

Ireland: Advertising, Promotion & Sponsorship

Regulated Forms of Tobacco Advertising, Promotion and Sponsorship

	Banned	Some Restrictions	Allowed	Uncertain	N/A
Domestic TV and radio	■				
Domestic newspapers and magazines	■				
Other domestic print media	■				
Domestic internet communications	■				
Domestic internet sales	■				
International TV and radio		■			
International newspapers and magazines		■			
International internet communications		■			
International internet sales		■			
Outdoor advertising	■				
Point of sale advertising		■			
Point of sale product display	■				
Vending machines		■			
Conventional mail	■				
Telephone and cellular phone	■				
Brand marking			■		
Tobacco packaging, labeling and inserts		■			
Free distribution of tobacco products	■				
Promotional gifts in conjunction with product purchase	■				
Competitions associated with products	■				
Direct targeting of individuals	■				
Brand stretching			■		
Reverse brand stretching			■		
Toys resembling tobacco products			■		
Candy resembling tobacco products	■				
Retailer incentive programs	■				

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

	Banned	Some Restrictions	Allowed	Uncertain	N/A
Paid placement in TV, film, or other media		■			
Unpaid depiction in TV, film, or other media			■		
Financial support to groups, events, etc.			■		
Publicity of financial support to groups, etc.	■				
Financial support to venues for decorations, renovations			■		
Financial support to venues for direct customer sales		■			
Payments for exclusive sale or prominent display	■				
Promotion by false, misleading, or deceptive means	■				

Definitions of Key Terms - Alignment with the FCTC

	Aligns	Does Not Align	N/A
Tobacco Sponsorship	■		
Tobacco Advertising and Promotion	■		
Tobacco Product	■		

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

	Required	Not Required	Uncertain or N/A
Disclosure to the govt. of info on APS activities and expenditures	■		
Health warning messages required on permitted forms of APS		■	
Disclosed information readily available to the public		■	

Penalties

	Yes	No
Violation of advertising and promotion provisions	■	
Violation of sponsorship provisions	■	