

Tobacco Control Policy Fact Sheet

Uruguay: Advertising, Promotion & Sponsorship

Regulated Forms of Tobacco Advertising, Promotion and Sponsorship

| | Banned | Some Restrictions | Allowed | Uncertain | N/A |
|--|--------|-------------------|---------|-----------|-----|
| Domestic TV and radio (including all broadcast media such as satellite and cable) | ■ | | | | |
| Domestic newspapers and magazines | ■ | | | | |
| Other domestic print media, such as pamphlets, leaflets, flyers, posters, signs (not including print advertising at the point of sale) | ■ | | | | |
| International TV and radio (including all broadcast media such as satellite and cable) | ■ | | | | |
| International newspapers and magazines | ■ | | | | |
| Internet communications | ■ | | | | |
| Outdoor advertising (e.g., billboards, posters) | ■ | | | | |
| Point of sale advertising/promotion | ■ | | | | |
| Point of sale product display | ■ | | | | |
| Conventional mail | ■ | | | | |
| Telephone and cellular phone | ■ | | | | |
| Brand marking on physical structures | ■ | | | | |
| Free distribution of tobacco products | ■ | | | | |
| Promotions with a tobacco product purchase | ■ | | | | |
| Competitions associated with tobacco products | ■ | | | | |
| Direct person to person targeting of individuals | ■ | | | | |
| Brand stretching/trademark diversification | ■ | | | | |
| Reverse brand stretching or brand sharing | ■ | | | | |
| Toys that resemble tobacco products | ■ | | | | |
| Candy that resembles tobacco products | ■ | | | | |
| Retailer incentive programs | ■ | | | | |
| Paid placement of tobacco products in TV, film or other media | ■ | | | | |
| Unpaid depiction of tobacco use or tobacco products in media that does not serve a legitimate purpose | ■ | | | | |

Regulated Forms of Tobacco Advertising, Promotion and Sponsorship (cont'd)

| | Banned | Some Restrictions | Allowed | Uncertain | N/A |
|---|--------|-------------------|---------|-----------|-----|
| Tobacco industry sponsorship of events, activities, individuals, organizations or governments | ■ | | | | |
| Publicity of financial or other sponsorship or support by the tobacco industry if tobacco sponsorship is not banned | ■ | | | | |
| Promotion by any means that are false, misleading or deceptive | ■ | | | | |

Definitions of Key Terms - Alignment with the FCTC

| | Aligns | Does not Align | N/A |
|-----------------------------------|--------|----------------|-----|
| Tobacco Sponsorship | ■ | | |
| Tobacco Advertising and Promotion | ■ | | |
| Tobacco Product | ■ | | |
| Brand Element | ■ | | |

Actions Required for Forms of Advertising, Promotion & Sponsorship Not Banned

| | Required | Not Required | Uncertain or N/A |
|---|----------|--------------|------------------|
| Disclosure to the government by the tobacco industry of information on advertising, promotion and sponsorship activities and expenditures | | | ■ |
| Health warning messages required on permitted forms of tobacco advertising, promotion and sponsorship | | | ■ |
| Disclosed information readily available to the public | | | ■ |

Penalties

| | Yes | No |
|---------------------------|-----|----|
| Advertising and Promotion | ■ | |
| Sponsorship | ■ | |

Last updated: March 4, 2020