 x 3 Box

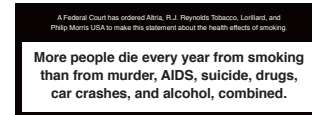
24 Sq Inches

25% Allowance 17.75 to 30.25 sq in

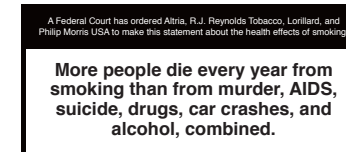
Court Statement: 13pt

Corrective Statement: 26pt

8" x 3"



9" x 4"



### 9 x 4 Box

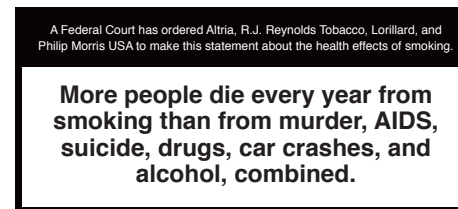
36 Sq Inches

25% Allowance 27 to 45 sq in

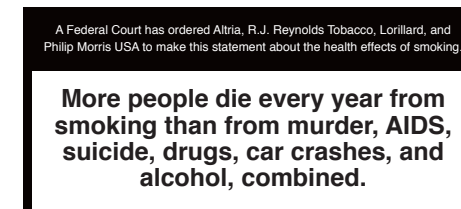
Court Statement: 17pt

Corrective Statement: 34pt

10" x 4.5"



12" x 5.5"



### 10 x 4.5 Box

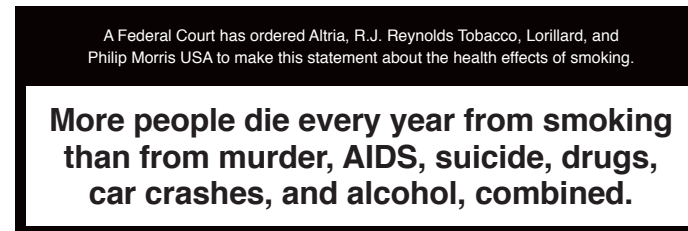
45 Sq Inches

25% Allowance 33.75 to 56.25 sq in

Court Statement: 19pt

Corrective Statement: 38pt

18" x 6"



### 12 x 5.5 Box

66 Sq Inches

25% Allowance 49.5 to 82.5 sq in

Court Statement: 23pt

Corrective Statement: 47pt

### 18 x 6 Box

108 Sq Inches

25% Allowance 81 to 135 sq in

Court Statement: 30pt

Corrective Statement: 60pt

# Set Display Guidelines

## Standard Corrective Statements

These are not at 100%.

### 20 x 7 Box

140 Sq Inches

25% Allowance 105 to 175 sq in

Court Statement: 33pt

Corrective Statement: 66pt

### 24 x 8 Box

192 Sq Inches

25% Allowance 144 to 336 sq in

Court Statement: 40pt

Corrective Statement: 80pt

### 30 x 10 Box

300 Sq Inches

25% Allowance 225 to 375 sq in

Court Statement: 50pt

Corrective Statement: 100pt

20" x 7"

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

**More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, combined.**

24" x 8"

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

**More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, combined.**

30" x 10"

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

**More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, combined.**

# Set Display Guidelines

## Example Set Display

Using the steps on page 17, here's how to figure out the size and number of boxes needed. Distribute the Corrective Statements evenly within your territory.

### Figuring Out Your Total Area

Width x Height = Total Area  
 $84'' \times 63'' = 5,292 \text{ sq in}$

### Figuring Out 25%

Total Area x 25%  
 $5,292 \times .25 = 1,323 \text{ sq in}$

### Figuring Out No. of Boxes

4 @ 30 x 10 = 1,200sq in  
 1 @ 20.5 x 6 = 123sq in\*  
 $1,200 + 123 = 1,323 \text{ sq in}$

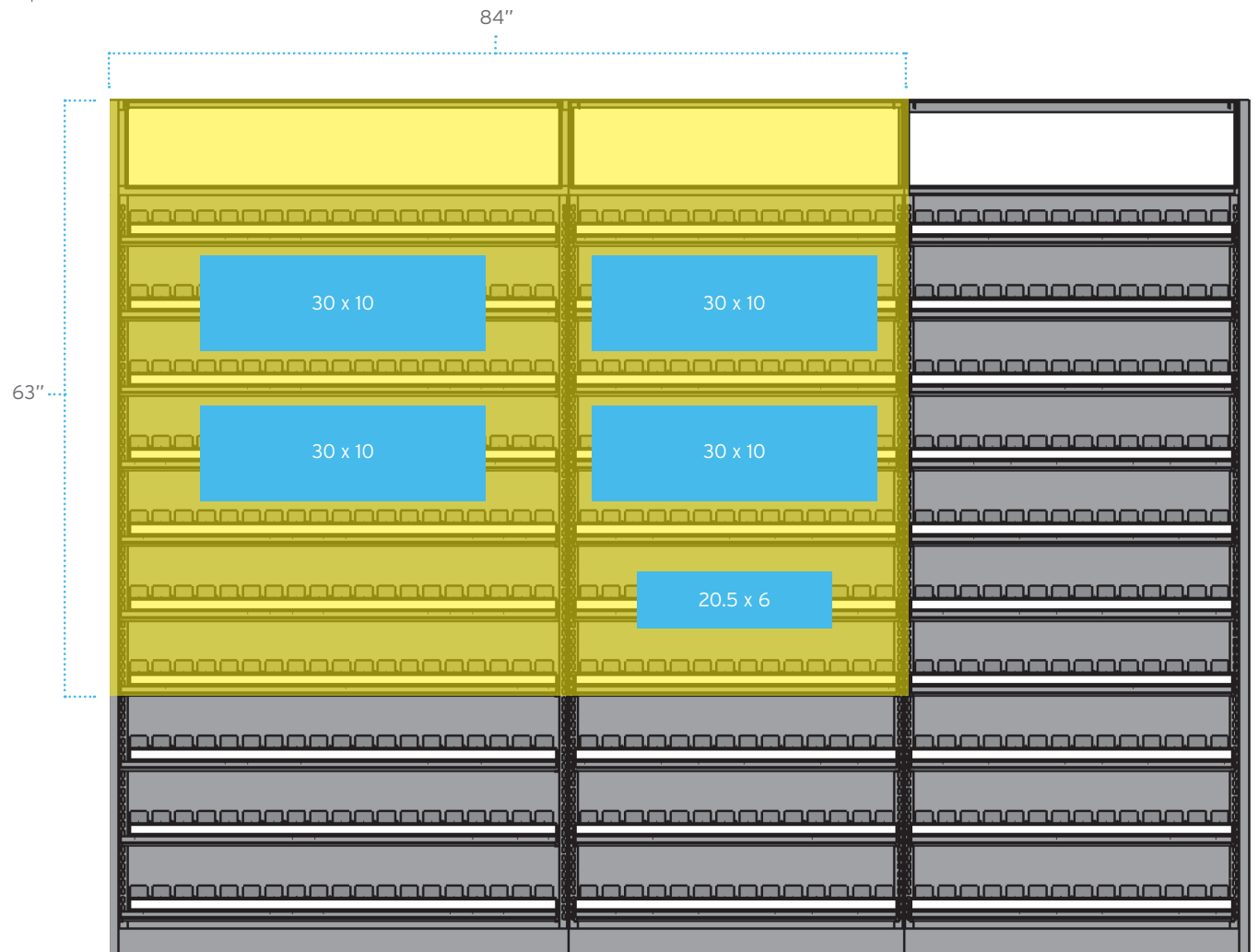
\*To achieve 123 sq inches, we started with the 18 x 6 and adjusted the width using the 25% variance allowance (see page 18).

Formula:

$W \times H = 123$

$W \times 6 = 123$

$20.5 \times 6 = 123\text{sq in}$



120" x 90" Set Display

# Set Display Guidelines

## Example Set Display

Using the steps on page 17, here's how to figure out the size and number of boxes needed. Distribute the Corrective Statements evenly within your territory.

### Figuring Out Your Total Area

Width x Height = Total Area  
 $37'' \times 90'' = 3,330 \text{ sq in}$

### Figuring Out 25%

Total Area x 25%  
 $3,330 \times .25 = 832.5 \text{ sq in}$

### Figuring Out No. of Boxes

$4 @ 24 \times 8 = 768 \text{ sq in}$   
 $1 @ 10.75 \times 6 = 64.5 \text{ sq in}^*$   
 $768 + 64.5 = 832.5 \text{ sq in}$

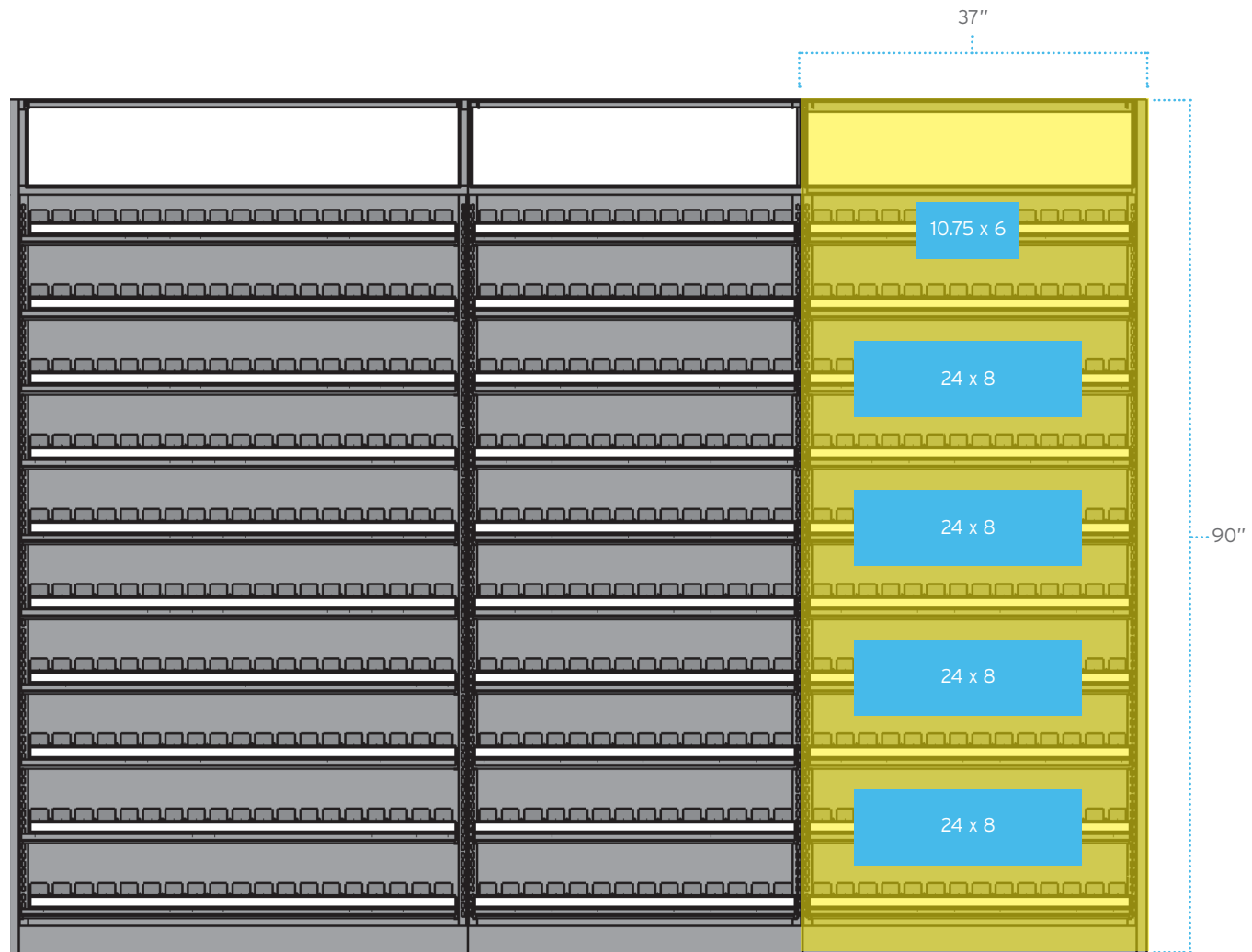
\*To achieve 64.5 sq inches, we started with the 18 x 6 and adjusted the width using the 25% variance allowance (see page 18).

Formula:

$W \times H = 64.5$

$W \times 6 = 64.5$

$10.75 \times 6 = 64.5 \text{ sq in}$



120" x 90" Set Display

# Set Display Guidelines

## Example 4 Foot Display

Here's a mock up of a set display with actual Corrective Statements placed in at scale using Phillip Morris USA as an example.

### Figuring Out Total Area

Width x Height = Total Area

48" x 35.5" = **1,704 sq inches**

### Figuring Out 25%

Total Area x 25%

1,704 x .25 = **426 inches**

### Figuring Out No. of Boxes

2 @ 20 x 7 = 280sq in

1 @ 20.875 x 7 = 146sq in\*

280 + 146 = **426 sq in**

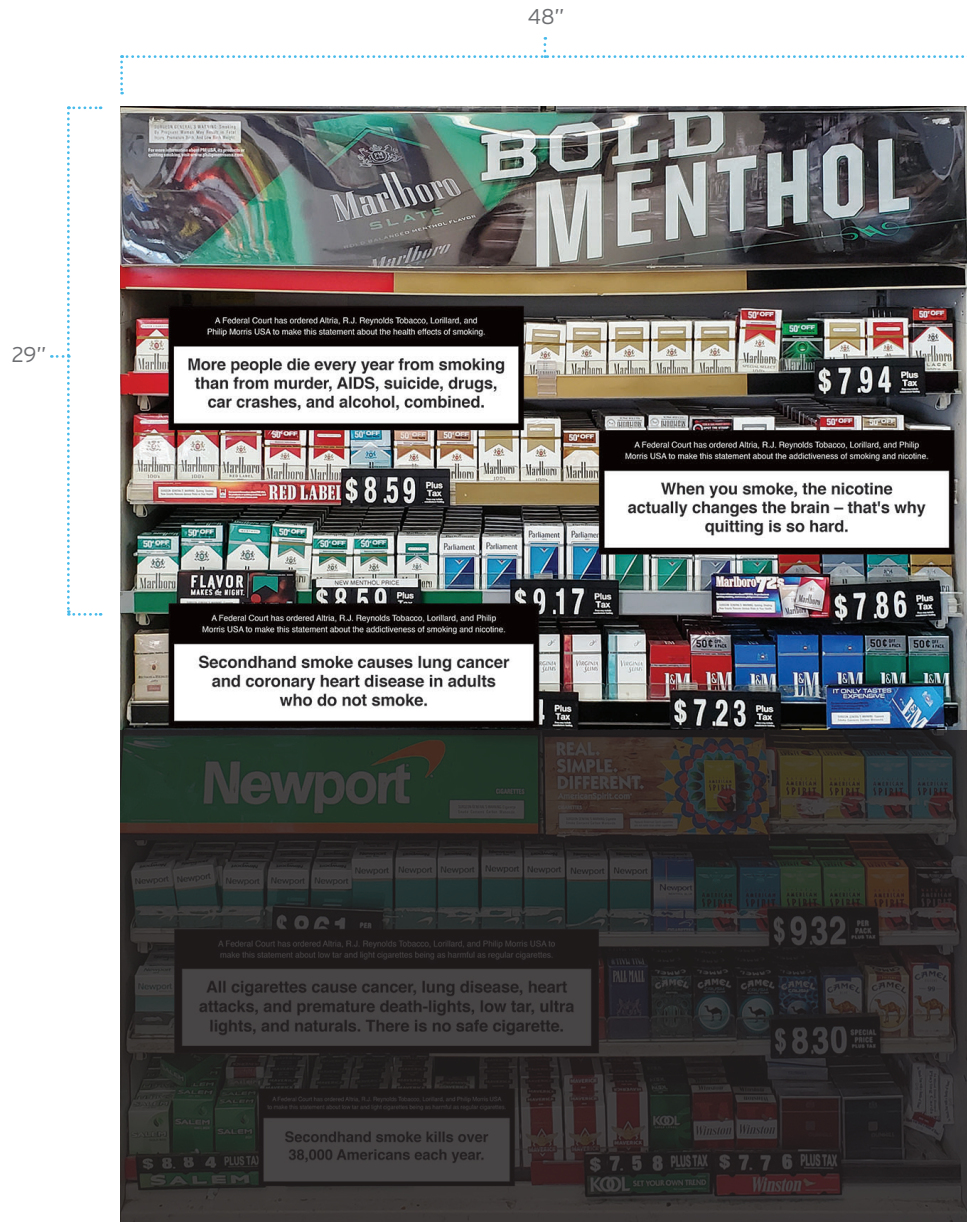
\*To achieve 24 sq inches, we started with the 20 x 7 and adjusted the width using the 25% variance allowance (see page 18).

Formula:

W x H = 146

W x 7 = 146

20.875 x 7 = 146sq in



# OFF SET POS GUIDELINES

The following pages explain the formula and visual guidelines as they pertain to off set POS.

Twenty-five percent (25%) of the off set POS will contain Court Ordered Corrective Statements.

Each manufacturer is responsible to apply the 25% Corrective Statements to their POS.

Every Marketing Face requires a Corrective Statement.

# Off Set POS Placement

## Figuring It All out

The steps to figuring out the use of the Corrective Statements in POS.

1

Calculate the total viewing area of the Off Set POS item

**Width x Height = Total Viewing Area**

2

Calculate Twenty-Five percent (25%) of Total Viewing Area

**Total Viewing Area x 0.25 = The total area Corrective Statements needs to cover**

3

Determine which standard size Corrective Statement from the four standard sizes best suits the POS

**Three sizes to choose from: 27sq in, 108sq in, 192sq in, and 300sq in**

\*

### 25% Allowance Up or Down

If the standard size Corrective Statement does not equal exactly 25% or is too close to an edge, adjust accordingly. There is an up to 25% more or less allowance for each standard Corrective Statement. Adjustment is based the need to fill the overall 25% area. Adjustments to the Standard size Corrective Statements must stay within 25% whether increasing or decreasing in size.

### Example Allowances

6x18=108 sq in (+ or - 25%)

**Can be 81 sq in to 135 sq in**

8x24=192 sq in (+ or - 25%)

**Can be 144 sq in to 240 sq in**

10x30=300 sq in (+ or - 25%)

**Can be 225 sq in to 375 sq in**

# Set Display Guidelines

## Rules To Design By

Here are some rules to keep in mind while designing your POS.

### General Rules

One Court Ordered Corrective Statement is needed for one off set POS item.

If the POS has more than one side, each side will have a Corrective Statement.

The Corrective Statements are in addition to the Surgeon General's Warning. It does not replace it.

### Spacing Rules

Maintain the X-height clear space around the Corrective Statement from all typography and/or branding.

Never place the Corrective Statement at the edge of the POS. Always maintain a minimum X-height clear space to the edge.

### Size and Shape Rules

Always maintain a horizontal rectangle, with the exception of extreme shapes.

The Corrective Statements should never be a circle or oval.

With POS there will be odd shapes and sizes, as a rule, calculate the widest width possible and adjust to the correct height accordingly.

The 8 x 3 size is the minimum size allowed for POS with the exception of odd shapes/sizes.

The 30 x 10 is the maximum size allowed for POS with the exception of odd shapes/sizes.

### Calculation Rules

There will be instances where calculations result in fractional numbers, as a rule, round to the nearest thousandth.

Total viewing area does not include mechanics or any area dedicated to hanging or mounting the POS.

Framing is not considered part of the total viewing area, unless it is part of the branding.

# Off Set POS Placement

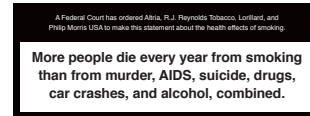
## Standard Corrective Statements

Same standard sizes as the set displays.  
These are not at 100%

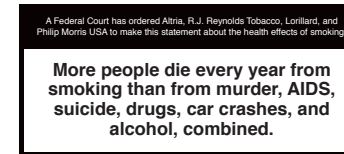
### 8 x 3 Box

24 Sq Inches  
25% Allowance 17.75 to 30.25 sq in  
Court Statement: 13pt  
Corrective Statement: 26pt

8" x 3"



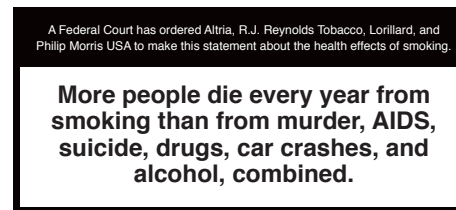
9" x 4"



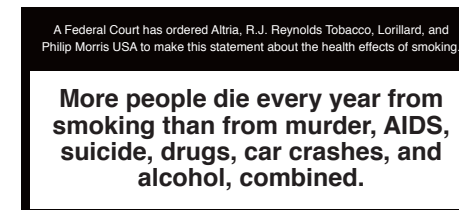
### 9 x 4 Box

36 Sq Inches  
25% Allowance 27 to 45 sq in  
Court Statement: 17pt  
Corrective Statement: 34pt

10" x 4.5"



12" x 5.5"



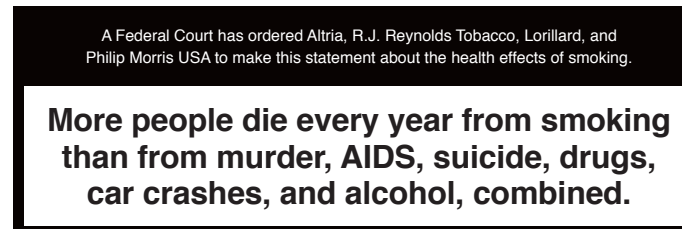
### 10 x 4.5 Box

45 Sq Inches  
25% Allowance 33.75 to 56.25 sq in  
Court Statement: 19pt  
Corrective Statement: 38pt

### 12 x 5.5 Box

66 Sq Inches  
25% Allowance 49.5 to 82.5 sq in  
Court Statement: 23pt  
Corrective Statement: 47pt

18" x 6"



### 18 x 6 Box

108 Sq Inches  
25% Allowance 81 to 135 sq in  
Court Statement: 30pt  
Corrective Statement: 60pt

# Off Set POS Placement

## Standard Corrective Statements

Same standard sizes as the set displays.  
These are not at 100%

### 20 x 7 Box

140 Sq Inches  
25% Allowance 105 to 175 sq in  
Court Statement: 33pt  
Corrective Statement: 66pt

20" x 7"

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

**More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, combined.**

### 24 x 8 Box

192 Sq Inches  
25% Allowance 144 to 336 sq in  
Court Statement: 40pt  
Corrective Statement: 80pt

24" x 8"

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

**More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, combined.**

### 30 x 10 Box

300 Sq Inches  
25% Allowance 225 to 375 sq in  
Court Statement: 50pt  
Corrective Statement: 100pt

30" x 10"

A Federal Court has ordered Altria, R.J. Reynolds Tobacco, Lorillard, and Philip Morris USA to make this statement about the health effects of smoking.

**More people die every year from smoking than from murder, AIDS, suicide, drugs, car crashes, and alcohol, combined.**

# Off Set POS Placement

## 18 x 24 Poster

The diagram of the 18" x 24" poster shows the Corrective Statements centered at the bottom.

Use the chart on page 10 to determine the minimum type size based on placement of the POS.

### Figuring Out 25%

Width x Height = Total Area  
 $18" \times 24" = 432"$   
25% of 432" = **108 inches**

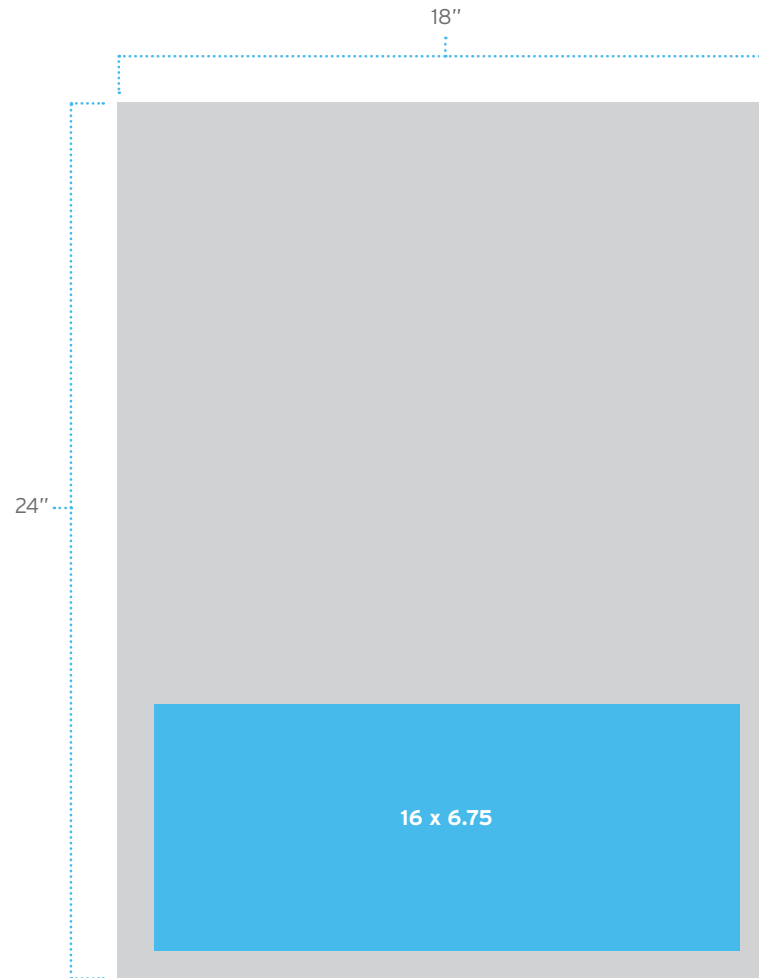
### Figuring Out Size

1 @ 18 x 6 = **108sq in\***

### Adjusted Size

16 x 6.75 = **108sq in\***

\*Although 108sq inches is the size needed, the width of 18" is the exact width of the poster which will not allow for the clear space needed. Size adjusted to:  
16 x 6.75 = 108sq in



# Off Set POS Placement

## 24 x 18 Real Estate Sign

Follow this diagram for most rectangular pieces.

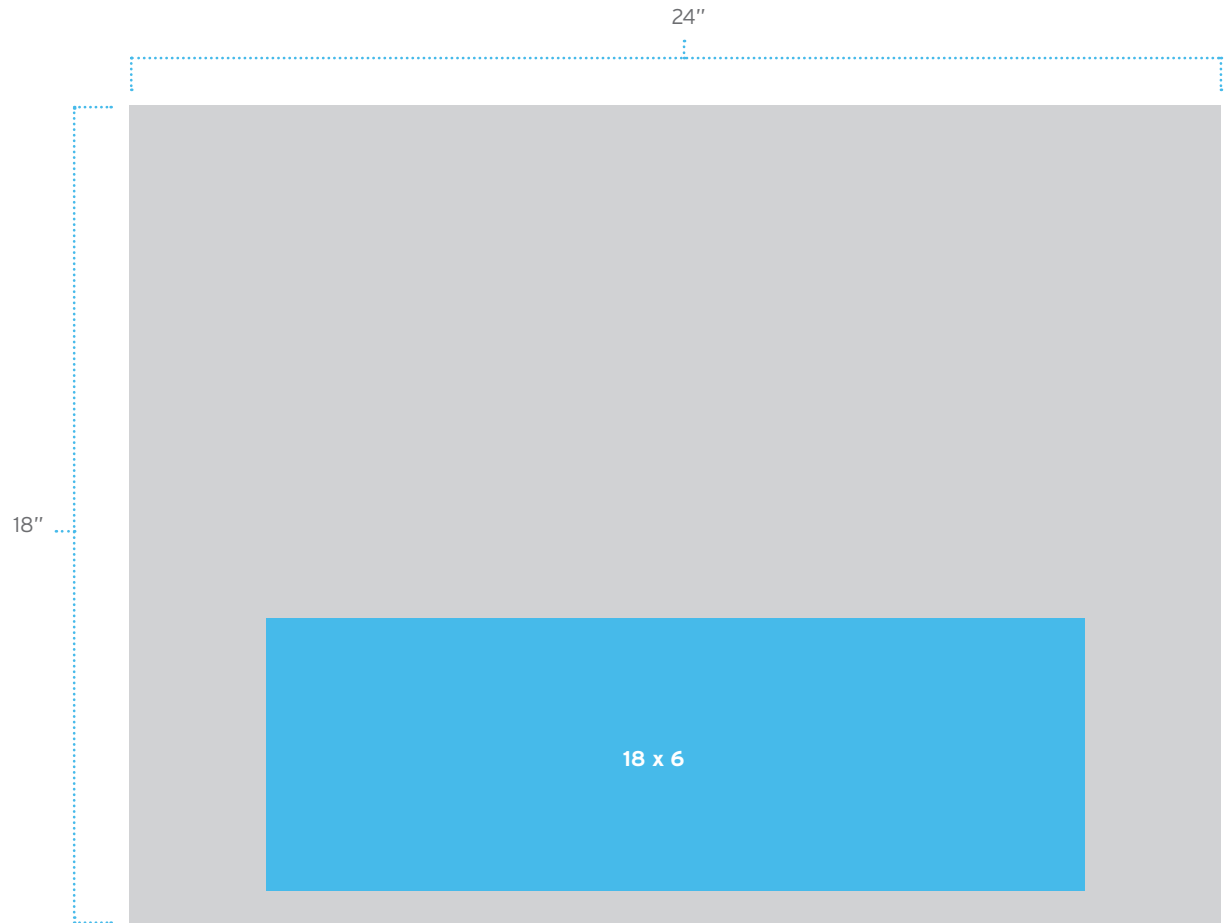
Use the chart on page 10 to determine the minimum type size based on proposed placement of the POS.

### Figuring Out 25%

Width x Height = Total Area  
 $24'' \times 18'' = 432''$   
25% of  $432'' = 108$  inches

### Figuring Out Size

1 @  $18 \times 6 = 108\text{sq in}^*$



# Off Set POS Placement

## 5" x 8" Counter Mat

There will be instances of odd or extreme sizes. In this case, the small size requires a custom size Corrective Statement.

### Figuring Out 25%

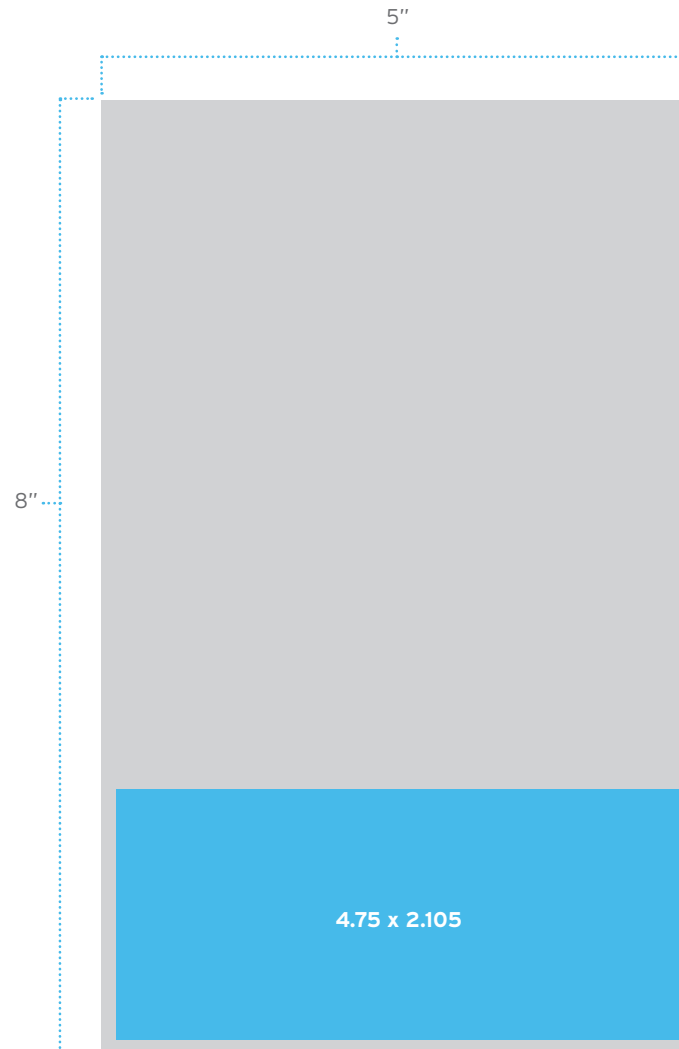
Width x Height = Total Area

8" x 5" = 40 inches

25% of 40" = **10 inches**

### Figuring Out Size

4.75 x 2.105" = **10 inches**



# Off Set POS Placement

## 6" x 6" Door Cling

There will be instances of odd or extreme sizes. In this case, the small size requires a custom size Corrective Statement.

### Figuring Out 25%

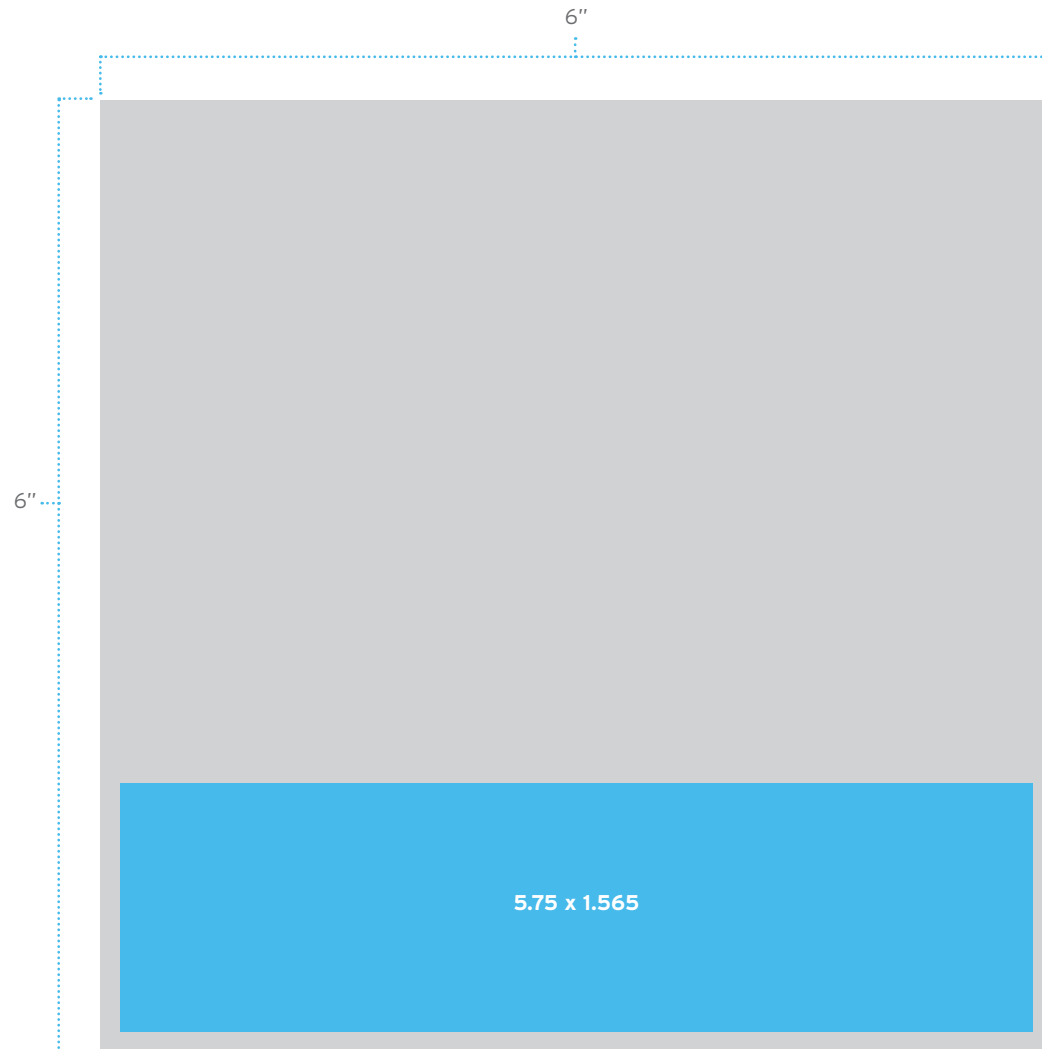
Width x Height = Total Area

6" x 6" = 36 inches

25% of 36" = **9 inches**

### Figuring Out Size

5.75 x 1.565" = **9 inches**



# Off Set POS Placement

## 34" x 163" Feather Flag Banner

Here's an example of a piece that is has a curve. Estimate the percentage of the area missing due to the curve to figure out the 25%. In this case, 10% is estimated for the curve in the banner.

The viewing distance for these banners can range from 6ft to 40ft, minimum type size for the information statement is 40pt.

### Figuring Out 25%

Width x Height = Total Area

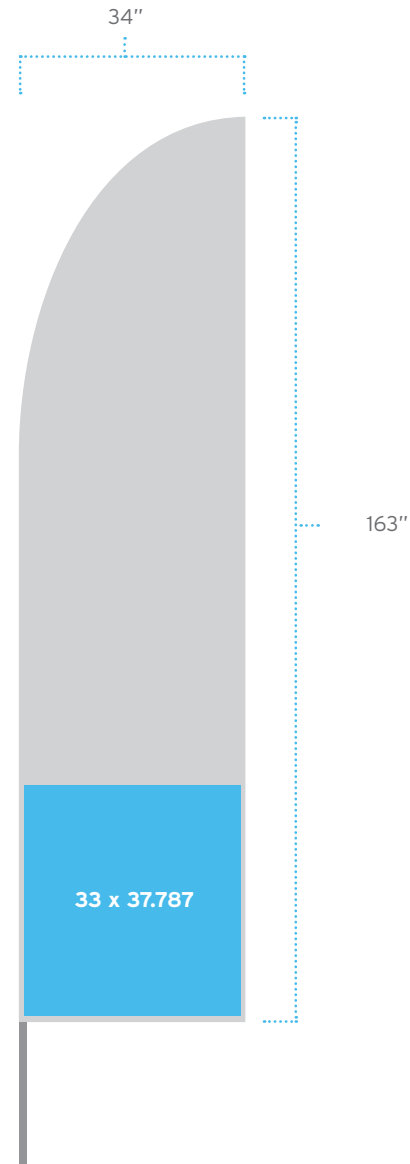
34" x 163" = 5,542 inches

Less 10% for Curve = 4,987.9 inches

25% of 4,987.9" = **1,246.975 inches**

### Figuring Out Size

33" x 37.787" = **1,246.975 inches**



# Off Set POS Placement

## 6" Window Cling

With a circular piece, a little more math is involved to figure out the total area of the circle. For this we use Pi (3.14) and the radius of the circle.

### Figuring Out 25%

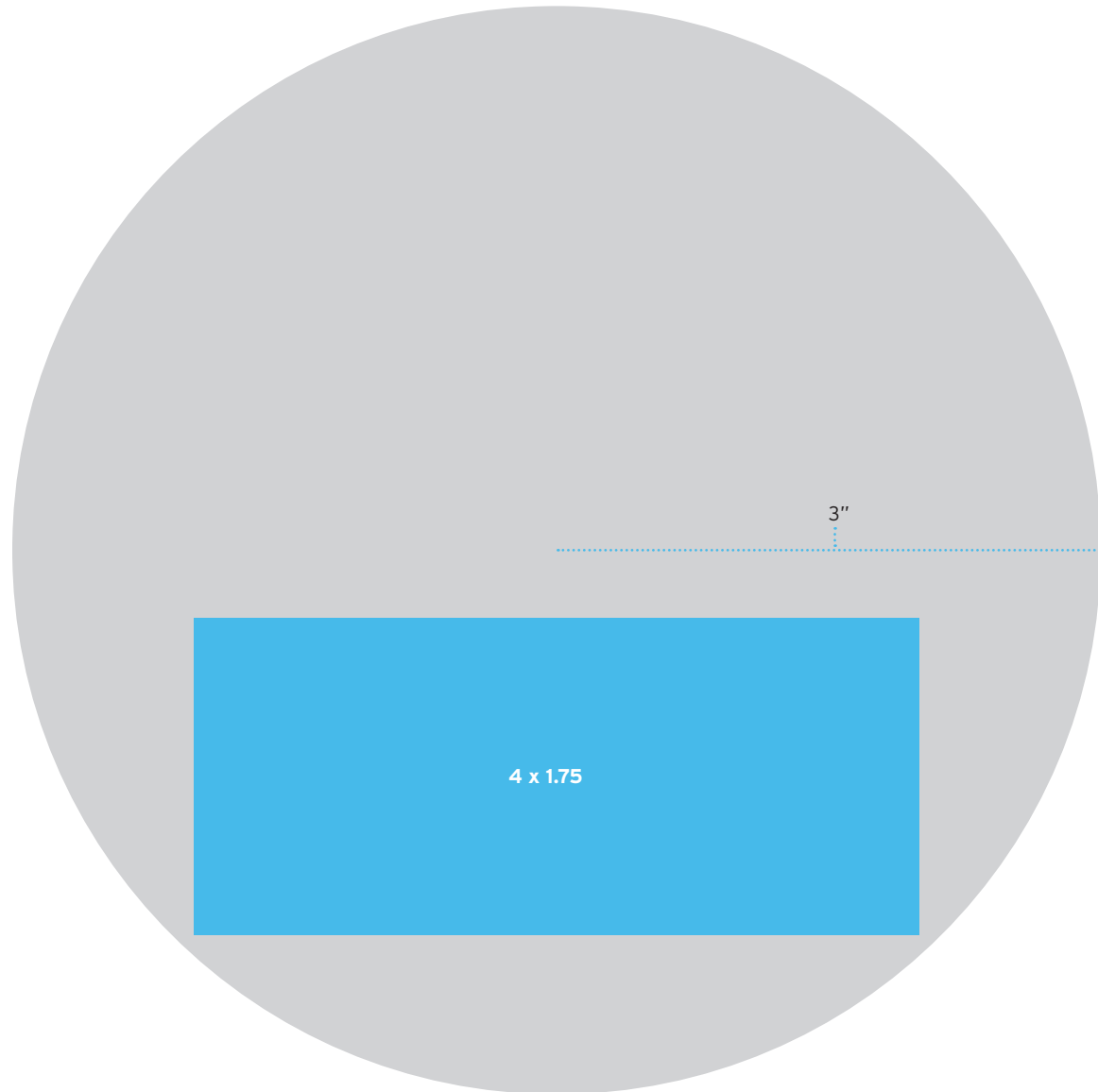
$3.14 \times R^2 = \text{Total Area}$   
 $3.14 \times 9'' = 28 \text{ inches}$   
25% of 28'' = **7 inches**

### Figuring Out Size

$4'' \times 1.75'' = 7 \text{ inches}$

### Boxes for Various Size Circles

5" Circle: 4.9 inches / 3.5" x 1.4" Box  
6" Circle: 7 inches / 4" x 1.75" Box  
8" Circle: 12.5 inches / 6.25" x 2" Box  
10" Circle: 19.5 inches / 8.75" x 2.25" Box



# Off Set POS Placement

## Digital Signage

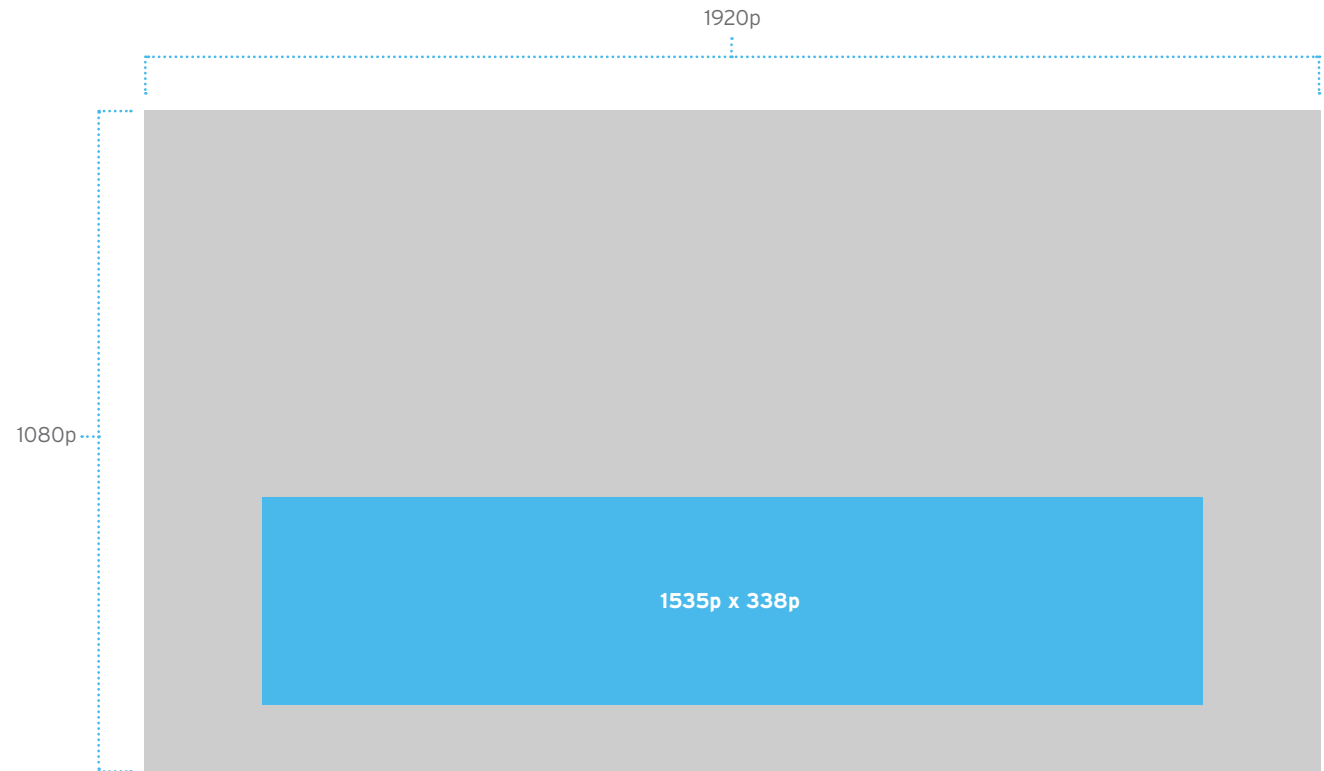
Rotating digital screens also get a Corrective Statement at 25% of the total viewing area, although not based on the standard sizes. Each marketing screen requires a Corrective Statement.

### Figuring Out 25%

Width x Height = Total Area  
 $1920p \times 1080p = 2,073,600p$   
25% = **518,400 sq pixels**

### Figuring Out Size

Max Title Safe Width= 1535p  
 $1535p \times H = 518,400p$   
**1535p x 338 = 518,400 sq pixels**



## Notes

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October 2019