

RUNNING THE NUMBERS

The Smoking Speedway

Since the ban on cigarette advertising on TV went into effect in 1971, tobacco companies have sought out alternatives to advertise their product. For instance, cigarette advertising in newspapers and magazines jumped from \$64.2 million in 1970 to \$157.6 million in 1971. But just because cigarette makers are forbidden to buy ads on TV—ads on which they spent \$205 million in 1970—it doesn't mean they've abandoned the medium. Sponsorships of sporting events give cigarette companies ample national airtime. Medical activists Chris LaVergne and Dr. Alan Blum of Doctors Ought To Care analyzed NBC's 1989 Marlboro Grand Prix, sponsored by Philip Morris, to see just how much airtime Marlboro was getting.

1989 Marlboro Grand Prix (on NBC)

How many times Marlboro logo was seen:

Small raceway signs:	4998	Marlboro trophy:	2
Large Marlboro billboards:	519	Marlboro cap on another pit crew's arm:	1
Marlboro car:	249	Word Marlboro written:	1
Start/Finish overpass:	57	Marlboro patch on wife's neck:	1
Crew men in Marlboro jumpsuits:	31	Marlboro shirt:	1
TV logo with Marlboro logo:	18	Marlboro backdrop for awards presentation:	1
Marlboro helmet:	11	-----	-----
Driver in jumpsuit:	10	Number of verbal references to Marlboro:	11
Marlboro jackets:	7		
Marlboro cap:	4		
Marlboro signs on large Diamond vision screen:	4	Total time of broadcast:	93.62 minutes
Wife of Marlboro driver in Marlboro jumpsuit:	4	Total Marlboro time:	46.17 minutes
Umbrella:	3	Total percentage of Marlboro seen on screen:	49.32%

