



The 1998 Master Settlement Agreement prohibited direct or indirect marketing to youth and any use of cartoons in cigarette advertising. However, e-cigarette companies are not subject to the same restrictions. A cartoon version of Santa is used in this Florida billboard.

Vapor Shark E-Cigarettes Billboard,
Florida, 2013
[*www.trinketsandtrash.org](http://www.trinketsandtrash.org)



The 1998 Master Settlement Agreement restricts some outdoor forms of tobacco advertising, including billboards. E-cigarette companies are not subject to the same agreements and are using similar tactics the tobacco industry used to employ.

Smokeless Smoking Billboard,
Minneapolis, MN