

Tobacco Billboards Eliminated



In April 1999, all the tobacco billboards came down across the US as part of the Master Settlement Agreement with the tobacco industry.

In New Jersey, prime billboard space, leased by tobacco companies, was turned over to the state — an estimated value of \$5.5 million. The example on the left, on the NJ Turnpike, is part of the *Smoking: Don't Get Sucked In* media campaign.

Look for a new billboard campaign beginning in October 1999.