

Federal Trade Commission

Protecting America's

Consumers

Each year, the alcohol industry spends more than a billion dollars on "measured media" advertising, that is, television, radio, print, and outdoor ads. The available evidence indicates that more than 300 wine brands, 350 beer brands, and 1,400 distilled spirits brands are marketed in the U.S., but

5. Nominal advertising expenditures are obtained from Impact Magazine (various issues) and adjusted for inflation in national advertising costs based upon McCann-Erickson Media Co