Altria
Altria Client Services

Jose Luis Murillo
Senior Vice President
Regulatory Affairs

August 22, 2019

Via CTP Portal

Ms. Lillian Ortega
Director, Division of Enforcement and Manufacturing
Office of Compliance and Enforcement
Center for Tobacco Product
Food and Drug Administration
Document Control Center
Building 71, Room G335
10903 New Hampshire Avenue
Silver Spring, Maryland 20993

RE: 30-Day Notification for PM0000424 – PM0000426 and PM0000479

Dear Ms. Ortega:

Altria Client Services LLC ("ALCS"), on behalf of Philip Morris USA ("PM USA")[1], submits this 30-day notification related to Philip Morris Products S.A.'s ("PMPSA")[2] Marketing Order for PM0000424 – PM0000426 and PM0000479, Marlboro HeatSticks® and IQOS® System holder and charger. The materials submitted with this notification are provided pursuant to Periodic Reporting requirements in section IV, pp. 12-13 of the Marketing Order. [3]

This notification is not for pre-approval, but provides FDA timely access to PM USA's marketing materials and plans for which previous notification has not been provided. PM USA

[1] PM USA is a wholly-owned subsidiary of Altria Group, Inc. ("Altria"). Altria Client Services LLC provides certain services, including regulatory affairs, research and development, and regulatory sciences to the Altria family of companies. "We" or similar pronouns are used throughout to refer to PM USA.

[2] Philip Morris Products S.A. (PMP S.A.) is the PMTA applicant for PM0000424 – PM0000426 and PM0000479 (collectively, the "Authorized Products"), all of which were granted a Marketing Order by FDA on April 30, 2019. PMP S.A.'s parent company, Philip Morris International Management S.A. (PMI) has entered into an agreement with Altria Client Services LLC ("ALCS") by which ALCS and its affiliates, including Philip Morris USA ("PM USA"), are licensed to sell the Authorized Products in the United States after marketing authorization. The ALCS affiliate that will distribute and sell the Authorized Products in the United States is PM USA. Therefore, the marketing plans described in these responses are the marketing plans of PM USA.

[3] ALCS and its affiliates submit this notification in accordance with the Marketing Order and reserve all rights and remedies available under the law, Constitutional or otherwise.

Altria Client Services LLC
2325 Bells Road
Richmond, Virginia 23234
(804) 335-2879
Joe.Murillo@altria.com

expects to begin dissemination of the materials attached no earlier than 30 days from the date of this notification.

Please note that we have included with this submission an attachment to the notification for PM0000424 – PM0000426 and PM0000479. Attachment 1 provides background information about an additional marketing channel we will employ, our age policy for company-owned IQOS stores, and our plans for marketing materials with minor changes.

This notification contains confidential commercial information that PM USA considers to be proprietary and highly sensitive, and which is protected from disclosure under FDCA §§ 301(j) and 906(c) (21 U.S.C. §§ 331(j) and 387f(c)), the Trade Secrets Act (18 U.S.C. § 1905), the Freedom of Information Act ("FOIA") (5 U.S.C. § 552), and FDA's implementing regulations, 21 C.F.R. Part 20. If FDA receives a request for these records and tentatively determines that any portion of the submission is disclosable, PM USA requests that FDA provide notice and an opportunity for PM USA to object to any disclosure in accordance with 21 C.F.R. §§ 20.47 and 20.61. PM USA reserves all legal rights to protect against public disclosure of its trade secret and confidential commercial information and to seek legal recourse against anyone who discloses such information without legal authorization.

Please address all correspondence related to this 30-day notification to:

Ms. Rebecca Rivas
Sr. Director Regulatory Submissions
Altria Client Services LLC
2325 Bells Road
Richmond, Virginia 23234
Email: Rebecca.A.Rivas@altria.com
Phone: (b) (6)

Sincerely,

(b) (6)

Attachments

cc: Jeff Walker
Malgorzata Wronowska

Attachment 1

ADDITIONAL BACKGROUND INFORMATION FOR NOTIFICATIONS PURSUANT TO MARKETING ORDER FOR PM0000424 – PM0000426 AND PM0000479

In conjunction with notifications of labeling, advertising, marketing, and/or promotional materials that we submitted to the FDA on June 7, 2019, we provided an attachment that gave background information, including information about marketing channels that we will employ and our approach to limiting youth access. Here, we provide additional background information about another marketing channel to be employed, a change to our age policy for company-owned IQOS stores, and a description of our plan for submission of marketing assets with minor changes.

I. Paid Digital Media

PM USA will raise awareness and educate adult smokers about IQOS® via digital banner advertisements delivered to age verified adults age 21+. The intended audience is sourced from either "first party" data from the PM USA Adult Tobacco Consumer Database (ATCD) or "second party" data collected by competent and reliable sources as outlined in the marketing order. The following process is used to age verify the intended audience by our data providers ("second party") and limit access to youth:

- (b) (4)

All programmatic banner ads will be tagged with a tracking code prior to being delivered to the adult smoker age 21+ to monitor placement and limit youth exposure. Post advertising reporting on this feature will be shared via quarterly reporting.

II. IQOS® Stores Age Policy

As we stated in the background information provided with our June 7, 2019 notification, IQOS® stores will provide an opportunity to engage with adult smokers who would otherwise continue to use combustible tobacco products. PM USA, consistent with its continued commitment to reducing youth access to tobacco products and its support of changing the Federal age to

purchase tobacco products to age 21, will restrict access to its IQOS® stores to adults age 21+. This policy will be consistent across all store locations, irrespective of the legal age to purchase in the state where a given store is located. As a result, IQOS® devices will only be available for purchase by adults who are 21 or older, via age-verified purchases on all owned channels where devices are sold.

III. Versions of Labeling, Advertising, Marketing and Promotional Materials

As we expand beyond the first store locations and launch market for IQOS® and Marlboro HeatSticks®, we would like to clarify our plans for submission of materials with minor modifications related to new markets and retail locations. (b) (4)

(b) (4)

(b) (4) Going forward, we welcome the opportunity to discuss with FDA other efficiencies in the 30-day notification process that provide FDA access to our marketing plans and materials while minimizing duplicative and sometimes large submissions.

IQOS®

Batch 8.23.2019 FDA Notification, Marketing Creative Assets

Materials are current as of 8/19/2019.

Subject to minor modifications.

TRADE SECRET/CONFIDENTIAL COMMERCIAL INFORMATION

Table of Contents

Channel	POS #s	Submission Quantity	Page
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IQOS Retail Locations	MN531, MN532 – Retail Imagery	2	51
Digital Paid Media	M8675, M8678, M8684, M8687, M8676, M8679, M8685, M8688, M8677 ,M8680, M8686, M8689, MN185, MN193, MN188, MN194, MN186, MN189, MN195, MN196, MN187, MN190, MN191, MN192, Digital Paid Media flight plan and cost	24	54

TRADE SECRET/CONFIDENTIAL COMMERCIAL INFORMATION

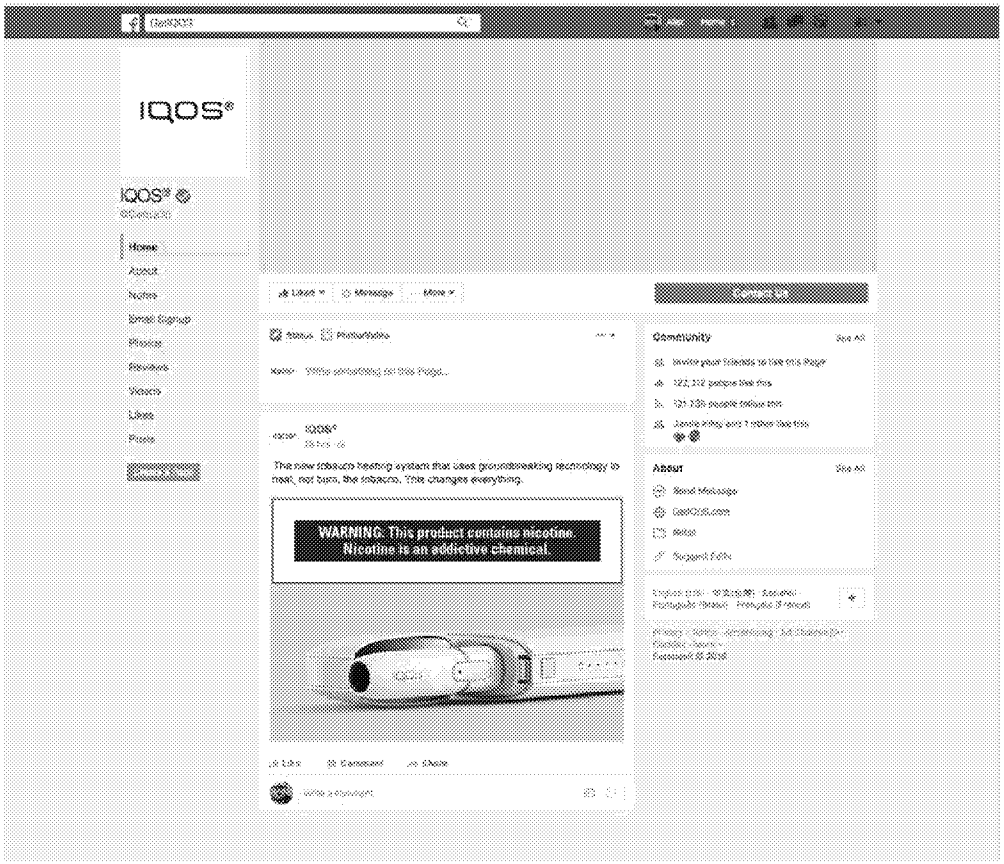
Social Media

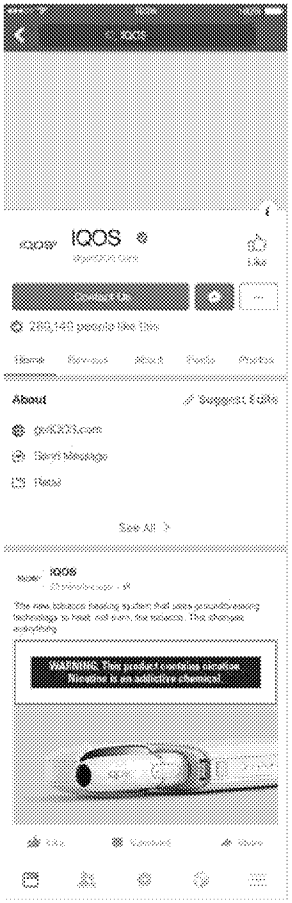
The following pages include IQOS® branded page posts for Instagram.

TRADE SECRET/CONFIDENTIAL COMMERCIAL INFORMATION

THIS IMAGE IS FOR CONTEXT ONLY

FACEBOOK PROFILE PAGE DESKTOP AND MOBILE



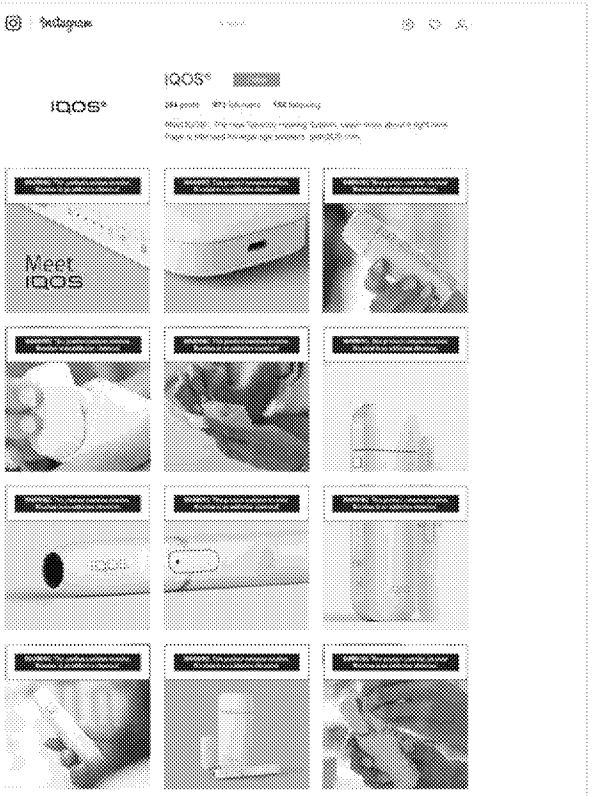


(b)
(4)

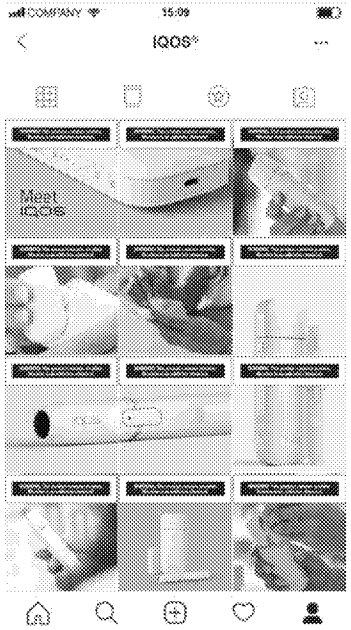
TRADE SECRET/CONFIDENTIAL COMMERCIAL INFORMATION

THIS IMAGE IS FOR CONTEXT ONLY

INSTAGRAM PROFILE PAGE DESKTOP AND MOBILE







(b) (4)

IQOS SOCIAL MEDIA FRAMEWORKS - ROUND 1

iQOS Facebook Image Post - Nicotine Warning Only (3-Line Caption)

Date Modified: August 1, 2019

iPhone 5/SE

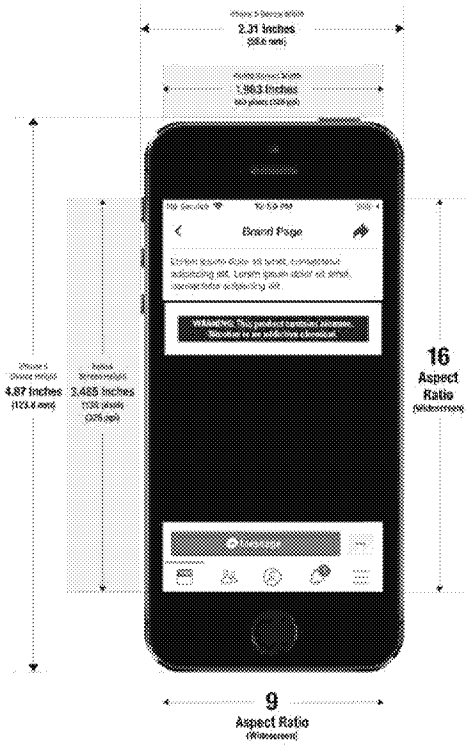
Operating System: iOS 11
(Oldest Supported iPhone for Facebook App)

Device Size:

Height: 4.87 inches (123.8 mm)
Width: 2.31 inches (58.6 mm)

Apple Retina Display Specifications:

1136-by-640-pixel screen resolution at 326 ppi (2x)
4-inch (diagonal) widescreen display (Aspect Ratio - 16:9)



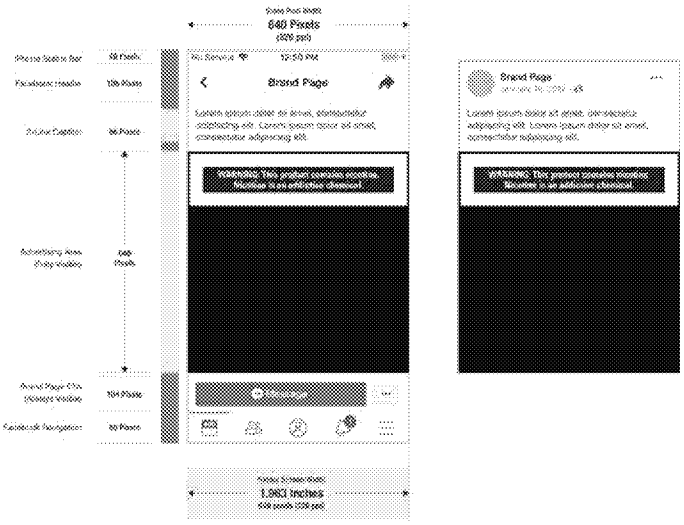
Facebook Image Post (3-Line Caption)

Nicotine Warning-Only Image

Image Upload Dimensions (1:1)
640 x 640-pixels (326 ppi)
1.963 x 1.963 inches
2-Line Caption Height: 60 Pixels

Notes:
- Nicotine-Only Ad Requirements
- An inverted nicotine warning will be used.
- Image pixel size does not change the physical size of the image.
- A specific layout/functionality cannot be specified and can vary from one Facebook user to the next.

Green Represents Advertising Area



Nicotine Warning - 27pt.

(3-Line Caption)



Advertising Area of Each Frame:
640 x 736 pixels = 471,040 sq. pixels

Warning Area is 20% of Advertising Area:
471,040 x .2 = 94,208 sq. pixels

Warning Area:
628 x 151 = 94,828 sq. pixels

Warning Font:
Univers Lt Std - 67 Bold Condensed - 27pt font

Warning Border:
3mm border - 39 pixels at 326 PPI

All pixel measurements are rounded up to the next whole number as pixels aren't displayed onscreen in fractions. Warning Area variance due to rounding up.


No Service
12:50 PM
IQOS®
23 minutes ago
No trash can nearby, no problem. Elevate your enjoyment and discreetly dispose of your HeatStick with the HeatStick Tray.
WARNING: This product contains nicotine. Nicotine is an addictive chemical.
Message
1

IQOS SOCIAL MEDIA FRAMEWORKS - ROUND 1

iQOS Facebook Image Post - Nicotine Warning Only (2-Line Caption)

Date Modified: August 1, 2019

iPhone 5/SE

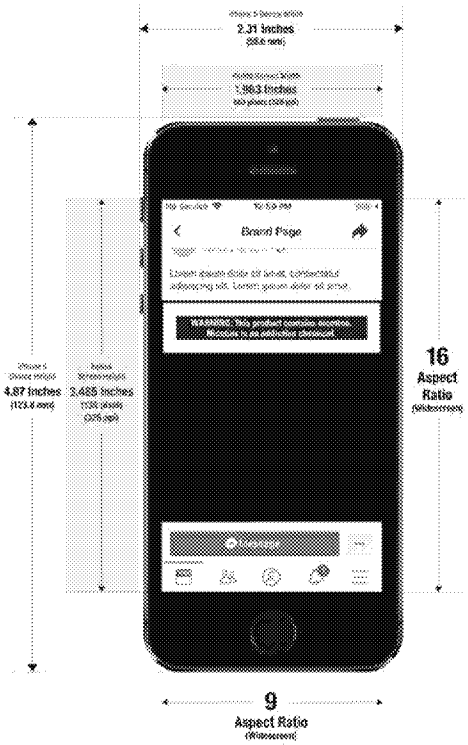
Operating System: iOS 11
(Oldest Supported iPhone for Facebook App)

Device Size:

Height: 4.87 inches (123.8 mm)
Width: 2.31 inches (58.6 mm)

Apple Retina Display Specifications:

1136-by-640-pixel screen resolution at 326 ppi (2x)
4-inch (diagonal) widescreen display (Aspect Ratio - 16:9)



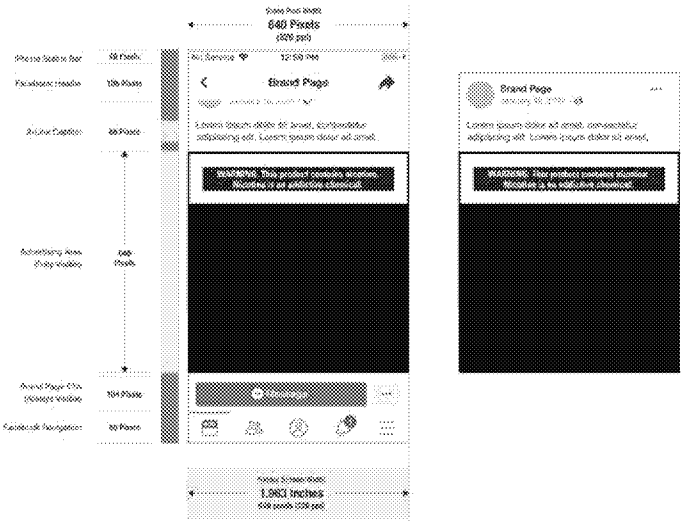
Facebook Image Post (2-Line Caption)

Nicotine Warning-Only Image

Image Upload Dimensions (1:1)
640 x 640-pixels (326 ppi)
1,963 x 1,963 Inches
2-Line Caption Height: 60 Pixels

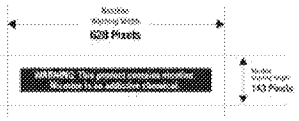
Notes:
- Nicotine-Only Ad Requirements
- An inverted nicotine warning will be used.
- Image pixel size does not change the physical size of the image.
- A specific layout/functionality cannot be specified and can vary from one Facebook user to the next.

Green Represents Advertising Area



Nicotine Warning - 27pt.

(2-Line Caption)



Advertising Area of Each Frame:
640 x 700 pixels = 448,000 sq. pixels

Warning Area is 20% of Advertising Area:
448,000 x .2 = 89,600 sq. pixels

Warning Area:
628 x 143 = 89,804 sq. pixels

Warning Font:
Univers Lt Std - 67 Bold Condensed - 27pt font

Warning Border:
3mm border - 39 pixels at 326 PPI

All pixel measurements are rounded up to the next whole number as pixels aren't displayed onscreen in fractions. Warning Area variance due to rounding up.


No Service
12:50 PM
IQOS®
23 minutes ago
Made to match your style. Choose an IQOS® case in your preferred color.
WARNING: This product contains nicotine. Nicotine is an addictive chemical.
IQOS
Message

IQOS SOCIAL MEDIA FRAMEWORKS

IQOS Instagram Image Post (3-Line Caption)

Date Modified: July 16, 2019

iPhone 5/SE

Operating System: iOS 11
(Oldest Supported iPhone for Instagram App)

Device Size:

Height: 4.87 inches (123.8 mm)
Width: 2.31 inches (58.6 mm)

Apple Retina Display Specifications:

1136-by-640-pixel screen resolution at 326 ppi (iPhone 5/SE)
4-inch (diagonal) widescreen display (Aspect Ratio - 16:9)

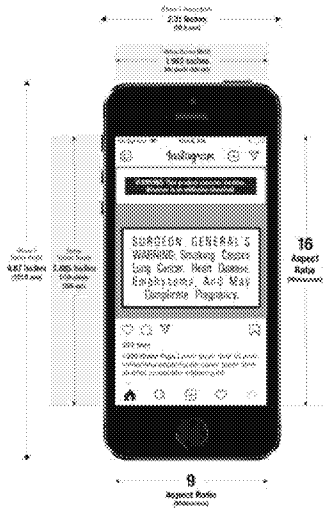


Exhibit 1(a) - Cigarette Warning

Total Advertising Space in Pixels is
736 x 640 pixels = 471,040 sq. pixels

Total Advertising Space in Square Inches is
736 divided by 326 ppi = 2.257 inches
640 divided by 326 ppi = 1.963 inches
2.257 x 1.963 = 4.430 Total Square Inches

Minimum Advertising Area

3-Line Caption (2 Images)
736 x 1,280 pixels = 942,080 sq. pixels
1,280 divided by 326 ppi = 3.926 inches
2.257 x 3.926 = 8.860 Total Square Inches

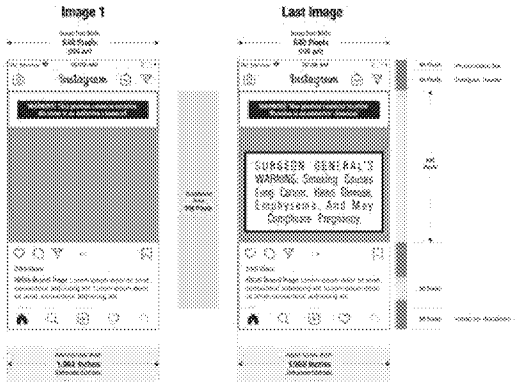
Maximum Advertising Area

3-Line Caption (10 Images)
736 x 6,400 pixels = 4,710,400 sq. pixels
6,400 divided by 326 ppi = 19.631 inches
2.257 x 19.631 = 44.307 Total Square Inches



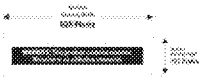
Green Represents Advertising Area

Instagram Image Post (3-Line Caption)



Nicotine Warning - 27pt.

(3-Line Caption)



Advertising Area:
736 x 640 pixels = 471,040 sq. pixels

Warning Area is 20% of Advertising Area:
471,040 x .2 = 94,208 sq. pixels

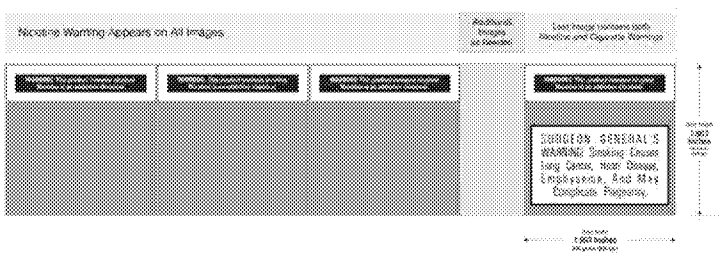
Warning Area:
668 x 151 = 94,808 sq. pixels

Warning Font:
Univers Lt Std - 67 Bold Condensed - 27pt Font

Warning Border:
Green border - 88 pixels + 3 pixel contrast border*
*Contrast border does not count if warning border would otherwise blend into the background

All pixel measurements are rounded up to the next whole number as pixels aren't displayed fractionally in fractions. Warning Area variance due to rounding up.

Instagram Slideshow Allows for a Maximum of 10 Images

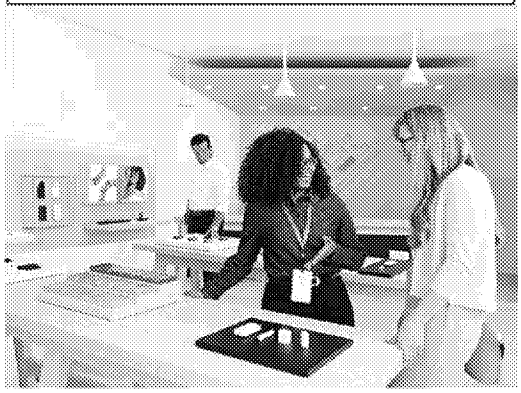


COMPANY 15:09

Instagram

IQOS®

WARNING: This product contains nicotine. Nicotine is an addictive chemical.



1,984 Likes
Atlanta, we're open for business! Try the IQOS® device with real Marlboro HeatSticks® at our Lenox Square location and get a personalized guided trial.

COMPANY 15:09

Instagram

IQOS®

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

IQOS

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

1,984 Likes
Atlanta, we're open for business! Try the IQOS® device with real Marlboro HeatSticks® at our Lenox Square location and get a personalized guided trial.

IQOS SOCIAL MEDIA FRAMEWORKS

IQOS Instagram Image Post (3-Line Caption)

Date Modified: July 16, 2019

iPhone 5/SE

Operating System: iOS 11
(Oldest Supported iPhone for Instagram App)

Device Size:

Height: 4.87 inches (123.8 mm)
Width: 2.31 inches (58.6 mm)

Apple Retina Display Specifications:

1136-by-640-pixel screen resolution at 326 ppi (iPhone 5/SE)
4-inch (diagonal) widescreen display (Aspect Ratio - 16:9)

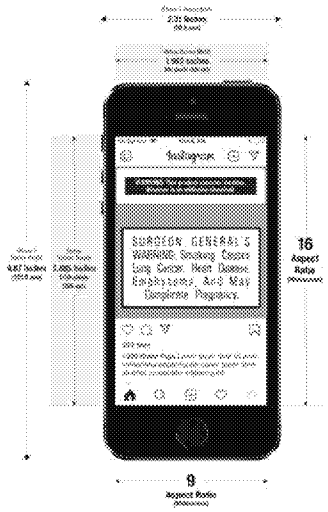


Exhibit 1(a) - Cigarette Warning

Total Advertising Space in Pixels is
736 x 640 pixels = 471,040 sq. pixels

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736 divided by 326 ppi = 2.257 inches
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Minimum Advertising Area

3-Line Caption (2 Images)
736 x 1,280 pixels = 942,080 sq. pixels
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2.257 x 3.926 = 8.860 Total Square Inches

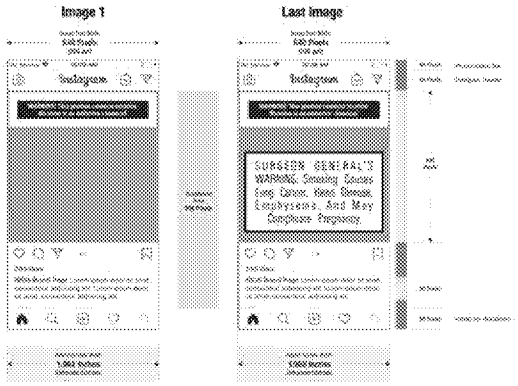
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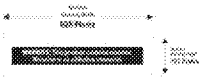
Green Represents Advertising Area

Instagram Image Post (3-Line Caption)



Nicotine Warning - 27pt.

(3-Line Caption)



Advertising Area:
736 x 640 pixels = 471,040 sq. pixels

Warning Area is 20% of Advertising Area:
471,040 x .2 = 94,208 sq. pixels

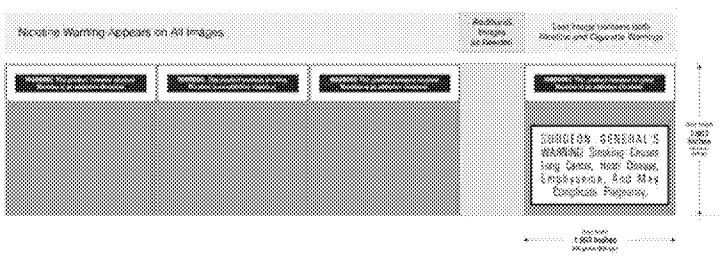
Warning Area:
668 x 151 = 94,808 sq. pixels

Warning Font:
Univers LT Std - 67 Bold Condensed - 27pt Font

Warning Border:
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Instagram Slideshow Allows for a Maximum of 10 Images



COMPANY 15:09

Instagram

IQOS®

WARNING: This product contains nicotine. Nicotine is an addictive chemical.



1,984 Likes

When you try the IQOS® Tobacco Heating System along with Marlboro HeatSticks® at our Lenox Square store, you'll receive a personalized guided trial.

COMPANY 15:09

Instagram

IQOS®

WARNING: This product contains nicotine. Nicotine is an addictive chemical.



1,984 Likes

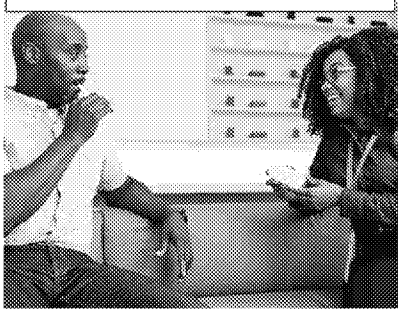
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SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

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Date Modified: July 16, 2019

iPhone 5/SE

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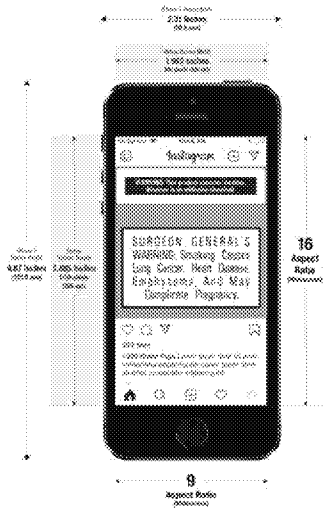


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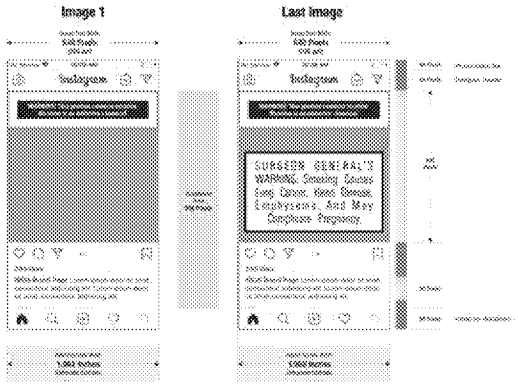
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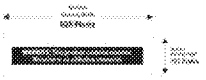
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Instagram Image Post (3-Line Caption)



Nicotine Warning - 27pt.

(3-Line Caption)



Advertising Area:
736 x 640 pixels = 471,040 sq. pixels

Warning Area is 20% of Advertising Area:
471,040 x .2 = 94,208 sq. pixels

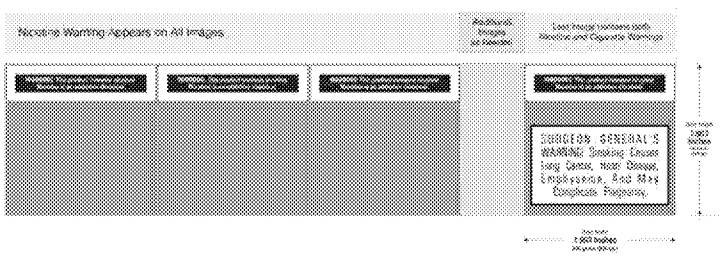
Warning Area:
588 x 151 = 94,808 sq. pixels

Warning Font:
Univers LT Std - 67 Bold Condensed - 27pt Font

Warning Border:
Green border - 88 pixels + 3 pixel contrast border
*Contrast border does not count if warning border would otherwise blend into the background

All pixel measurements are rounded up to the next whole number as pixels aren't displayed fractions or fractions. Warning Area variance due to rounding up.

Instagram Slideshow Allows for a Maximum of 10 Images




COMPANY
15:09
Instagram
IQOS®
WARNING: This product contains nicotine. Nicotine is an addictive chemical.
1,984 Likes
For every IQOS® question, there's an Expert with the answer. Try the IQOS® device at the Lenox Square store today and get a personalized guided trial.


COMPANY
15:09
Instagram
IQOS®
WARNING: This product contains nicotine. Nicotine is an addictive chemical.
IQOS
SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.
1,984 Likes
For every IQOS® question, there's an Expert with the answer. Try the IQOS® device at the Lenox Square store today and get a personalized guided trial.

IQOS SOCIAL MEDIA FRAMEWORKS

iQOS Instagram Image Post (3-Line Caption)

Date Modified: July 16, 2019

iPhone 5/SE

Operating System: iOS 11
(Oldest Supported iPhone for Instagram App)

Device Size:

Height: 4.87 inches (123.8 mm)
Width: 2.31 inches (58.6 mm)

Apple Retina Display Specifications:

1136-by-640-pixel screen resolution at 326 ppi (iPhone 5/SE)
4-inch (diagonal) widescreen display (Aspect Ratio - 16:9)

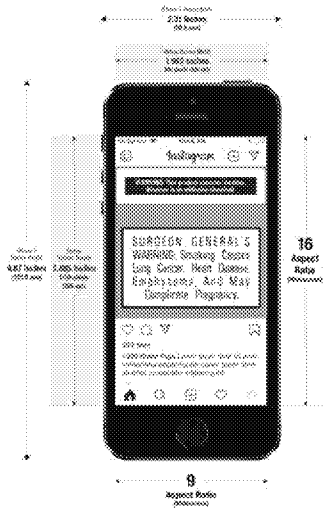


Exhibit 1(a) - Cigarette Warning

Total Advertising Space in Pixels is
736 x 640 pixels = 471,040 sq. pixels

Total Advertising Space in Square Inches is
736 divided by 326 ppi = 2.257 inches
640 divided by 326 ppi = 1.963 inches
2.257 x 1.963 = 4.430 Total Square Inches

Minimum Advertising Area

3-Line Caption (2 Images)
736 x 1,280 pixels = 942,080 sq. pixels
1,280 divided by 326 ppi = 3.926 inches
2.257 x 3.926 = 8.860 Total Square Inches

Maximum Advertising Area

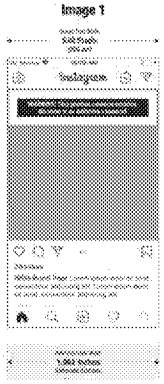
3-Line Caption (10 Images)
736 x 6,400 pixels = 4,710,400 sq. pixels
6,400 divided by 326 ppi = 19.631 inches
2.257 x 19.631 = 44.307 Total Square Inches



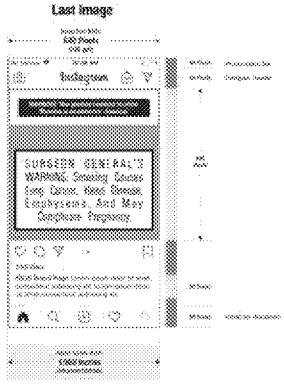
Green Represents Advertising Area

Instagram Image Post (3-Line Caption)

Image 1

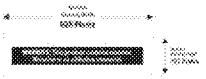


Last Image



Nicotine Warning - 27pt.

(3-Line Caption)



Advertising Area:
736 x 640 pixels = 471,040 sq. pixels

Warning Area is 20% of Advertising Area:
471,040 x .2 = 94,208 sq. pixels

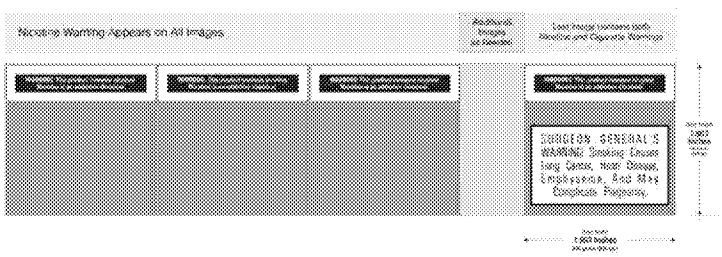
Warning Area:
608 x 151 = 94,808 sq. pixels

Warning Font:
Univers LT Std - 67 Bold Condensed - 27pt Font

Warning Border:
Green border - 88 pixels + 3 pixel contrast border*
*Contrast border does not count if warning border would otherwise blend into the background

All pixel measurements are rounded up to the next whole number as pixels aren't displayed fractionally in fractions. Warning Area variance due to rounding up.

Instagram Slideshow Allows for a Maximum of 10 Images




COMPANY
15:09
Instagram
IQOS®
WARNING: This product contains nicotine.
Nicotine is an addictive chemical.
iqos
1,984 Likes
Order online without having to wait for shipping. Click the link in our bio to order your IQOS® device online and pick up at our Lenox Square store.

IQOS SOCIAL MEDIA FRAMEWORKS

iQOS Instagram Image Post (2-Line Caption)

Date Modified: July 16, 2019

iPhone 5/SE

Operating System: iOS 11
(Oldest Supported iPhone for Instagram App)

Device Size:

Height: 4.87 inches (123.8 mm)
Width: 2.31 inches (58.6 mm)

Apple Retina Display Specifications:

1136-by-640-pixel screen resolution at 326 ppi (iPhone 5/SE)
4-inch (diagonal) widescreen display (Aspect Ratio - 16:9)

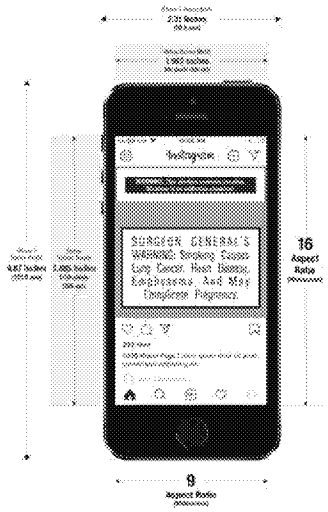


Exhibit 1(a) - Cigarette Warning

Total Advertising Space in Pixels is
750 x 640 pixels = 448,000 sq. pixels

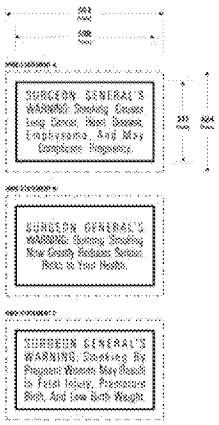
Total Advertising Space in Square Inches is
750 divided by 326 ppi = 2.147 inches
640 divided by 326 ppi = 1.963 inches
2.147 x 1.963 = 4.214 Total Square Inches

Minimum Advertising Area

2-Line Caption (2 Images)
750 x 1,280 pixels = 896,000 sq. pixels
1,280 divided by 326 ppi = 3.926 inches
2.147 X 3.926 = 8.429 Total Square Inches

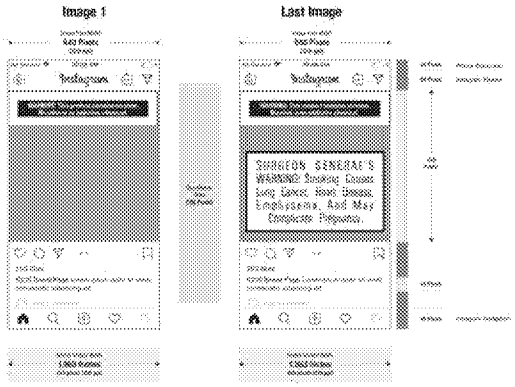
Maximum Advertising Area

2-Line Caption (10 Images)
750 x 6,400 pixels = 4,800,000 sq. pixels
6,400 divided by 326 ppi = 19.631 inches
2.147 X 19.631 = 42.147 Total Square Inches



Green Represents Advertising Area

Instagram Image Post (2-Line Caption)



Nicotine Warning - 27pt.

(2-Line Caption)



Advertising Area:
640 x 750 pixels = 448,000 sq. pixels

Warning Area is 20% of Advertising Area:
448,000 x .2 = 89,600 sq. pixels

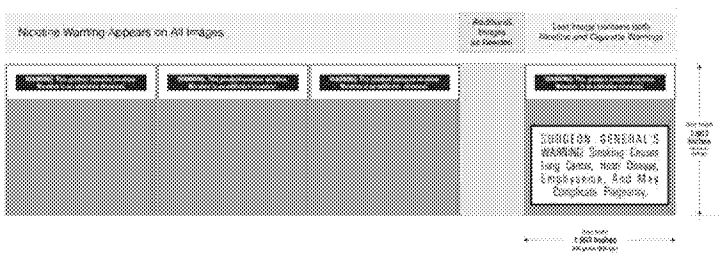
Warning Area:
609 x 148 = 89,804 sq. pixels

Warning Font:
Univers Lt Std - 67 Bold Condensed - 27 pt font

Warning Border:
Green border - 88 pixels + 3 pixel contrast border*
*Contrast border does not count if warning border would otherwise blend into the background

All pixel measurements are rounded up to the next whole number as pixels aren't displayed fractions in fractions. Warning Area tolerance due to rounding up.

Instagram Slideshow Allows for a Maximum of 10 Images

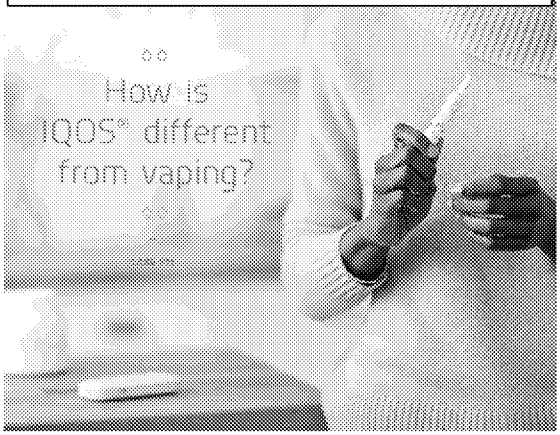


COMPANY 15:09

Instagram

IQOS®

WARNING: This product contains nicotine. Nicotine is an addictive chemical.



1,984 Likes

Ah, great question. With vape products, you get liquid nicotine. With IQOS®, you use real, heated tobacco.

COMPANY 15:09

Instagram

IQOS®

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

IQOS

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

1,984 Likes

Ah, great question. With vape products, you get liquid nicotine. With IQOS®, you use real, heated tobacco.

IQOS SOCIAL MEDIA FRAMEWORKS

iQOS Instagram Image Post (1-Line Caption)

Date Modified: July 16, 2019

iPhone 5/SE

Operating System: iOS 11
(Oldest Supported iPhone for Instagram App)

Device Size:

Height: 4.87 inches (123.8 mm)
Width: 2.31 inches (58.6 mm)

Apple Retina Display Specifications:

1136-by-640-pixel screen resolution at 326 ppi (iPx)
4-inch (diagonal) widescreen display (Aspect Ratio - 16:9)

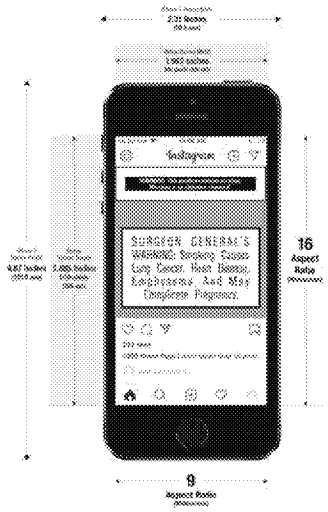


Exhibit 1(a) - Cigarette Warning

Total Advertising Space in Pixels is
640 x 640 pixels = 409,600 sq. Pixels

Total Advertising Space in Square Inches is
640 divided by 326 ppi = 1.962 inches
640 divided by 326 ppi = 1.962 inches
1.962 x 1.962 = 3.849 Total Square Inches

Minimum Advertising Area

1-Line Caption (2 Images)
640 x 1,280 pixels = 819,200 sq. pixels
1,280 divided by 326 ppi = 3.926 inches
1.962 x 3.926 = 7.697 Total Square Inches

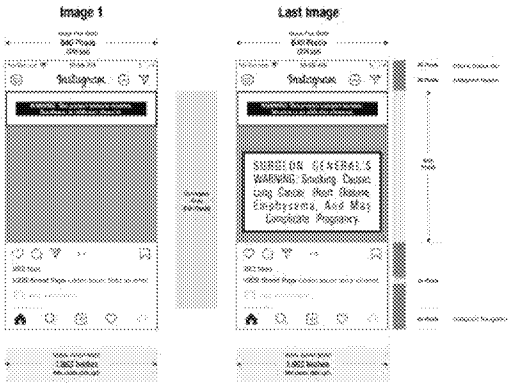
Maximum Advertising Area

1-Line Caption (10 Images)
640 x 6,400 pixels = 4,096,000 sq. pixels
6,400 divided by 326 ppi = 19.631 inches
1.962 x 19.631 = 38.508 Total Square Inches

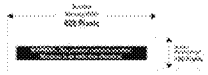


Green Represents Advertising Area

Instagram Image Post (1-Line Caption)



Nicotine Warning - 25pt.
(1-Line Caption)



Advertising Area:
640 x 640 pixels = 409,600 sq. Pixels

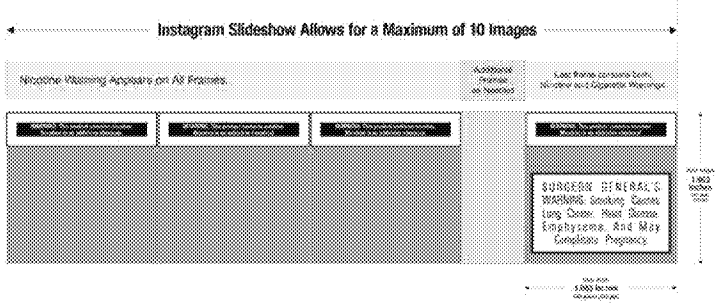
Warning Area is 20% of Advertising Area:
409,600 x .2 = 81,920 sq. pixels

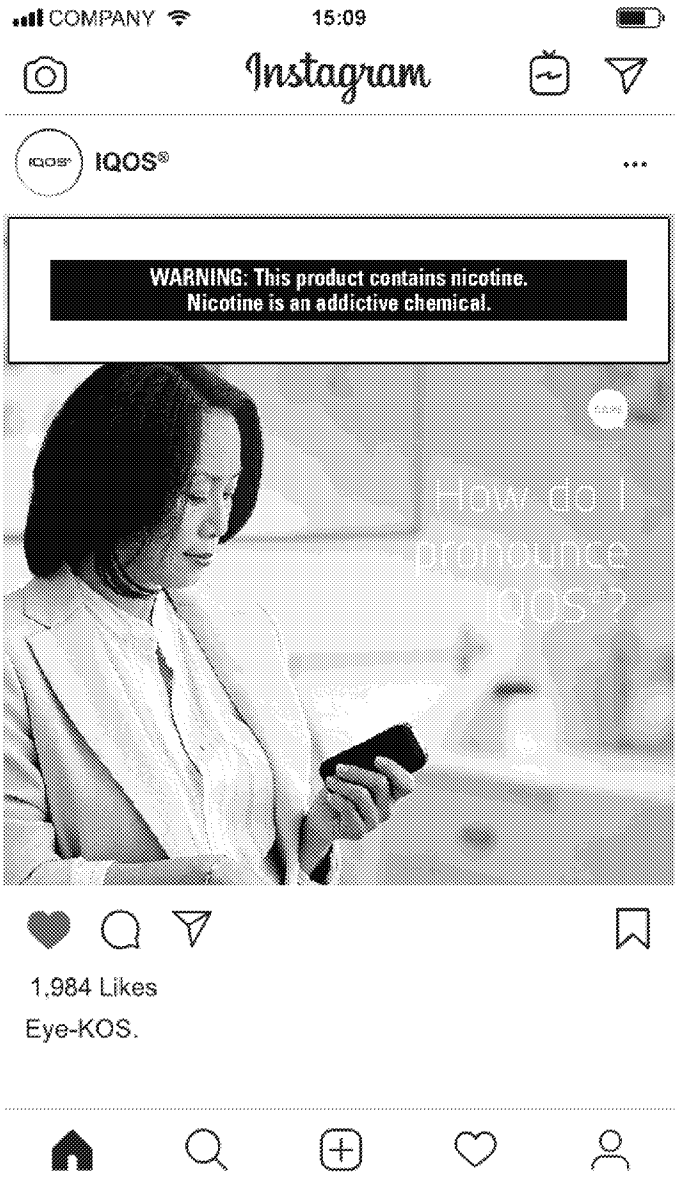
Warning Area:
608 x 135 = 82,080 sq. pixels

Warning Font:
Univers Lt Std - 67 Bold Condensed - 25pt font

Warning Border:
Green border - 8 pixels + 3 pixel contrast border*
*Contrast border does not count if warning border would otherwise blend into the background

All pixel measurements are rounded up to the next whole number as pixels aren't displayed fractions in fractions. Warning Area variance due to rounding up.




COMPANY
15:09
Instagram
IQOS®
WARNING: This product contains nicotine.
Nicotine is an addictive chemical.
How do I pronounce IQOS?
1,984 Likes
Eye-KOS.

IQOS SOCIAL MEDIA FRAMEWORKS

iQOS Instagram Image Post (3-Line Caption)

Date Modified: July 16, 2019

iPhone 5/SE

Operating System: iOS 11
(Oldest Supported iPhone for Instagram App)

Device Size:

Height: 4.87 inches (123.8 mm)
Width: 2.31 inches (58.6 mm)

Apple Retina Display Specifications:

1136-by-640-pixel screen resolution at 326 ppi (iPhone 5/SE)
4-inch (diagonal) widescreen display (Aspect Ratio - 16:9)

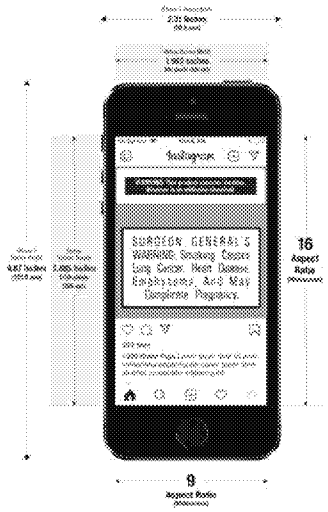


Exhibit 1(a) - Cigarette Warning

Total Advertising Space in Pixels is
736 x 640 pixels = 471,040 sq. pixels

Total Advertising Space in Square Inches is
736 divided by 326 ppi = 2.257 inches
640 divided by 326 ppi = 1.963 inches
2.257 x 1.963 = 4.430 Total Square Inches

Minimum Advertising Area

3-Line Caption (2 Images)
736 x 1,280 pixels = 942,080 sq. pixels
1,280 divided by 326 ppi = 3.926 inches
2.257 x 3.926 = 8.860 Total Square Inches

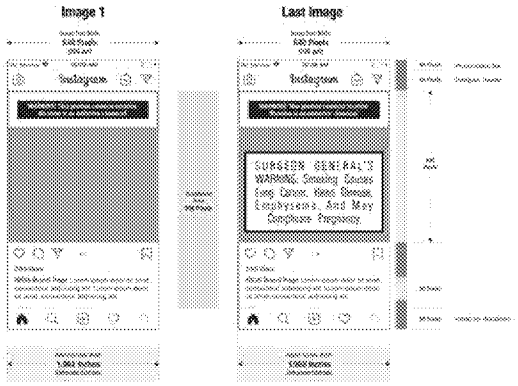
Maximum Advertising Area

3-Line Caption (10 Images)
736 x 6,400 pixels = 4,710,400 sq. pixels
6,400 divided by 326 ppi = 19.631 inches
2.257 x 19.631 = 44.307 Total Square Inches



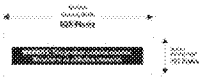
Green Represents Advertising Area

Instagram Image Post (3-Line Caption)



Nicotine Warning - 27pt.

(3-Line Caption)



Advertising Area:
736 x 640 pixels = 471,040 sq. pixels

Warning Area is 20% of Advertising Area:
471,040 x .2 = 94,208 sq. pixels

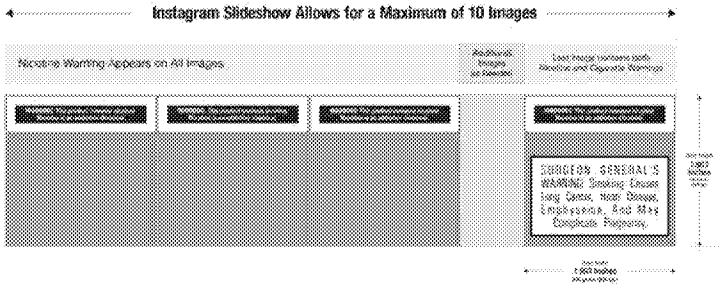
Warning Area:
588 x 151 = 94,808 sq. pixels

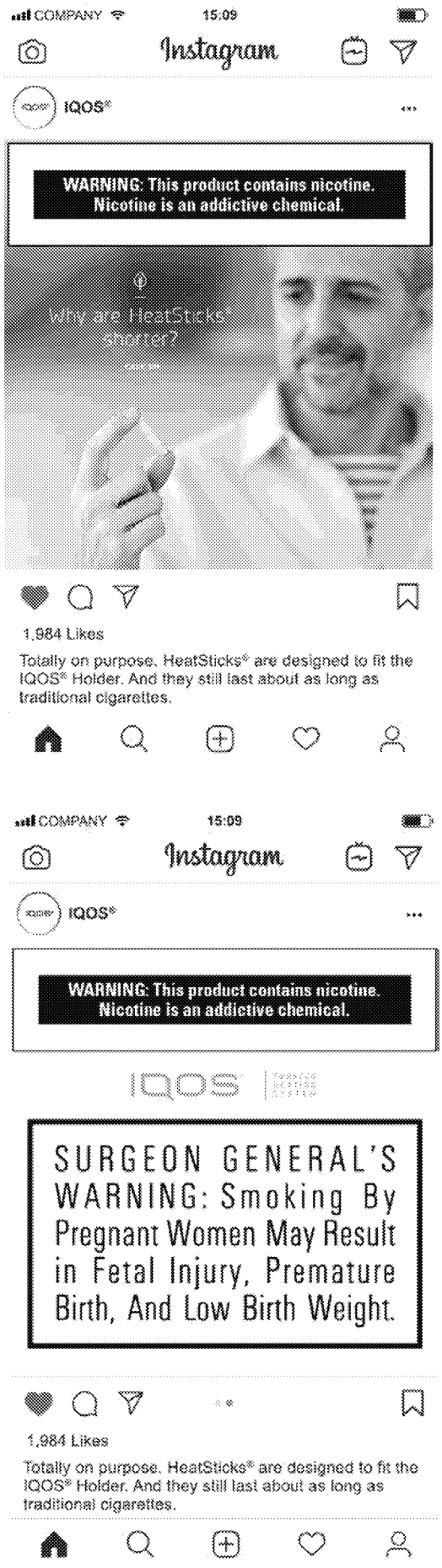
Warning Font:
Univers LT Std - 67 Bold Condensed - 27pt Font

Warning Border:
Green border - 88 pixels + 3 pixel contrast border*
*Contrast border does not count if warning border would otherwise blend into the background

All pixel measurements are rounded up to the next whole number as pixels aren't displayed fractions in fractions. Warning Area variance due to rounding up.

Instagram Slideshow Allows for a Maximum of 10 Images




COMPANY
15:09
Instagram
IQOS®
WARNING: This product contains nicotine. Nicotine is an addictive chemical.
Why are HeatSticks shorter?
1,984 Likes
Totally on purpose. HeatSticks® are designed to fit the IQOS® Holder. And they still last about as long as traditional cigarettes.
COMPANY
15:09
Instagram
IQOS®
WARNING: This product contains nicotine. Nicotine is an addictive chemical.
IQOS
SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.
1,984 Likes
Totally on purpose. HeatSticks® are designed to fit the IQOS® Holder. And they still last about as long as traditional cigarettes.

IQOS SOCIAL MEDIA FRAMEWORKS

iQOS Instagram Image Post (2-Line Caption)

Date Modified: July 16, 2019

iPhone 5/SE

Operating System: iOS 11
(Oldest Supported iPhone for Instagram App)

Device Size:

Height: 4.87 inches (123.8 mm)
Width: 2.31 inches (58.6 mm)

Apple Retina Display Specifications:

1136-by-640-pixel screen resolution at 326 ppi (iPhone 5/SE)
4-inch (diagonal) widescreen display (Aspect Ratio - 16:9)

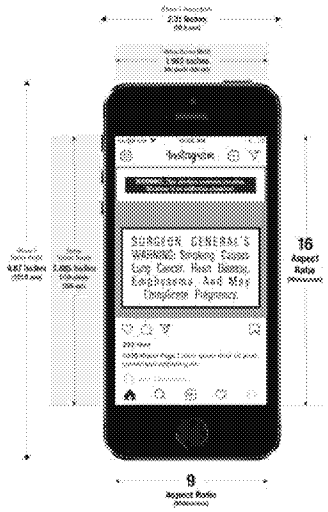


Exhibit 1(a) - Cigarette Warning

Total Advertising Space in Pixels is
750 x 640 pixels = 448,000 sq. pixels

Total Advertising Space in Square Inches is
750 divided by 326 ppi = 2.147 inches
640 divided by 326 ppi = 1.963 inches
2.147 x 1.963 = 4.214 Total Square Inches

Minimum Advertising Area

2-Line Caption (2 Images)
750 x 1,280 pixels = 896,000 sq. pixels
1,280 divided by 326 ppi = 3.926 inches
2.147 X 3.926 = 8.429 Total Square Inches

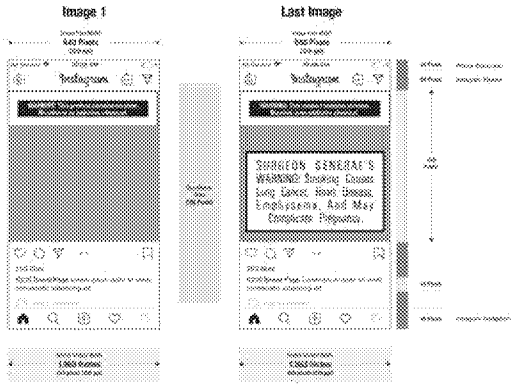
Maximum Advertising Area

2-Line Caption (10 Images)
750 x 6,400 pixels = 4,800,000 sq. pixels
6,400 divided by 326 ppi = 19.631 inches
2.147 X 19.631 = 42.147 Total Square Inches



Green Represents Advertising Area

Instagram Image Post (2-Line Caption)



Nicotine Warning - 27pt.

(2-Line Caption)



Advertising Area:
640 x 700 pixels = 448,000 sq. pixels

Warning Area is 20% of Advertising Area:
448,000 x .2 = 89,600 sq. pixels

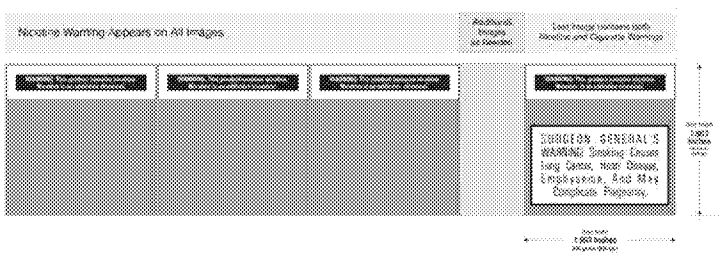
Warning Area:
609 x 148 = 90,132 sq. pixels

Warning Font:
Univers Lt Std - 67 Bold Condensed - 27 pt font

Warning Border:
Green border - 36 pixels + 3 pixel contrast border*
*Contrast border does not count if warning border would otherwise blend into the background

All pixel measurements are rounded up to the next whole number as pixels aren't displayed fractionally in fractions. Warning Area variance due to rounding up.

Instagram Slideshow Allows for a Maximum of 10 Images




COMPANY
15:09
Instagram
IQOS®
WARNING: This product contains nicotine. Nicotine is an addictive chemical.
How can I try the IQOS device?
1,984 Likes
We've got personal IQOS® trials for that. Schedule one online. Or come by one of our IQOS® Stores.


COMPANY
15:09
Instagram
IQOS®
WARNING: This product contains nicotine. Nicotine is an addictive chemical.
IQOS
SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.
1,984 Likes
We've got personal IQOS® trials for that. Schedule one online. Or come by one of our IQOS® Stores.

IQOS SOCIAL MEDIA FRAMEWORKS

iQOS Instagram Image Post (3-Line Caption)

Date Modified: July 16, 2019

iPhone 5/SE

Operating System: iOS 11
(Oldest Supported iPhone for Instagram App)

Device Size:

Height: 4.87 inches (123.8 mm)
Width: 2.31 inches (58.6 mm)

Apple Retina Display Specifications:

1136-by-640-pixel screen resolution at 326 ppi (iPhone 5/SE)
4-inch (diagonal) widescreen display (Aspect Ratio - 16:9)

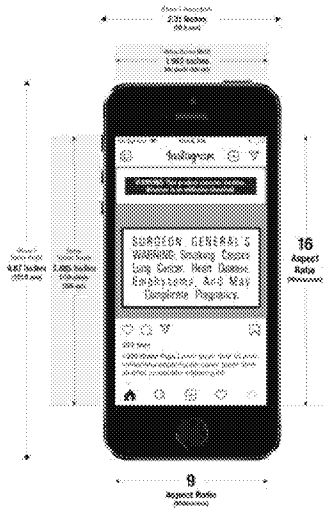


Exhibit 1(a) - Cigarette Warning

Total Advertising Space in Pixels is
736 x 640 pixels = 471,040 sq. pixels

Total Advertising Space in Square Inches is
736 divided by 326 ppi = 2.257 inches
640 divided by 326 ppi = 1.963 inches
2.257 x 1.963 = 4.430 Total Square Inches

Minimum Advertising Area

3-Line Caption (2 Images)
736 x 1,280 pixels = 942,080 sq. pixels
1,280 divided by 326 ppi = 3.926 inches
2.257 x 3.926 = 8.860 Total Square Inches

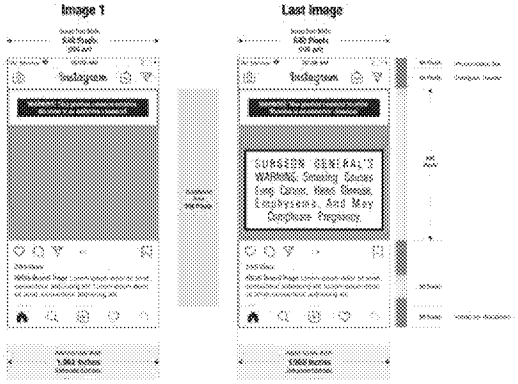
Maximum Advertising Area

3-Line Caption (10 Images)
736 x 6,400 pixels = 4,710,400 sq. pixels
6,400 divided by 326 ppi = 19.631 inches
2.257 x 19.631 = 44.307 Total Square Inches

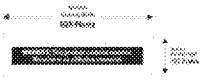


Green Represents Advertising Area

Instagram Image Post (3-Line Caption)



Nicotine Warning - 27pt.
(3-Line Caption)



Advertising Area:
736 x 640 pixels = 471,040 sq. pixels

Warning Area is 20% of Advertising Area:
471,040 x .2 = 94,208 sq. pixels

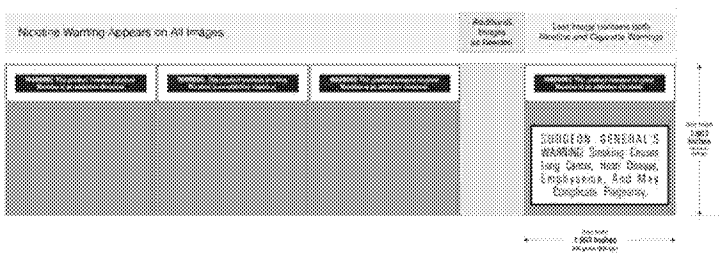
Warning Area:
628 x 151 = 94,828 sq. pixels

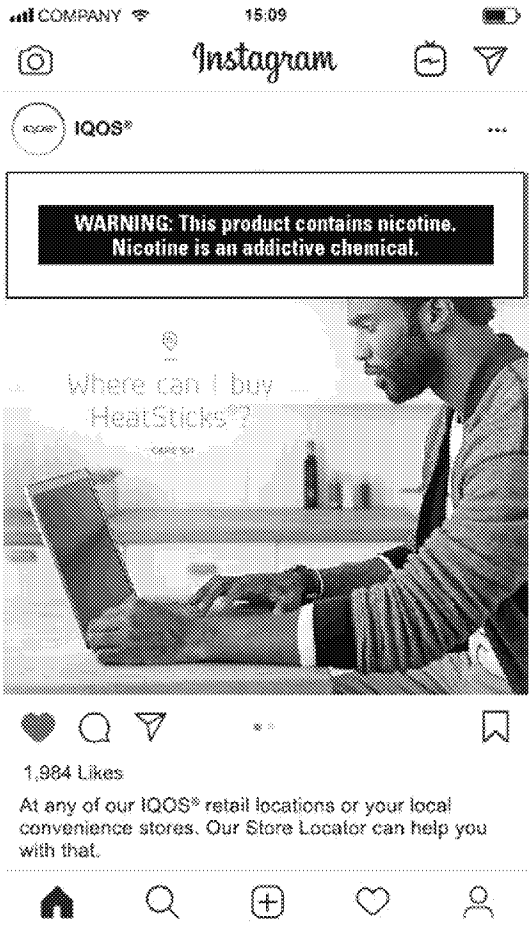
Warning Font:
Univers Lt Std - 67 Bold Condensed - 27pt Font

Warning Border:
Green border - 38 pixels + 3 pixel contrast border
*Contrast border does not count if warning border would otherwise blend into the background

All pixel measurements are rounded up to the next whole number as pixels aren't displayed fractions in fractions. Warning Area variance due to rounding up.

Instagram Slideshow Allows for a Maximum of 10 Images




COMPANY
15:09
Instagram
IQOS®
WARNING: This product contains nicotine. Nicotine is an addictive chemical.
Where can I buy HeatSticks?
1,984 Likes
At any of our IQOS® retail locations or your local convenience stores. Our Store Locator can help you with that.


COMPANY
15:09
Instagram
IQOS®
WARNING: This product contains nicotine. Nicotine is an addictive chemical.
IQOS
SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.
1,984 Likes
At any of our IQOS® retail locations or your local convenience stores. Our Store Locator can help you with that.

IQOS SOCIAL MEDIA FRAMEWORKS

iQOS Instagram Image Post (3-Line Caption)

Date Modified: July 16, 2019

iPhone 5/SE

Operating System: iOS 11
(Oldest Supported iPhone for Instagram App)

Device Size:

Height: 4.87 inches (123.8 mm)
Width: 2.31 inches (58.6 mm)

Apple Retina Display Specifications:

1136-by-640-pixel screen resolution at 326 ppi (iPhone 5/SE)
4-inch (diagonal) widescreen display (Aspect Ratio - 16:9)

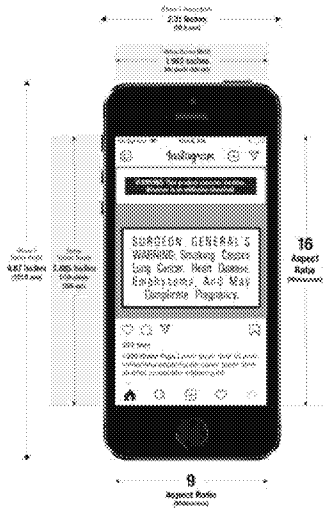


Exhibit 1(a) - Cigarette Warning

Total Advertising Space in Pixels is
736 x 640 pixels = 471,040 sq. pixels

Total Advertising Space in Square Inches is
736 divided by 326 ppi = 2.257 inches
640 divided by 326 ppi = 1.963 inches
2.257 x 1.963 = 4.430 Total Square Inches

Minimum Advertising Area

3-Line Caption (2 Images)
736 x 1,280 pixels = 942,080 sq. pixels
1,280 divided by 326 ppi = 3.926 inches
2.257 x 3.926 = 8.860 Total Square Inches

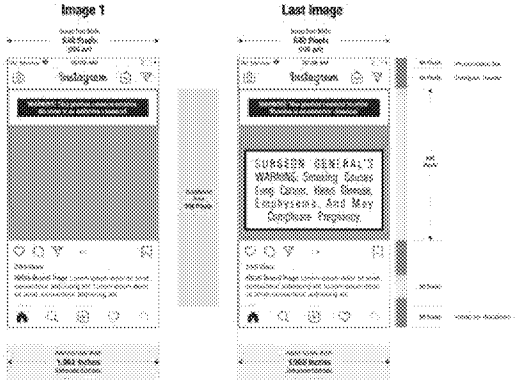
Maximum Advertising Area

3-Line Caption (10 Images)
736 x 6,400 pixels = 4,710,400 sq. pixels
6,400 divided by 326 ppi = 19.631 inches
2.257 x 19.631 = 44.307 Total Square Inches

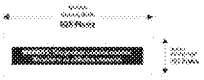


Green Represents Advertising Area

Instagram Image Post (3-Line Caption)



Nicotine Warning - 27pt.
(3-Line Caption)



Advertising Area:
736 x 640 pixels = 471,040 sq. pixels

Warning Area is 20% of Advertising Area:
471,040 x .2 = 94,208 sq. pixels

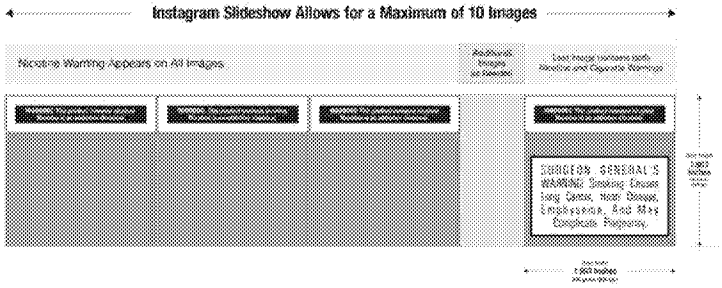
Warning Area:
608 x 151 = 94,808 sq. pixels

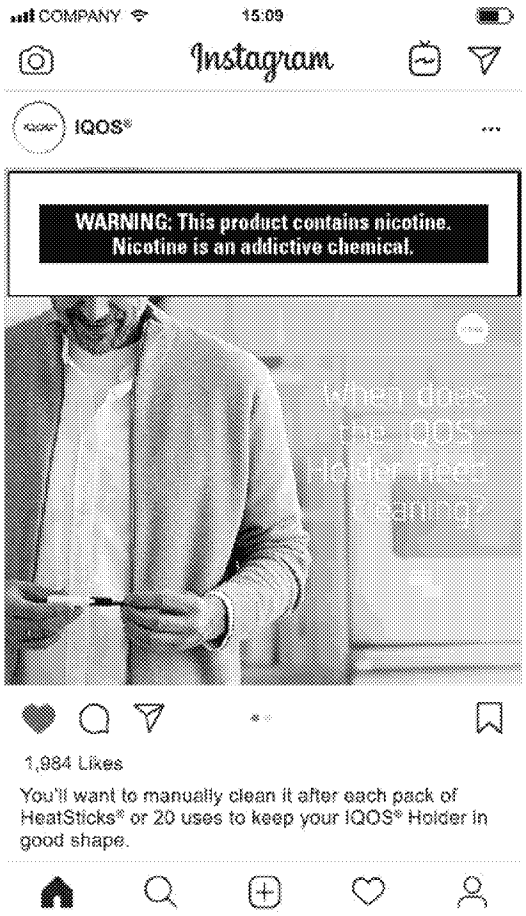
Warning Font:
Univers LT Std - 67 Bold Condensed - 27pt Font

Warning Border:
Green border - 38 pixels + 3 pixel contrast border*
*Contrast border does not count if warning border would otherwise blend into the background

All pixel measurements are rounded up to the next whole number as pixels aren't displayed fractions in fractions. Warning Area variance due to rounding up.

Instagram Slideshow Allows for a Maximum of 10 Images




COMPANY
15:09
Instagram
IQOS®
WARNING: This product contains nicotine.
Nicotine is an addictive chemical.
1,984 Likes
You'll want to manually clean it after each pack of HeatSticks® or 20 uses to keep your IQOS® Holder in good shape.


COMPANY
15:09
Instagram
IQOS®
WARNING: This product contains nicotine.
Nicotine is an addictive chemical.
IQOS
SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.
1,984 Likes
You'll want to manually clean it after each pack of HeatSticks® or 20 uses to keep your IQOS® Holder in good shape.

IQOS SOCIAL MEDIA FRAMEWORKS

iQOS Instagram Image Post (3-Line Caption)

Date Modified: July 16, 2019

iPhone 5/SE

Operating System: iOS 11
(Oldest Supported iPhone for Instagram App)

Device Size:

Height: 4.87 inches (123.8 mm)
Width: 2.31 inches (58.6 mm)

Apple Retina Display Specifications:

1136-by-640-pixel screen resolution at 326 ppi (iPhone 5/SE)
4-inch (diagonal) widescreen display (Aspect Ratio - 16:9)

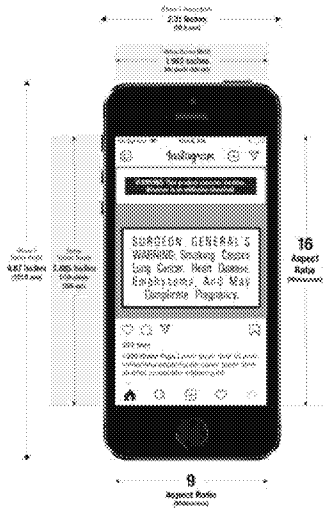


Exhibit 1(a) - Cigarette Warning

Total Advertising Space in Pixels is
736 x 640 pixels = 471,040 sq. pixels

Total Advertising Space in Square Inches is
736 divided by 326 ppi = 2.257 inches
640 divided by 326 ppi = 1.963 inches
2.257 x 1.963 = 4.430 Total Square Inches

Minimum Advertising Area

3-Line Caption (2 Images)
736 x 1,280 pixels = 942,080 sq. pixels
1,280 divided by 326 ppi = 3.926 inches
2.257 x 3.926 = 8.860 Total Square Inches

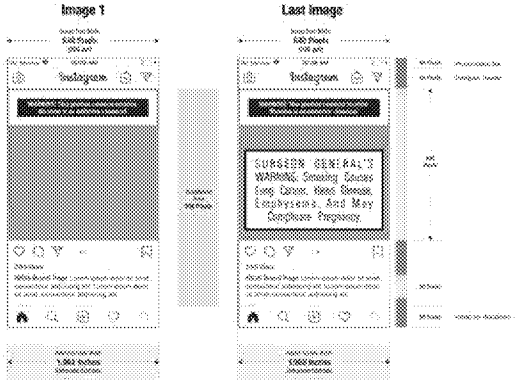
Maximum Advertising Area

3-Line Caption (10 Images)
736 x 6,400 pixels = 4,710,400 sq. pixels
6,400 divided by 326 ppi = 19.631 inches
2.257 x 19.631 = 44.307 Total Square Inches



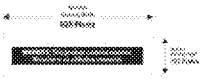
Green Represents Advertising Area

Instagram Image Post (3-Line Caption)



Nicotine Warning - 27pt.

(3-Line Caption)



Advertising Area:
736 x 640 pixels = 471,040 sq. pixels

Warning Area is 20% of Advertising Area:
471,040 x .2 = 94,208 sq. pixels

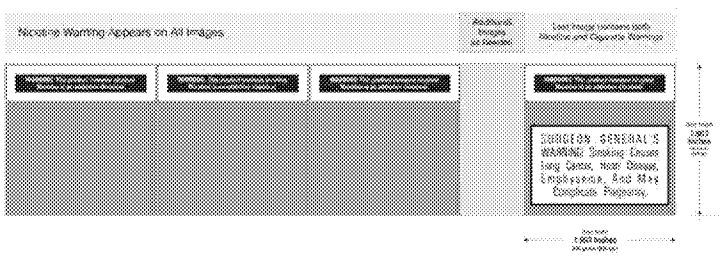
Warning Area:
668 x 151 = 94,808 sq. pixels

Warning Font:
Univers LT Std - 67 Bold Condensed - 27pt Font

Warning Border:
Green border - 88 pixels + 3 pixel contrast border*
*Contrast border does not count if warning border would otherwise blend into the background

All pixel measurements are rounded up to the next whole number as pixels aren't displayed fractions in fractions. Warning Area variance due to rounding up.

Instagram Slideshow Allows for a Maximum of 10 Images




COMPANY
15:09
Instagram
IQOS®
WARNING: This product contains nicotine.
Nicotine is an addictive chemical.
What cleaning tools does IQOS® have?
1,984 Likes
Inside the IQOS® cleaner there's the long brush to clean the body, the short brush to clean the cap, and the cleaning tool to remove tobacco bits.

IQOS SOCIAL MEDIA FRAMEWORKS

iQOS Instagram Image Post (2-Line Caption)

Date Modified: July 16, 2019

iPhone 5/SE

Operating System: iOS 11
(Oldest Supported iPhone for Instagram App)

Device Size:

Height: 4.87 inches (123.8 mm)
Width: 2.31 inches (58.6 mm)

Apple Retina Display Specifications:

1136-by-640-pixel screen resolution at 326 ppi (iPx)
4-inch (diagonal) widescreen display (Aspect Ratio - 16:9)

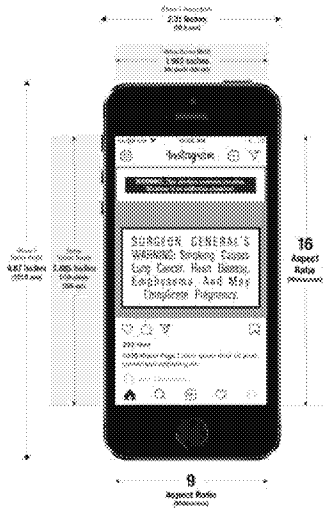


Exhibit 1(a) - Cigarette Warning

Total Advertising Space in Pixels is
750 x 640 pixels = 445,926 sq. pixels

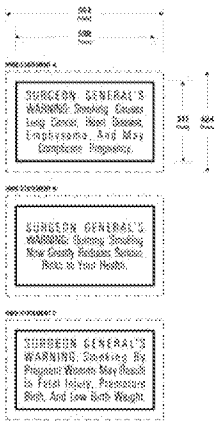
Total Advertising Space in Square Inches is
750 divided by 326 ppi = 2.147 inches
640 divided by 326 ppi = 1.963 inches
2.147 x 1.963 = 4.214 Total Square Inches

Minimum Advertising Area

2-Line Caption (2 Images)
750 x 1,280 pixels = 896,000 sq. pixels
1,280 divided by 326 ppi = 3.926 inches
2.147 X 3.926 = 8.429 Total Square Inches

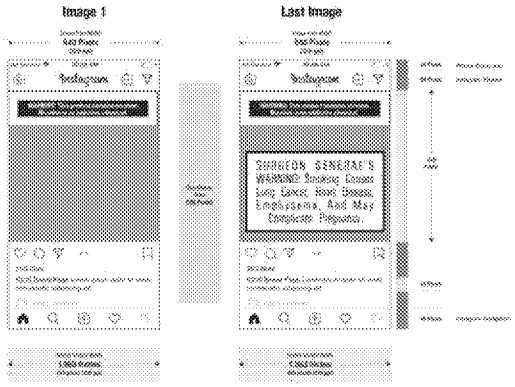
Maximum Advertising Area

2-Line Caption (10 Images)
750 x 6,400 pixels = 4,800,000 sq. pixels
6,400 divided by 326 ppi = 19.631 inches
2.147 X 19.631 = 42.167 Total Square Inches



Green Represents Advertising Area

Instagram Image Post (2-Line Caption)



Nicotine Warning - 27pt.

(2-Line Caption)



Advertising Area:
640 x 700 pixels = 445,926 sq. pixels

Warning Area is 20% of Advertising Area:
445,926 x .2 = 89,500 sq. pixels

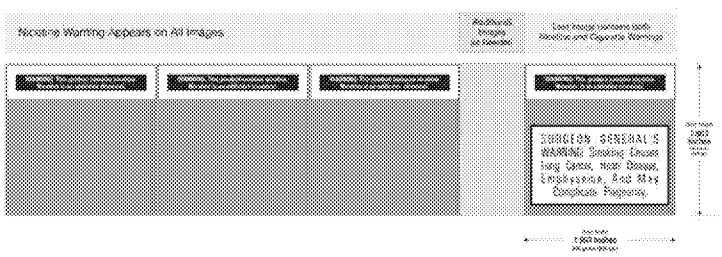
Warning Area:
609 x 148 = 89,804 sq. pixels

Warning Font:
Univers Lt Std - 67 Bold Condensed - 27 pt font

Warning Border:
Green border - 36 pixels + 3 pixel contrast border*
*Contrast border does not count if warning border would otherwise blend into the background

All pixel measurements are rounded up to the next whole number as pixels aren't displayed fractions in fractions. Warning Area variance due to rounding up.

Instagram Slideshow Allows for a Maximum of 10 Images




COMPANY
15:09
Instagram
IQOS®
WARNING: This product contains nicotine.
Nicotine is an addictive chemical.
What should I do if my device breaks?
1,984 Likes
Just visit our website to find your nearest IQOS® Store and bring it in. One of our Experts will be glad to help.

IQOS SOCIAL MEDIA FRAMEWORKS

iQOS Instagram Image Post (3-Line Caption)

Date Modified: July 16, 2019

iPhone 5/SE

Operating System: iOS 11
(Oldest Supported iPhone for Instagram App)

Device Size:

Height: 4.87 inches (123.8 mm)
Width: 2.31 inches (58.6 mm)

Apple Retina Display Specifications:

1136-by-640-pixel screen resolution at 326 ppi (iPhone 5/SE)
4-inch (diagonal) widescreen display (Aspect Ratio - 16:9)

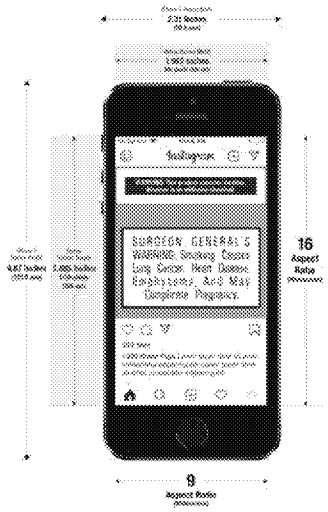


Exhibit 1(a) - Cigarette Warning

Total Advertising Space in Pixels is
736 x 640 pixels = 471,040 sq. pixels

Total Advertising Space in Square Inches is
736 divided by 326 ppi = 2.257 inches
640 divided by 326 ppi = 1.963 inches
2.257 x 1.963 = 4.430 Total Square Inches

Minimum Advertising Area

3-Line Caption (2 Images)
736 x 1,280 pixels = 942,080 sq. pixels
1,280 divided by 326 ppi = 3.926 inches
2.257 x 3.926 = 8.860 Total Square Inches

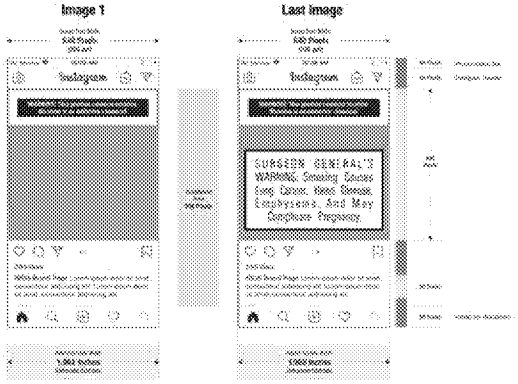
Maximum Advertising Area

3-Line Caption (10 Images)
736 x 6,400 pixels = 4,710,400 sq. pixels
6,400 divided by 326 ppi = 19.631 inches
2.257 x 19.631 = 44.307 Total Square Inches

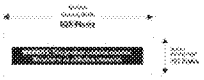


Green Represents Advertising Area

Instagram Image Post (3-Line Caption)



Nicotine Warning - 27pt.
(3-Line Caption)



Advertising Area:
736 x 640 pixels = 471,040 sq. pixels

Warning Area is 20% of Advertising Area:
471,040 x .2 = 94,208 sq. pixels

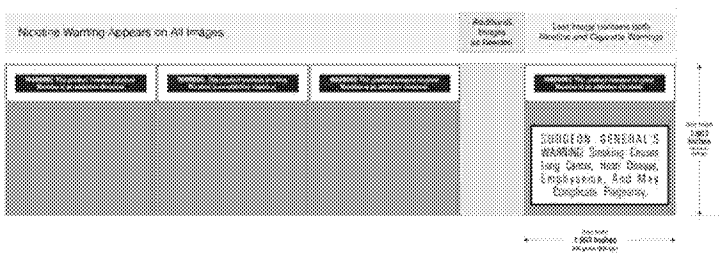
Warning Area:
628 x 151 = 94,828 sq. pixels

Warning Font:
Univers LT Std - 67 Bold Condensed - 27pt Font

Warning Border:
Green border - 38 pixels + 3 pixel contrast border
*Contrast border does not count if warning border would otherwise blend into the background

All pixel measurements are rounded up to the next whole number as pixels aren't displayed fractions in fractions. Warning Area variance due to rounding up.

Instagram Slideshow Allows for a Maximum of 10 Images

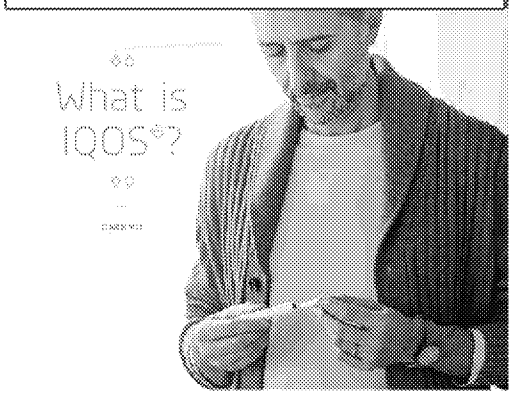


COMPANY 15:09

Instagram

IQOS®

WARNING: This product contains nicotine. Nicotine is an addictive chemical.



1,984 Likes

It's a tobacco heating system that heats specially designed HeatSticks® to just below 570°F, so the tobacco won't burn, and there's no ash and less odor.

COMPANY 15:09

Instagram

IQOS®

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

IQOS

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

1,984 Likes

It's a tobacco heating system that heats specially designed HeatSticks® to just below 570°F, so the tobacco won't burn, and there's no ash and less odor.

IQOS SOCIAL MEDIA FRAMEWORKS

iQOS Instagram Image Post (3-Line Caption)

Date Modified: July 16, 2019

iPhone 5/SE

Operating System: iOS 11
(Oldest Supported iPhone for Instagram App)

Device Size:

Height: 4.87 inches (123.8 mm)
Width: 2.31 inches (58.6 mm)

Apple Retina Display Specifications:

1136-by-640-pixel screen resolution at 326 ppi (iPhone 5/SE)
4-inch (diagonal) widescreen display (Aspect Ratio - 16:9)

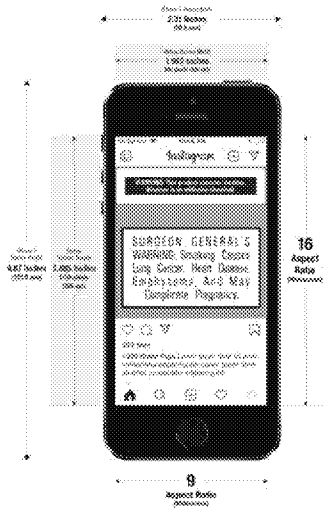


Exhibit 1(a) - Cigarette Warning

Total Advertising Space in Pixels is
736 x 640 pixels = 471,040 sq. pixels

Total Advertising Space in Square Inches is
736 divided by 326 ppi = 2.257 inches
640 divided by 326 ppi = 1.963 inches
2.257 x 1.963 = 4.430 Total Square Inches

Minimum Advertising Area

3-Line Caption (2 Images)
736 x 1,280 pixels = 942,080 sq. pixels
1,280 divided by 326 ppi = 3.926 inches
2.257 x 3.926 = 8.860 Total Square Inches

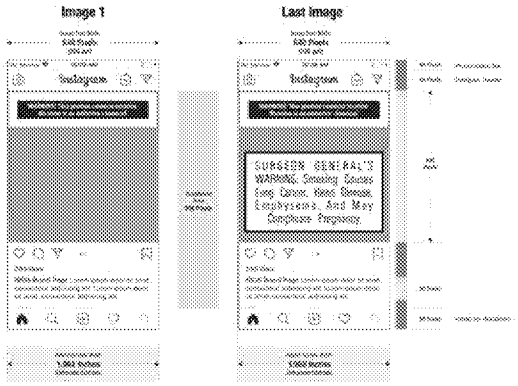
Maximum Advertising Area

3-Line Caption (10 Images)
736 x 6,400 pixels = 4,710,400 sq. pixels
6,400 divided by 326 ppi = 19.631 inches
2.257 x 19.631 = 44.307 Total Square Inches



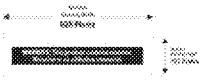
Green Represents Advertising Area

Instagram Image Post (3-Line Caption)



Nicotine Warning - 27pt.

(3-Line Caption)



Advertising Area:
736 x 640 pixels = 471,040 sq. pixels

Warning Area is 20% of Advertising Area:
471,040 x .2 = 94,208 sq. pixels

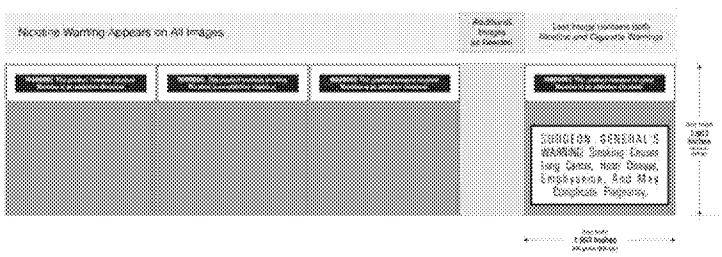
Warning Area:
588 x 151 = 94,808 sq. pixels

Warning Font:
Univers Lt Std - 67 Bold Condensed - 27pt font

Warning Border:
Green border - 88 pixels + 3 pixel contrast border*
*Contrast border does not count if warning border would otherwise blend into the background

All pixel measurements are rounded up to the next whole number as pixels aren't displayed fractions or fractions. Warning Area variance due to rounding up.

Instagram Slideshow Allows for a Maximum of 10 Images

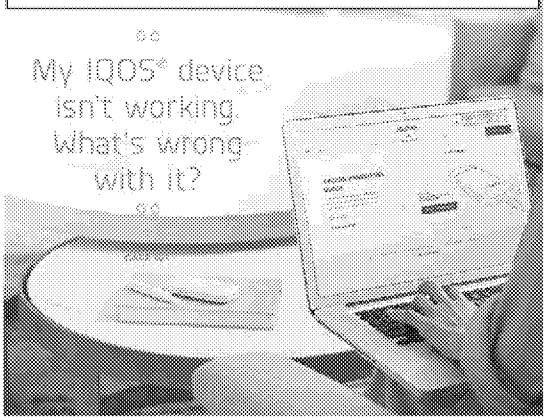


COMPANY 15:09

Instagram

IQOS®

WARNING: This product contains nicotine. Nicotine is an addictive chemical.



1,984 Likes

Our Troubleshooting Guide can help you with that. And you can always stop by your nearest IQOS® Store to speak with an Expert. Or call us at 1-877-GET-IQOS.

COMPANY 15:09

Instagram

IQOS®

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

IQOS

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

1,984 Likes

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IQOS SOCIAL MEDIA FRAMEWORKS

iQOS Instagram Image Post (3-Line Caption)

Date Modified: July 16, 2019

iPhone 5/SE

Operating System: iOS 11
(Oldest Supported iPhone for Instagram App)

Device Size:

Height: 4.87 inches (123.8 mm)
Width: 2.31 inches (58.6 mm)

Apple Retina Display Specifications:

1136-by-640-pixel screen resolution at 326 ppi (iPhone 5/SE)
4-inch (diagonal) widescreen display (Aspect Ratio - 16:9)

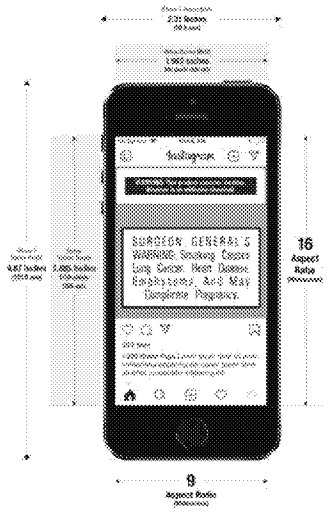


Exhibit 1(a) - Cigarette Warning

Total Advertising Space in Pixels is
736 x 640 pixels = 471,040 sq. pixels

Total Advertising Space in Square Inches is
736 divided by 326 ppi = 2.257 inches
640 divided by 326 ppi = 1.963 inches
2.257 x 1.963 = 4.430 Total Square Inches

Minimum Advertising Area

3-Line Caption (2 Images)
736 x 1,280 pixels = 942,080 sq. pixels
1,280 divided by 326 ppi = 3.926 inches
2.257 x 3.926 = 8.860 Total Square Inches

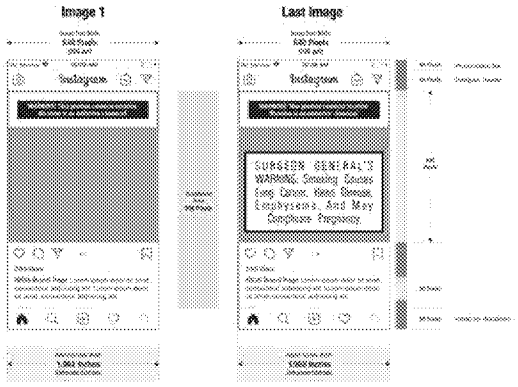
Maximum Advertising Area

3-Line Caption (10 Images)
736 x 6,400 pixels = 4,710,400 sq. pixels
6,400 divided by 326 ppi = 19.631 inches
2.257 x 19.631 = 44.307 Total Square Inches



Green Represents Advertising Area

Instagram Image Post (3-Line Caption)



Nicotine Warning - 27pt.
(3-Line Caption)



Advertising Area:
736 x 640 pixels = 471,040 sq. pixels

Warning Area is 20% of Advertising Area:
471,040 x .2 = 94,208 sq. pixels

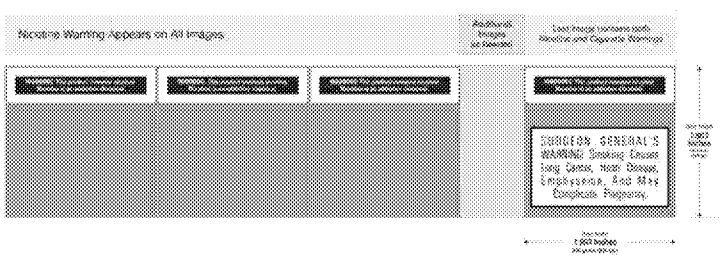
Warning Area:
608 x 151 = 94,808 sq. pixels

Warning Font:
Univers Lt Std - 67 Bold Condensed - 27pt Font

Warning Border:
Green border - 38 pixels + 3 pixel contrast border
*Contrast border does not count if warning border would otherwise blend into the background

All pixel measurements are rounded up to the next whole number as pixels aren't displayed fractions in fractions. Warning Area variance due to rounding up.

Instagram Slideshow Allows for a Maximum of 10 Images



COMPANY 15:09

Instagram

IQOS®

WARNING: This product contains nicotine. Nicotine is an addictive chemical.



1,984 Likes

IQOS® uses HeatSticks® that contain real tobacco, so you get a truer tobacco experience than other vape products that use liquid nicotine.

COMPANY 15:09

Instagram

IQOS®

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

IQOS

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

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IQOS SOCIAL MEDIA FRAMEWORKS

iQOS Instagram Image Post (3-Line Caption)

Date Modified: July 16, 2019

iPhone 5/SE

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Device Size:

Height: 4.87 inches (123.8 mm)
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1136-by-640-pixel screen resolution at 326 ppi (iPhone 5/SE)
4-inch (diagonal) widescreen display (Aspect Ratio - 16:9)

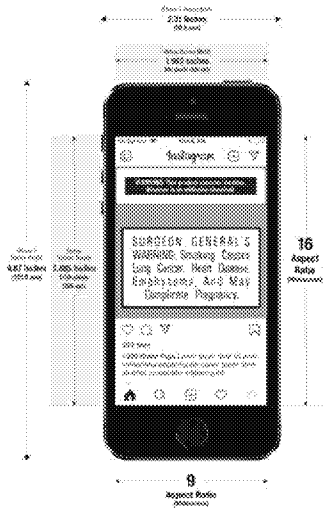


Exhibit 1(a) - Cigarette Warning

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Total Advertising Space in Square Inches is
736 divided by 326 ppi = 2.257 inches
640 divided by 326 ppi = 1.963 inches
2.257 x 1.963 = 4.430 Total Square Inches

Minimum Advertising Area

3-Line Caption (2 Images)
736 x 1,280 pixels = 942,080 sq. pixels
1,280 divided by 326 ppi = 3.926 inches
2.257 x 3.926 = 8.860 Total Square Inches

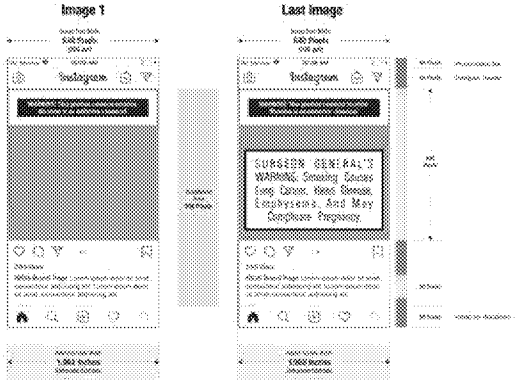
Maximum Advertising Area

3-Line Caption (10 Images)
736 x 6,400 pixels = 4,710,400 sq. pixels
6,400 divided by 326 ppi = 19.631 inches
2.257 x 19.631 = 44.307 Total Square Inches

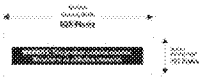


Green Represents Advertising Area

Instagram Image Post (3-Line Caption)



Nicotine Warning - 27pt.
(3-Line Caption)



Advertising Area:
736 x 640 pixels = 471,040 sq. pixels

Warning Area is 20% of Advertising Area:
471,040 x .2 = 94,208 sq. pixels

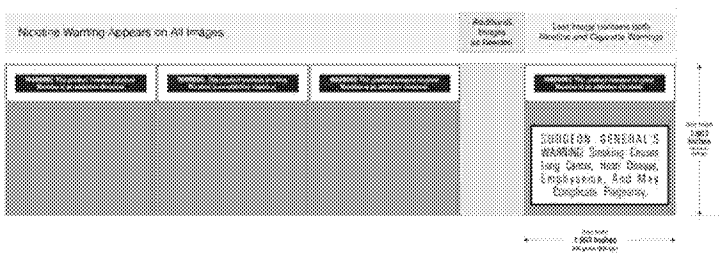
Warning Area:
588 x 151 = 94,808 sq. pixels

Warning Font:
Univers LT Std - 67 Bold Condensed - 27pt Font

Warning Border:
Green border - 88 pixels + 3 pixel contrast border
*Contrast border does not count if warning border would otherwise blend into the background

All pixel measurements are rounded up to the next whole number as pixels aren't displayed fractions in fractions. Warning Area variance due to rounding up.

Instagram Slideshow Allows for a Maximum of 10 Images



COMPANY 15:09

Instagram

IQOS®

WARNING: This product contains nicotine. Nicotine is an addictive chemical.



1,984 Likes

Schedule an appointment or just drop by your nearest IQOS® Store. Our Experts will gladly help. Or call us at 1-877-GET-IQOS.

COMPANY 15:09

Instagram

IQOS®

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

IQOS

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

1,984 Likes

Schedule an appointment or just drop by your nearest IQOS® Store. Our Experts will gladly help. Or call us at 1-877-GET-IQOS.

IQOS SOCIAL MEDIA FRAMEWORKS

iQOS Instagram Image Post (3-Line Caption)

Date Modified: July 16, 2019

iPhone 5/SE

Operating System: iOS 11
(Oldest Supported iPhone for Instagram App)

Device Size:

Height: 4.87 inches (123.8 mm)
Width: 2.31 inches (58.6 mm)

Apple Retina Display Specifications:

1136-by-640-pixel screen resolution at 326 ppi (iPhone 5/SE)
4-inch (diagonal) widescreen display (Aspect Ratio - 16:9)

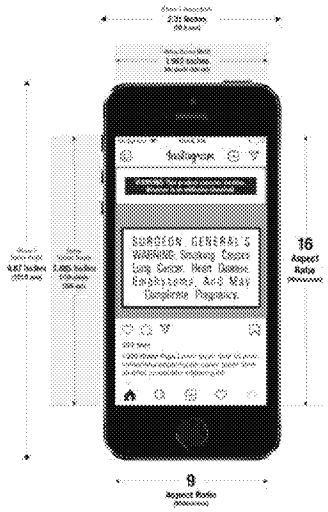


Exhibit 1(a) - Cigarette Warning

Total Advertising Space in Pixels is
736 x 640 pixels = 471,040 sq. pixels

Total Advertising Space in Square Inches is
736 divided by 326 ppi = 2.257 inches
640 divided by 326 ppi = 1.963 inches
2.257 x 1.963 = 4.430 Total Square Inches

Minimum Advertising Area

3-Line Caption (2 Images)
736 x 1,280 pixels = 942,080 sq. pixels
1,280 divided by 326 ppi = 3.926 inches
2.257 x 3.926 = 8.860 Total Square Inches

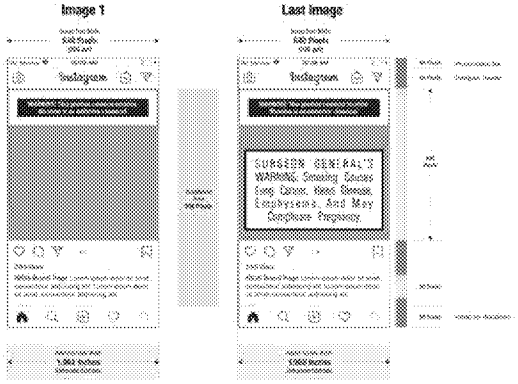
Maximum Advertising Area

3-Line Caption (10 Images)
736 x 6,400 pixels = 4,710,400 sq. pixels
6,400 divided by 326 ppi = 19.631 inches
2.257 x 19.631 = 44.307 Total Square Inches



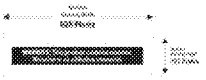
Green Represents Advertising Area

Instagram Image Post (3-Line Caption)



Nicotine Warning - 27pt.

(3-Line Caption)



Advertising Area:
736 x 640 pixels = 471,040 sq. pixels

Warning Area is 20% of Advertising Area:
471,040 x .2 = 94,208 sq. pixels

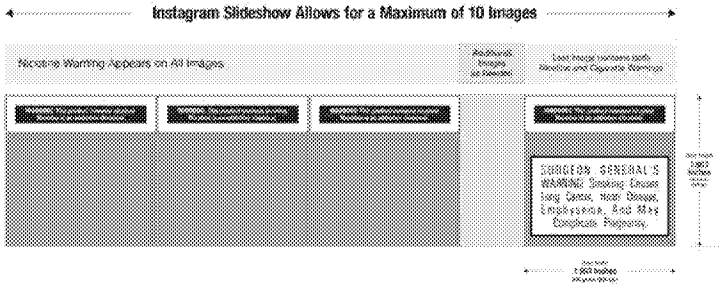
Warning Area:
608 x 151 = 94,808 sq. pixels

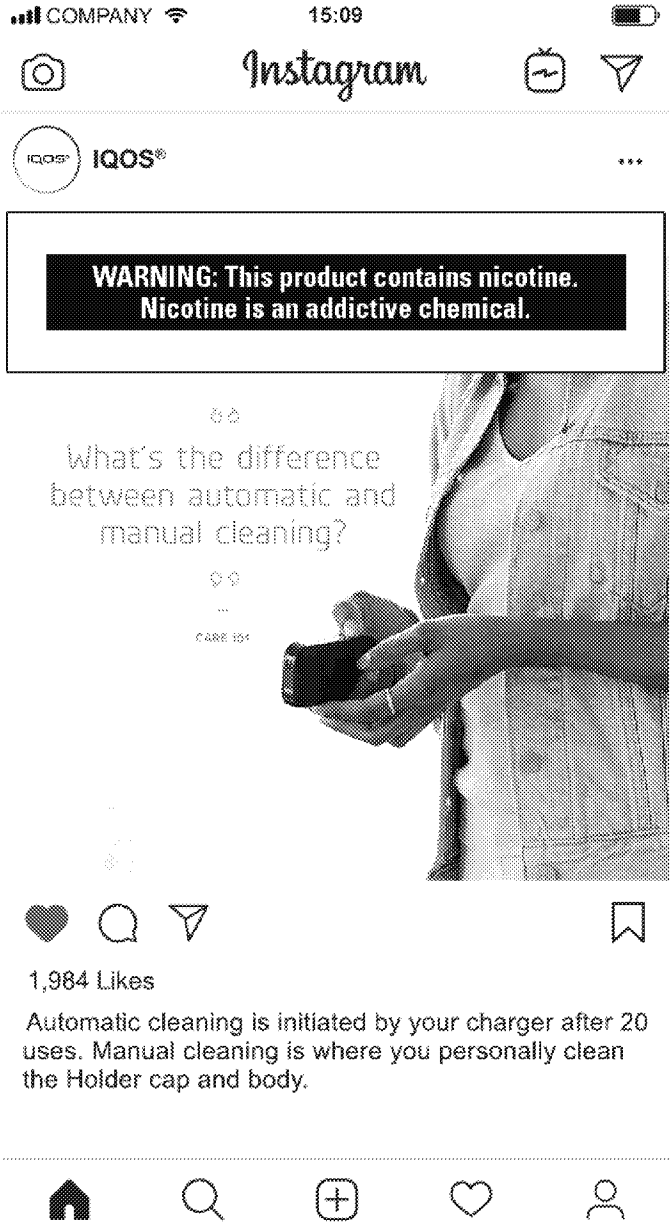
Warning Font:
Univers LT Std - 67 Bold Condensed - 27pt font

Warning Border:
Green border - 88 pixels + 3 pixel contrast border*
*Contrast border does not count if warning border would otherwise blend into the background

All pixel measurements are rounded up to the next whole number as pixels aren't displayed fractions in fractions. Warning Area variance due to rounding up.

Instagram Slideshow Allows for a Maximum of 10 Images





TRADE SECRET / CONFIDENTIAL COMMERCIAL INFORMATION

IQOS SOCIAL MEDIA FRAMEWORKS

iQOS Instagram Image Post (3-Line Caption)

Date Modified: July 16, 2019

iPhone 5/SE

Operating System: iOS 11
(Oldest Supported iPhone for Instagram App)

Device Size:

Height: 4.87 inches (123.8 mm)
Width: 2.31 inches (58.6 mm)

Apple Retina Display Specifications:

1136-by-640-pixel screen resolution at 326 ppi (iPhone 5/SE)
4-inch (diagonal) widescreen display (Aspect Ratio - 16:9)

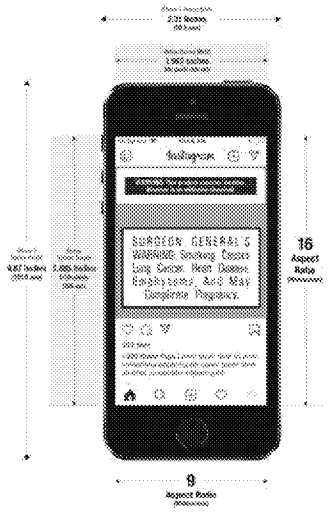


Exhibit 1(a) - Cigarette Warning

Total Advertising Space in Pixels is
736 x 640 pixels = 471,040 sq. pixels

Total Advertising Space in Square Inches is
736 divided by 326 ppi = 2.257 inches
640 divided by 326 ppi = 1.963 inches
2.257 x 1.963 = 4.430 Total Square Inches

Minimum Advertising Area

3-Line Caption (2 Images)
736 x 1,280 pixels = 942,080 sq. pixels
1,280 divided by 326 ppi = 3.926 inches
2.257 x 3.926 = 8.860 Total Square Inches

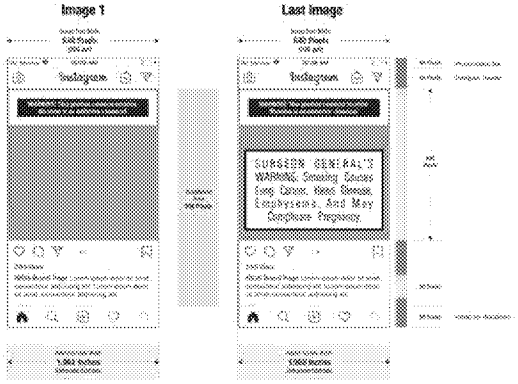
Maximum Advertising Area

3-Line Caption (10 Images)
736 x 6,400 pixels = 4,710,400 sq. pixels
6,400 divided by 326 ppi = 19.631 inches
2.257 x 19.631 = 44.307 Total Square Inches

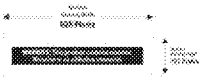


Green Represents Advertising Area

Instagram Image Post (3-Line Caption)



Nicotine Warning - 27pt.
(3-Line Caption)



Advertising Area:
736 x 640 pixels = 471,040 sq. pixels

Warning Area is 20% of Advertising Area:
471,040 x .2 = 94,208 sq. pixels

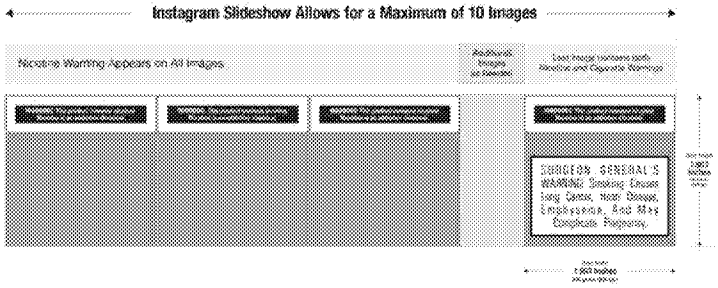
Warning Area:
668 x 151 = 94,808 sq. pixels

Warning Font:
Univers LT Std - 67 Bold Condensed - 27pt Font

Warning Border:
Green border - 68 pixels + 3 pixel contrast border
*Contrast border does not count if warning border would otherwise blend into the background

All pixel measurements are rounded up to the next whole number as pixels aren't displayed fractions in fractions. Warning Area variance due to rounding up.

Instagram Slideshow Allows for a Maximum of 10 Images




COMPANY
15:09
Instagram
IQOS®
WARNING: This product contains nicotine.
Nicotine is an addictive chemical.
Who are IQOS® Experts?
CARE 101
1,984 Likes
They're pretty awesome people. And they're all about making the switch. Lean on them for inspiration, advice and answers you need.

IQOS® Retail Locations

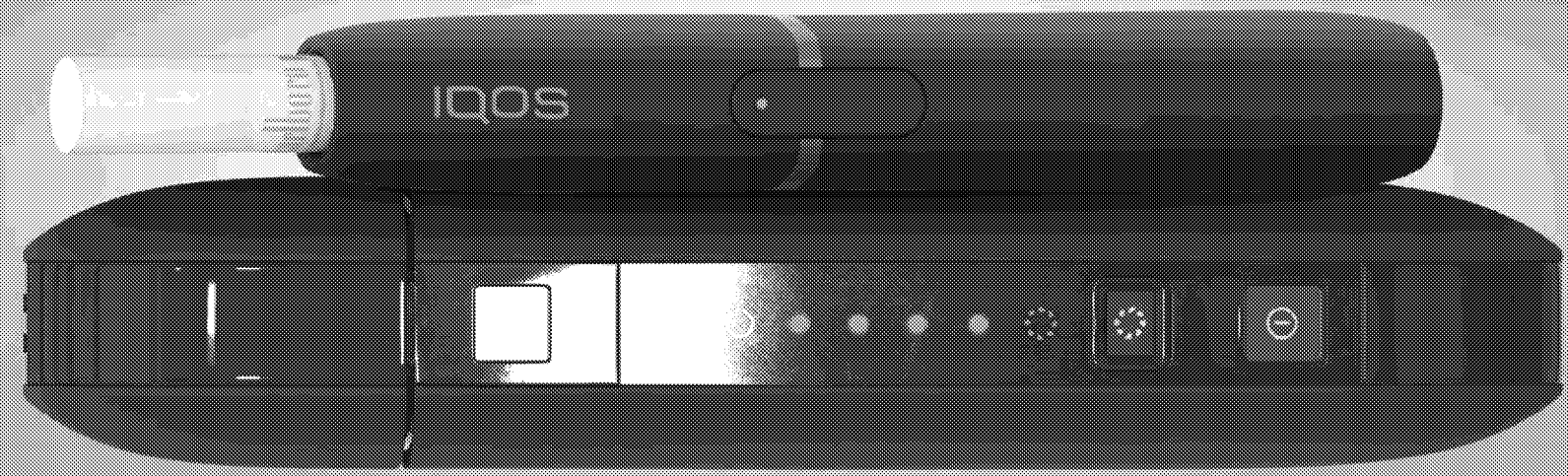
TRADE SECRET/CONFIDENTIAL COMMERCIAL INFORMATION

(b) (4)

MN531

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.



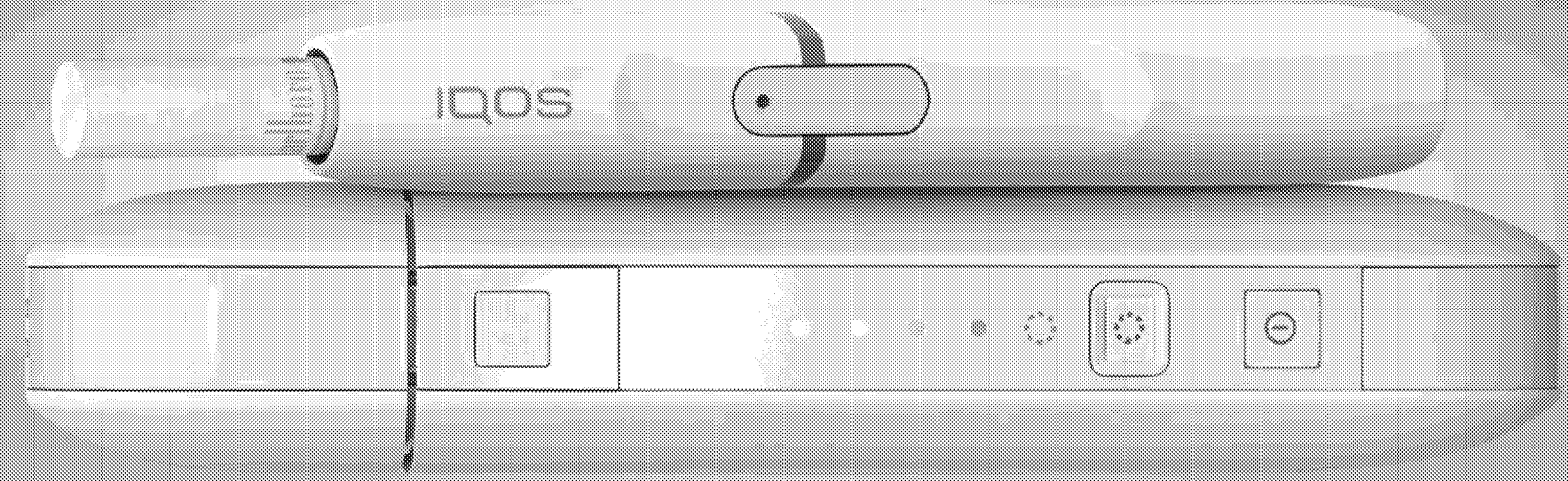
(b) (4)

(b) (4)

MN352

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.



(b) (4)

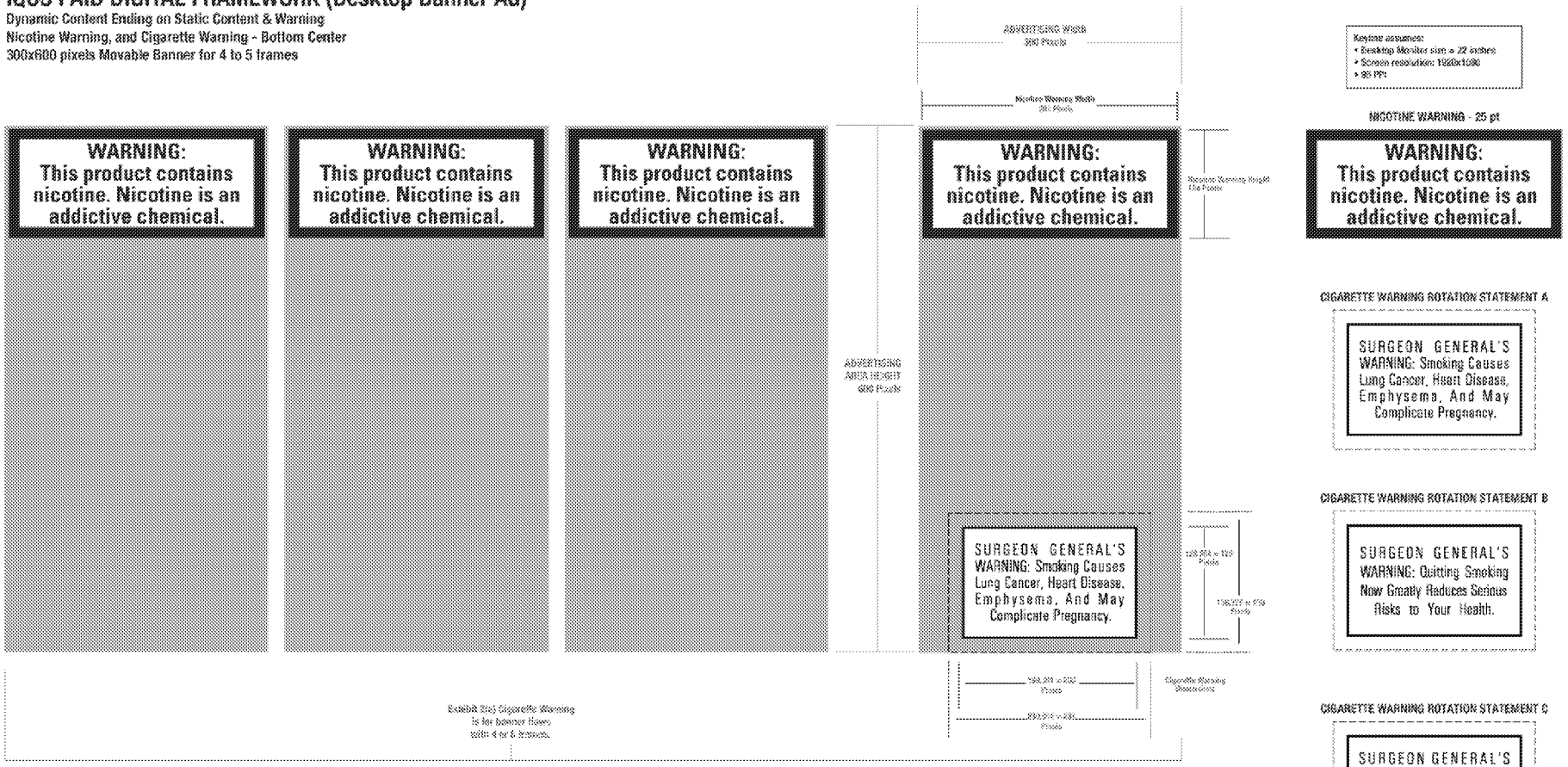
Digital Paid Media

The following pages include programmatic banner ads that will be served to age verified adult smokers 21+, with corresponding flight plan and cost for the Atlanta market.

TRADE SECRET/CONFIDENTIAL COMMERCIAL INFORMATION

IQOS PAID DIGITAL FRAMEWORK (Desktop Banner Ad)

Dynamic Content Ending on Static Content & Warning
Nicotine Warning, and Cigarette Warning - Bottom Center
300x600 pixels Movable Banner for 4 to 5 frames



The IQOS Paid Digital framework above is based on the following:

Nicotine Warning (on every frame):
Font: Univers Lt Std 67 Bold Condensed - 25 pt
Advertising Area: 300 x 600 = 180,000 sq. pixels
Warning Area is 20% of Advertising Area: 180,000 x .2 = 36,000 sq. pixels
Warning Area: 291 x 124 = 36,084 sq. pixels
Warning Border: 3 mm = 12 pixels at 96 PPI

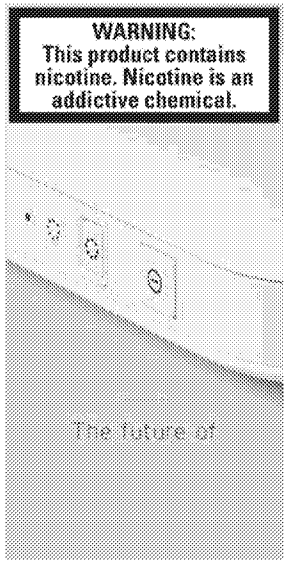
Cigarette Warning:
Viewable Advertising Area per frame in Pixels is 300 x 600 divided by 96 PPI (Pixels Per Inch) = 3.125 x 6.25 inches
Viewable Advertising Area per frame in Square Inches is 3.125 x 6.25 = 19.531 Total Square Inches
Exhibit 2(a) warning is for Advertising Area of over 65 square inches up to 110 square inches.
The number of frames allowed with Exhibit 2(a) warning is 4 or 5 frames:
Exhibit 2(a) Advertising Area range (over 65 up to 110 square inches) divided by viewable Advertising Area frame in square inches:
65.01 / 19.531 = 3.33 = 4 frames up to 110 / 19.531 = 5.6320 = 5 frames.
Use Exhibit 1(a) framework for banners of 3 frames or less.

As a standard, we will always convert inches to pixels and then round the resulting pixels up to the nearest whole number.

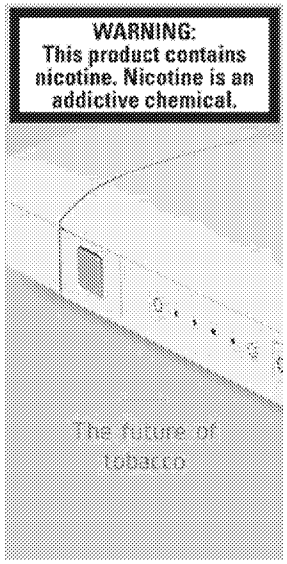
KEYLINE APPROVAL IS FOR DIMENSIONS ONLY, NOT FOR CONTENT.

M 8 6 7 5 . 3 0 0 X 6 0 0 V 1

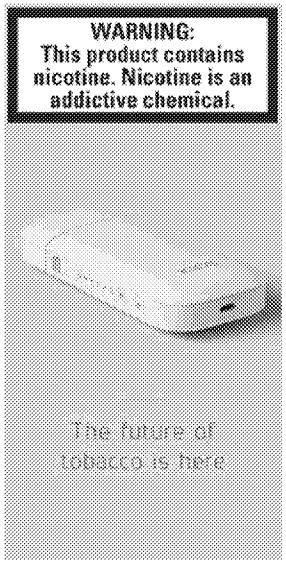
FRAME 1



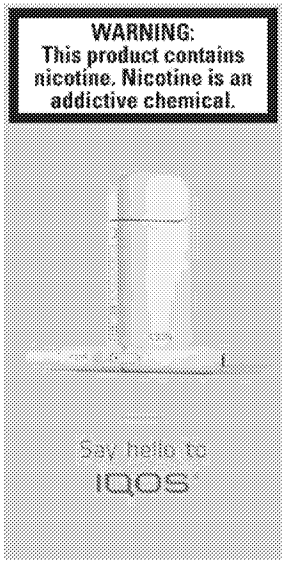
FRAME 2



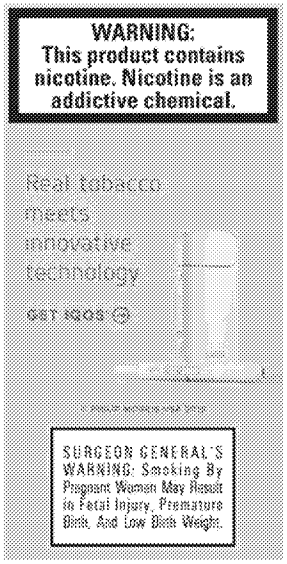
FRAME 3



FRAME 4



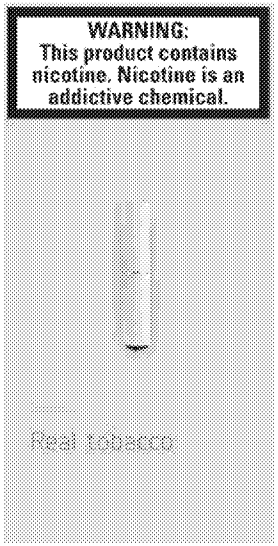
FRAME 5



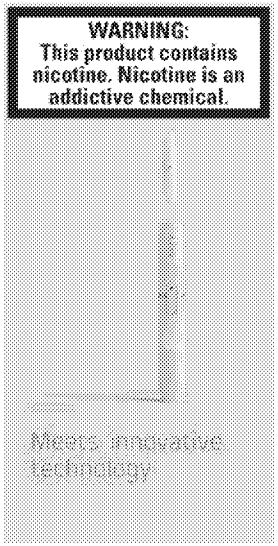
(b) (4)

M 8 6 7 8 . 3 0 0 X 6 0 0 V 2

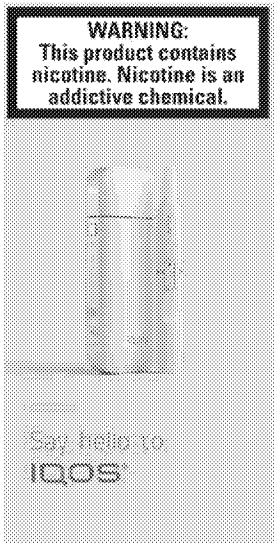
FRAME 1



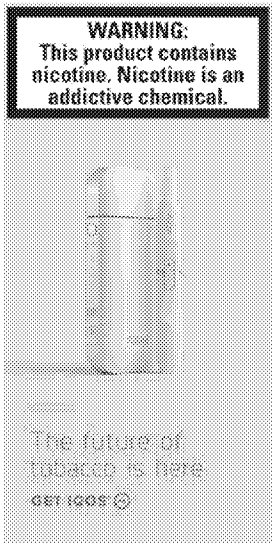
FRAME 2



FRAME 3



FRAME 4



FRAME 5



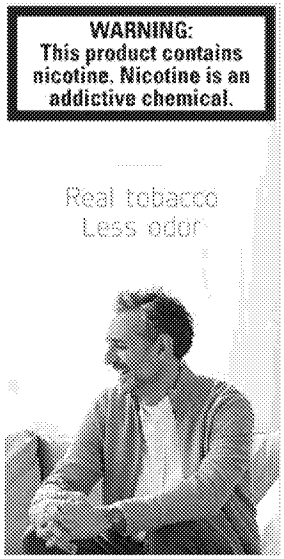
(b) (4)

M 8 6 8 4 : 3 0 0 X 6 0 0 V 1

FRAME 1



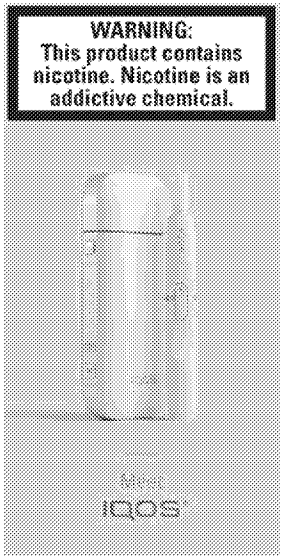
FRAME 2



FRAME 3



FRAME 4



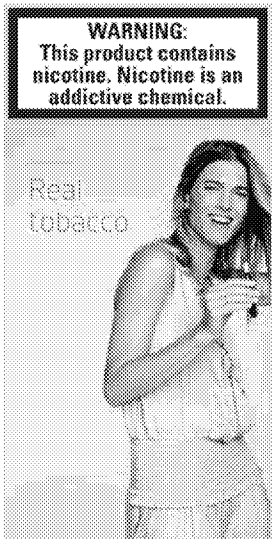
FRAME 5



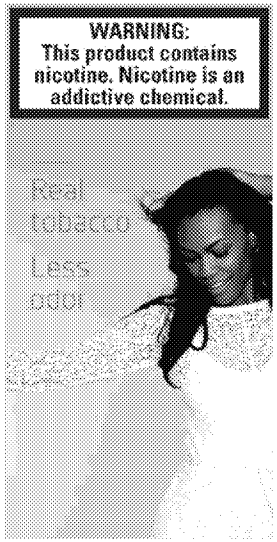
(b) (4)

M 8 6 8 7 : 3 0 0 X 6 0 0 V 2

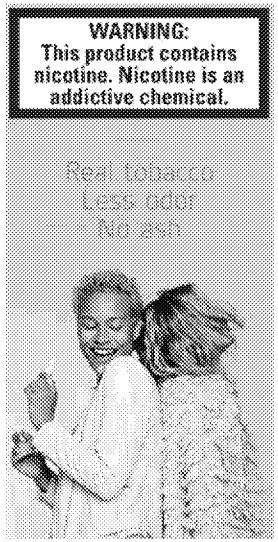
FRAME 1



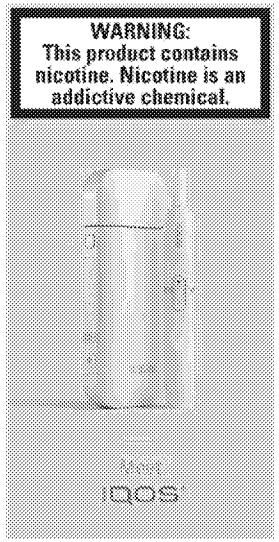
FRAME 2



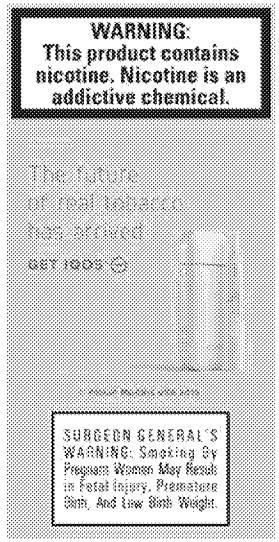
FRAME 3



FRAME 4



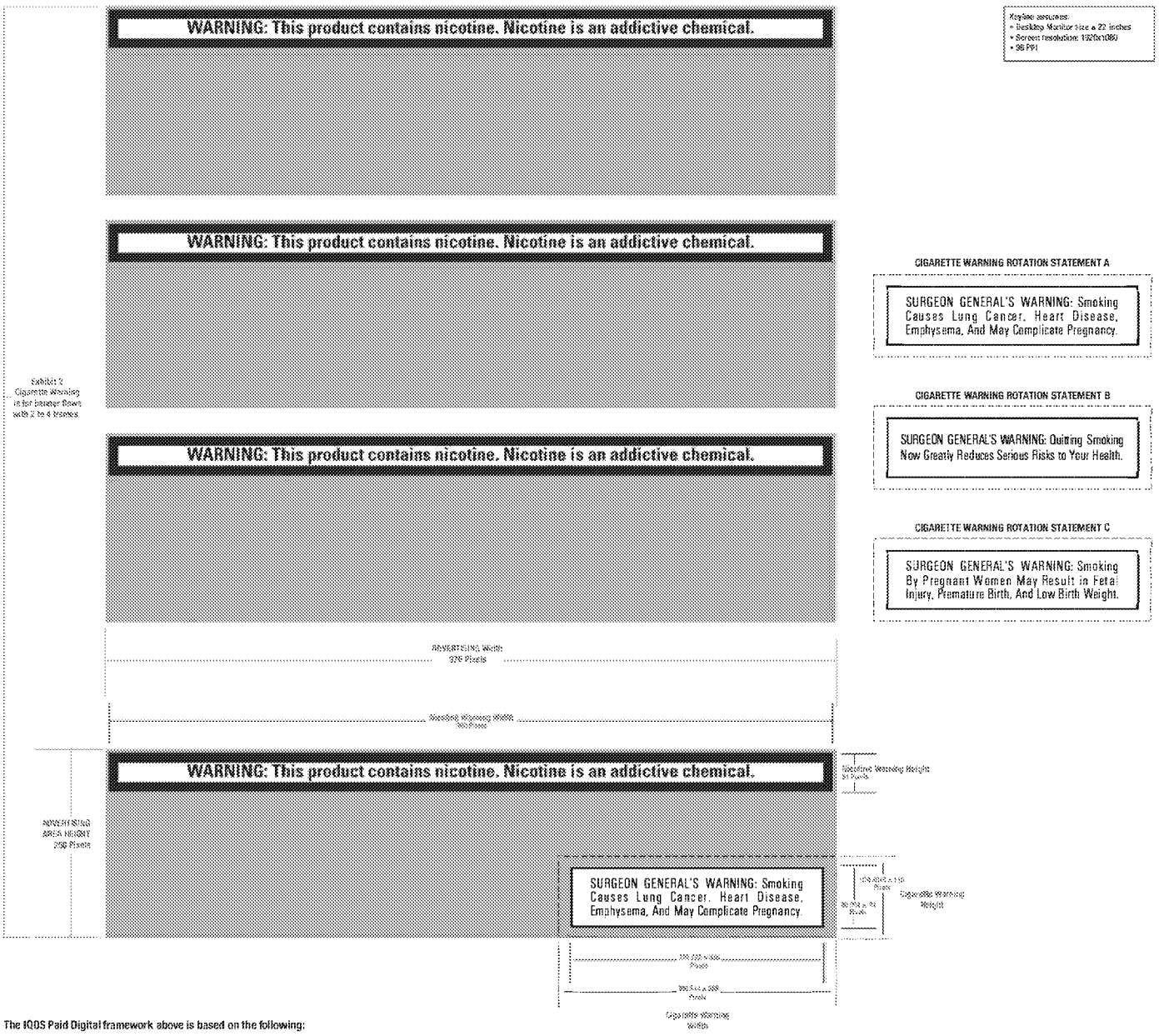
FRAME 5



(b) (4)

IQOS PAID DIGITAL FRAMEWORK (Desktop Banner Ad)

Dynamic Content Ending on Static Content & Warning
Nicotine Warning, and Cigarette Warning - Bottom Right
970x250 pixels Movable Banner for 2 to 4 frames



The IQOS Paid Digital framework above is based on the following:

Nicotine Warning (on every frame):
Font: Univers Lt Std 67 Bold Condensed - 24 pt
Advertising Area: 970 x 250 = 242,500 sq. pixels
Warning Area is 20% of Advertising Area: 242,500 x .2 = 48,500 sq. pixels
Warning Area: 960 x 51 = 48,960 sq. pixels
Warning Border: 3 mm = 12 pixels at 96 PPI

NICOTINE WARNING - 24 pt

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

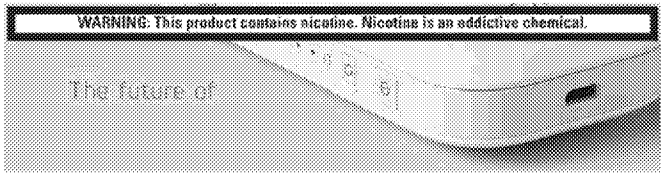
Cigarette Warning:
Viewable Advertising Area per frame in Pixels is 970 x 250 divided by 96 PPI (Pixels Per Inch) = 10.104 x 2.604 Inches
Viewable Advertising Area per frame in Square Inches is 10.104 x 2.604 = 26.310 Total Square Inches
Exhibit 2 warning is for Advertising Area of over 65 square inches up to 110 square inches.
The number of frames allowed with Exhibit 2 warning is 2 to 4 frames:
Exhibit 2 Advertising Area range (over 65 up to 110 square inches) divided by viewable Advertising Area frame in square inches:
65.01 / 26.310 = 2.47 = 2 frames up to 110 / 26.310 = 4.180 = 4 frames.

As a standard, we will always convert inches to pixels and then round the resulting pixels up to the nearest whole number.

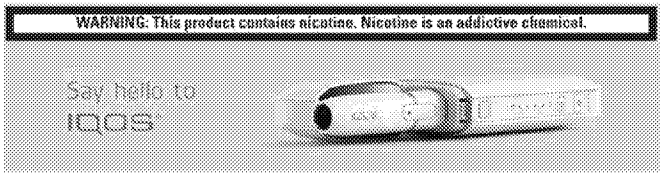
KEYLINE APPROVAL IS FOR DIMENSIONS ONLY, NOT FOR CONTENT.

M 8 6 7 6 . 9 7 0 X 2 5 0 V 1

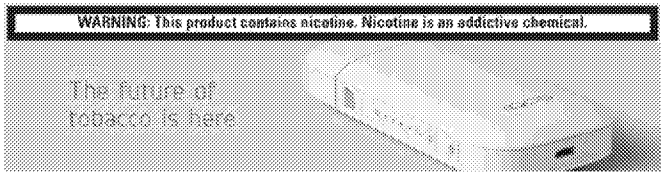
FRAME 1



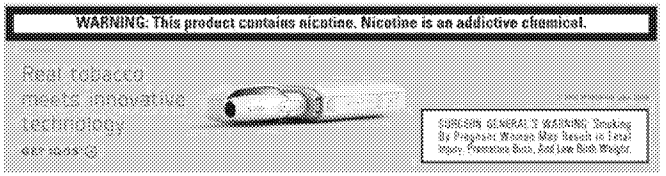
FRAME 2



FRAME 3



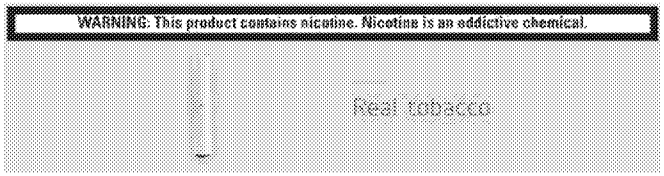
FRAME 4



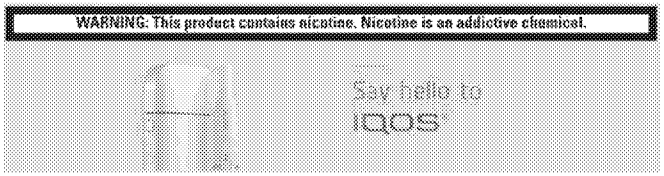
(b) (4)

M 8 6 7 9 . 9 7 0 X 2 5 0 V 2

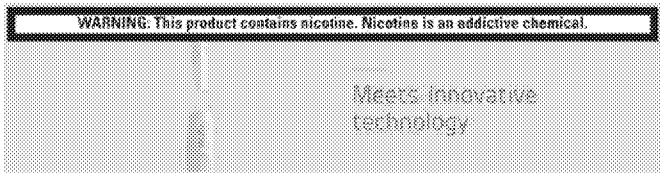
Frame 1



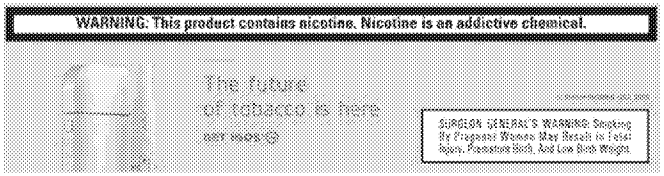
Frame 3



Frame 2



Frame 4



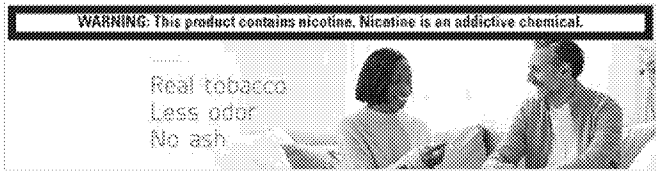
(b) (4)

M 8 6 8 5 : 9 7 0 X 2 5 0 V 1

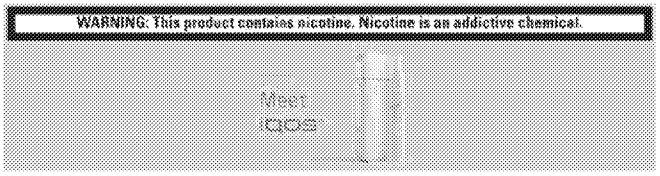
FRAME 1



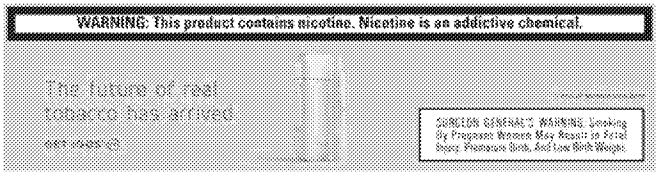
FRAME 2



FRAME 3



FRAME 4



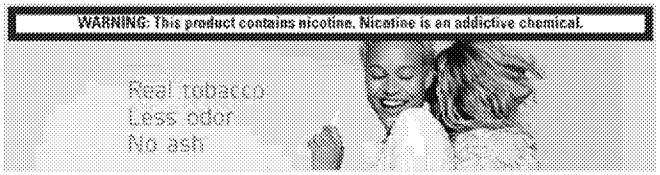
(b) (4)

M 8 6 8 9 : 9 7 0 X 2 5 0 V 1

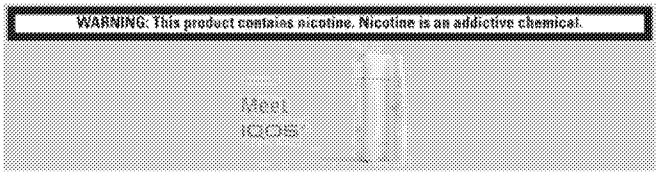
FRAME 1



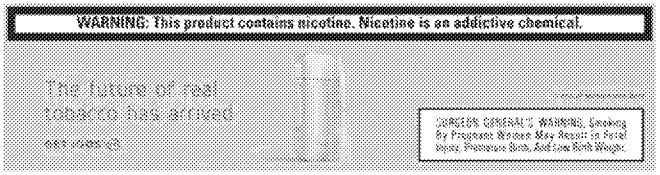
FRAME 2



FRAME 3



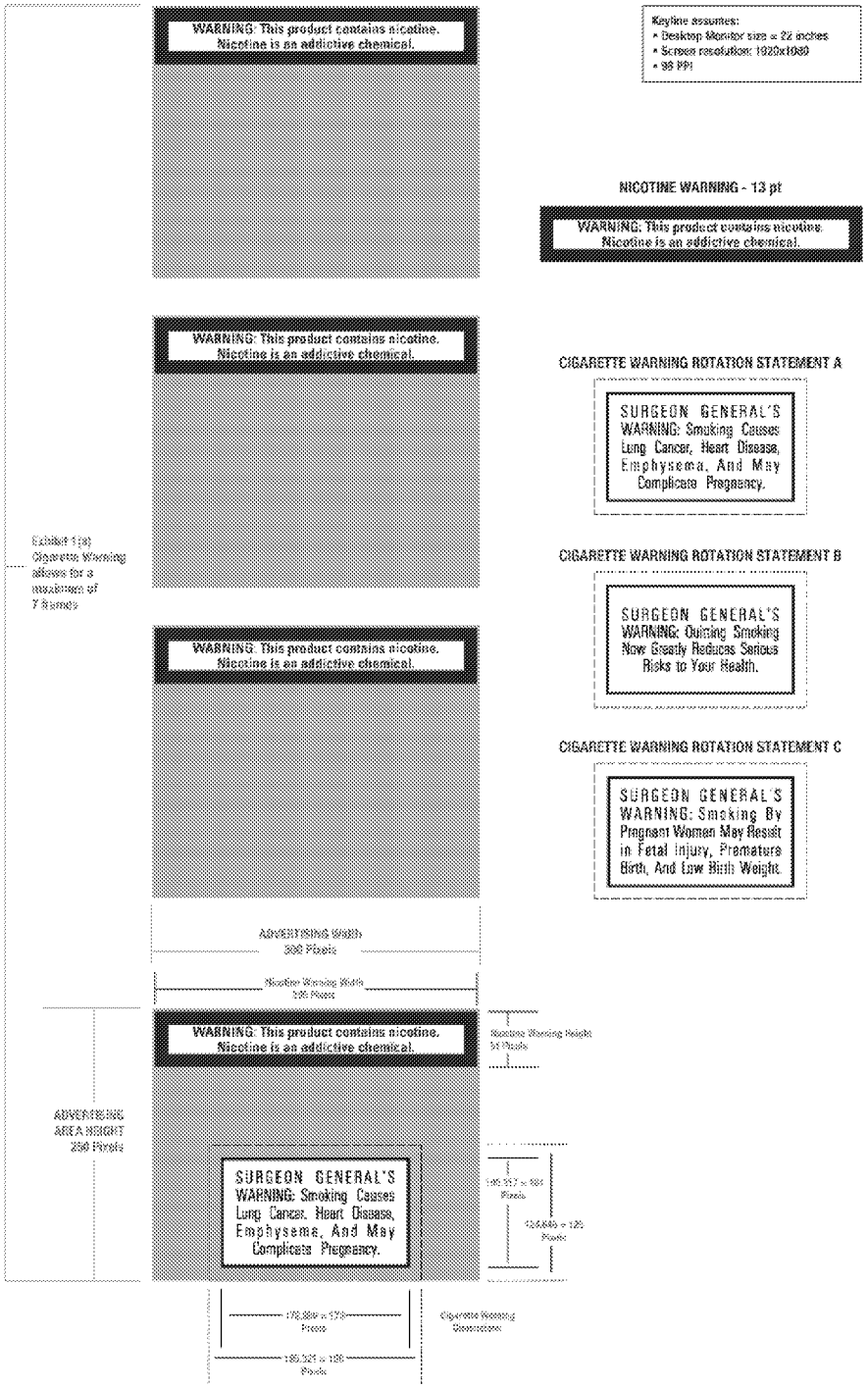
FRAME 4



(b) (4)

IQOS PAID DIGITAL FRAMEWORK (Desktop Banner)

Dynamic Content Ending on Static Content & Warning
Nicotine Warning, and Cigarette Warning - Bottom Center
300 x 250 pixels Movable Banner up to 7 frames



The IQOS Paid Digital framework above is based on the following:

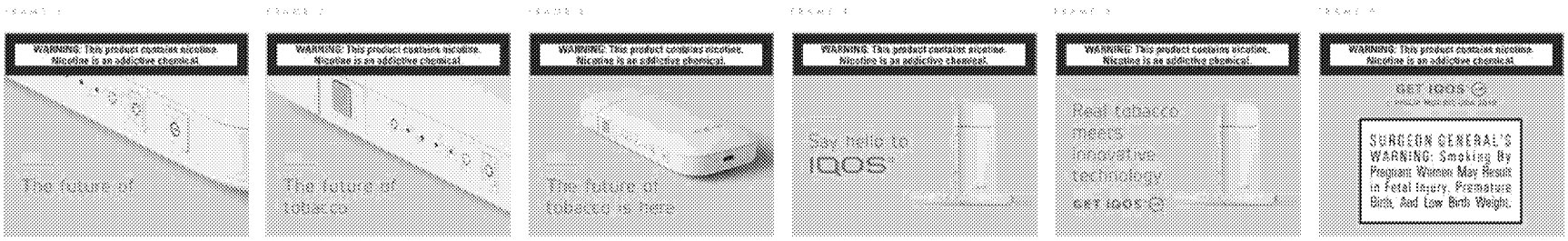
Nicotine Warning (on every frame):
Font: Helvetica LT Std 67 Bold Condensed - 13 pt
Advertising Area: 300 x 250 = 75,000 sq. pixels
Warning Area is 20% of Advertising Area: 75,000 x .2 = 15,000 sq. pixels
Warning Area: 296 x 51 = 15,096 sq. pixels
Warning Border: 3 mm = 12 pixels at 96 PPI

Cigarette Warning:
Viewable Advertising Area per frame in Pixels is 300 x 250 divided by 96 PPI (Pixels Per Inch) = 3.125 x 2.604 inches
Viewable Advertising Area per frame in Square Inches 3.125 x 2.604 = 8.138 Total Square Inches
Exhibit 1(a) warning up to 65 square inches.
Maximum number of frames with Exhibit 1(a) Warning is:
65 Square Inches divided by viewable Advertising Area frame in Square Inches: 65 ÷ 8.138 = 7.987 frames = 7 frames.

As a standard, we will always convert inches to pixels and then round the resulting pixels up to the nearest whole number.

KEYLINE APPROVAL IS FOR DIMENSIONS ONLY, NOT FOR CONTENT.

M 8 6 7 7 . 3 0 0 X 2 5 0 V 1



(b) (4)

M 8 6 8 0 _ 3 0 0 X 2 5 0 _ V 2



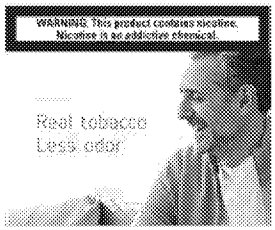
(b) (4)

M 8 6 8 6 : 3 0 0 X 2 5 0 V 1

FRAME 1



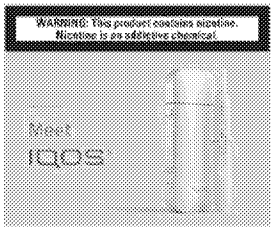
FRAME 2



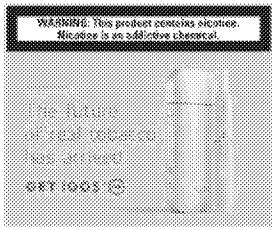
FRAME 3



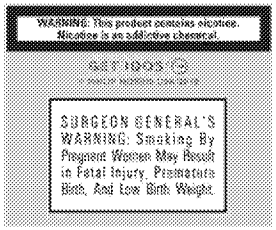
FRAME 4



FRAME 5



FRAME 6



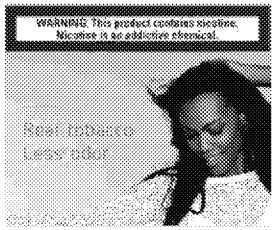
(b) (4)

M 8 6 8 9 : 3 0 0 X 2 5 0 V 1

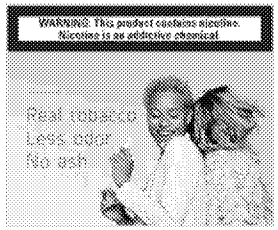
FRAME 1



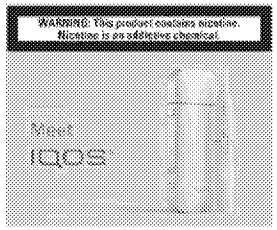
FRAME 2



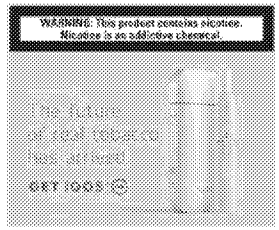
FRAME 3



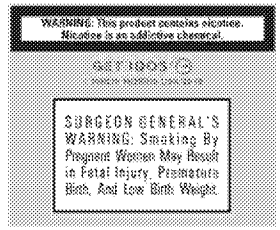
FRAME 4



FRAME 5



FRAME 6



(b) (4)

IQOS STATIC BANNER FRAMEWORK (Desktop Banner)

Static Content and Warning
Nicotine Warning and Surgeon General's Warning - Bottom Center
300x600 pixels

Keyline assumes:
- Desktop Monitor size = 22 inches
- Screen resolution: 1920x1080
- 96 PPI



NICOTINE WARNING - 25 pt

WARNING:
This product contains nicotine. Nicotine is an addictive chemical.

CIGARETTE WARNING ROTATION STATEMENT A

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

CIGARETTE WARNING ROTATION STATEMENT B

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

CIGARETTE WARNING ROTATION STATEMENT C

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

The IQOS Static Banner framework above is based on the following:

Nicotine Warning:
Font: Univers Lt Std 67 Bold Condensed - 25 pt
Advertising Area: 300 x 600 = 180,000 sq. pixels
Warning Area is 20% of Advertising Area: 180,000 x .2 = 36,000 sq. pixels
Warning Area: 281 x 124 = 36,084 sq. pixels
Warning Border: 3 mm = 12 pixels at 96 PPI

Cigarette Warning:
Viewable Advertising Area in Pixels is 300 x 600 divided by 96 PPI (Pixels Per Inch) = 3.125 x 6.25 inches
Viewable Advertising Area in Square Inches is 3.125 x 6.25 = 19.531 Total Square Inches
Exhibit 1(a) warning for up to 65 square inches.

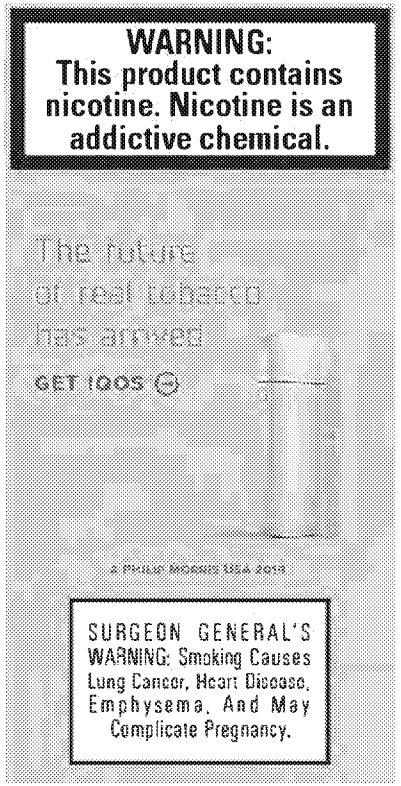
As a standard, we will always convert inches to pixels and then round the resulting pixels up to the nearest whole number.

KEYLINE APPROVAL IS FOR DIMENSIONS ONLY, NOT FOR CONTENT.

POS MN185 Static Digital Banner Ad



POS MN193 Static Digital Banner Ad



POS MN188 Static Digital Banner Ad

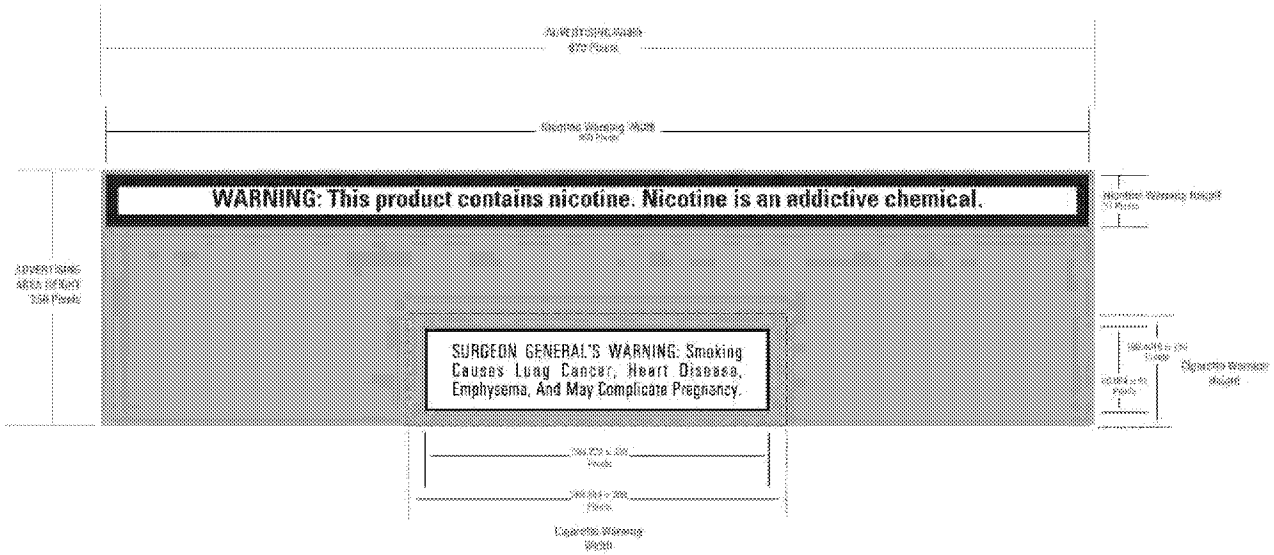



WARNING:
This product contains nicotine. Nicotine is an addictive chemical.
The future of real tobacco has arrived.
GET IQOS
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

IQOS STATIC BANNER FRAMEWORK (Desktop Banner)

Static Content and Warning
Nicotine Warning and Surgeon General's Warning - Bottom Center
970x250 pixels

Keyline assumes:
- Desktop Monitor size = 22 inches
- Screen resolution: 1920x1080
- 96 PPI



NICOTINE WARNING - 24 pt

WARNING: This product contains nicotine. Nicotine is an addictive chemical.

CIGARETTE WARNING ROTATION STATEMENT A

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

CIGARETTE WARNING ROTATION STATEMENT B

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

CIGARETTE WARNING ROTATION STATEMENT C

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

The IQOS Static Banner framework above is based on the following:

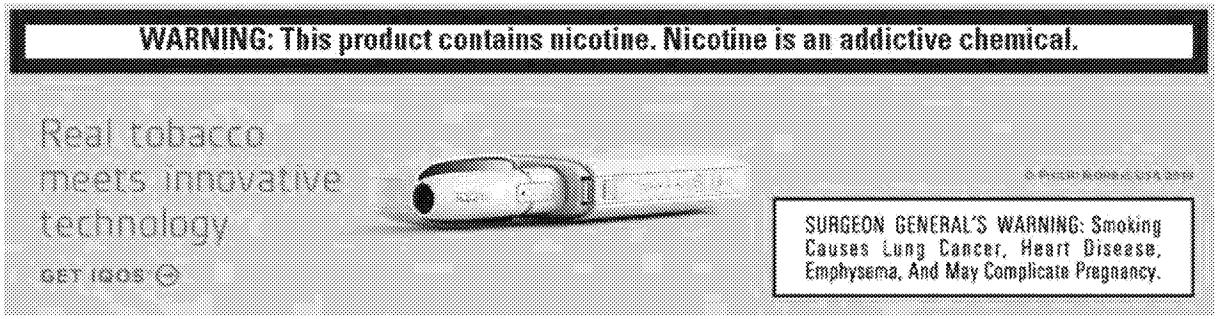
Nicotine Warning (on every frame):
Font: Univers Lt Std 67 Bold Condensed - 24 pt
Advertising Area: 970 x 250 = 242,500 sq. pixels
Warning Area is 20% of Advertising Area: 242,500 x .2 = 48,500 sq. pixels
Warning Area: 960 x 51 = 48,960 sq. pixels
Warning Border: 3 mm = 12 pixels at 96 PPI

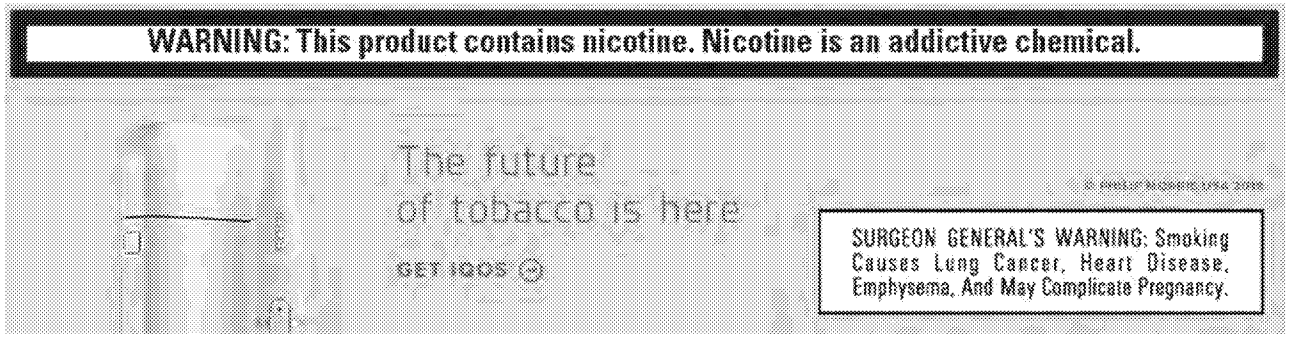
Cigarette Warning:
Viewable Advertising Area in Pixels is 970 x 250 divided by 96 PPI (Pixels Per Inch) = 10.104 x 2.604 inches
Viewable Advertising Area in Square Inches is 10.104 x 2.604 = 26.310 Total Square Inches
Exhibit 2 warning is for Advertising Area of over 65 square inches up to 110 square inches.

As a standard, we will always convert inches to pixels and then round the resulting pixels up to the nearest whole number.

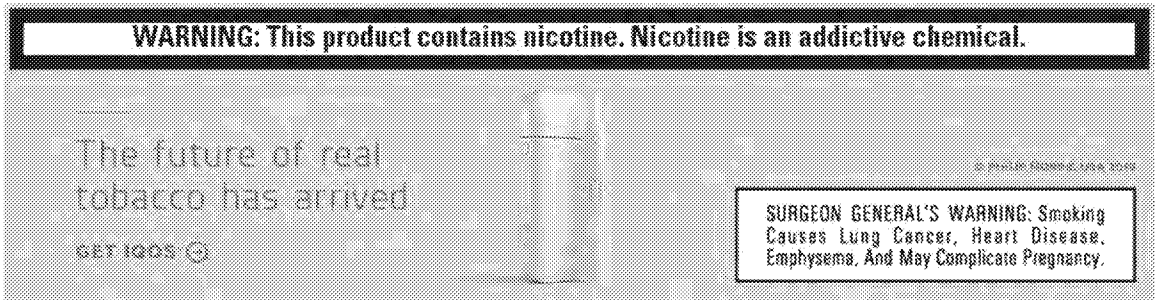
KEYLINE APPROVAL IS FOR DIMENSIONS ONLY, NOT FOR CONTENT.

POS MN186 Static Digital Banner Ad

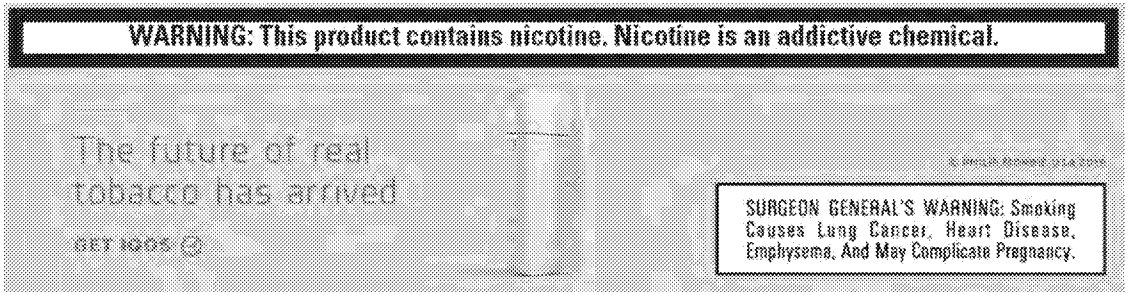



WARNING: This product contains nicotine. Nicotine is an addictive chemical.
The future
of tobacco is here
GET IQOS
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

POS MN195 Static Digital Banner Ad



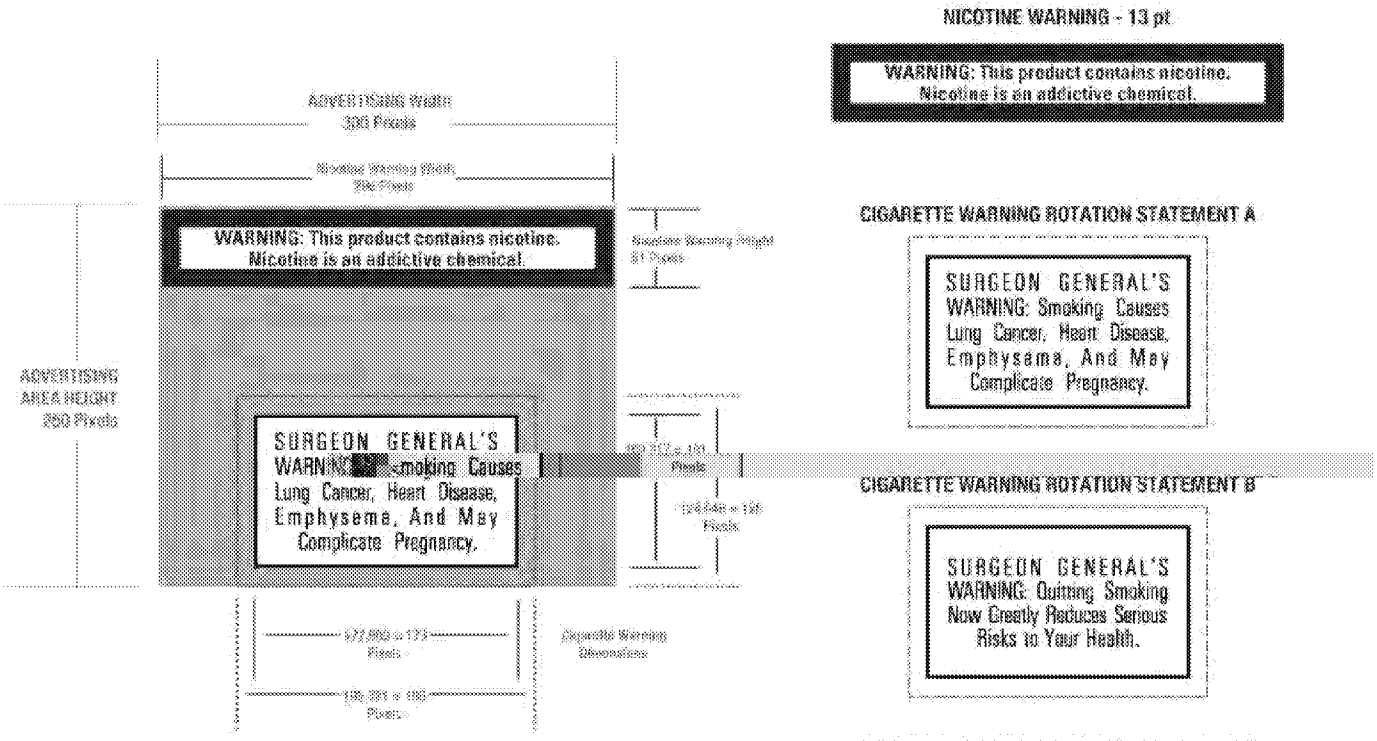
POS MN196 Static Digital Banner Ad



IQOS STATIC BANNER FRAMEWORK (Desktop Banner)

Static Content and Warning
Nicotine Warning and Surgeon General's Warning - Bottom Center
300 x 250 pixels

Keyline assumes:
- Desktop Monitor size = 22 inches
- Screen resolution: 1920x1080
- 96 PPI



The IQOS Static Banner framework above is based on the following:

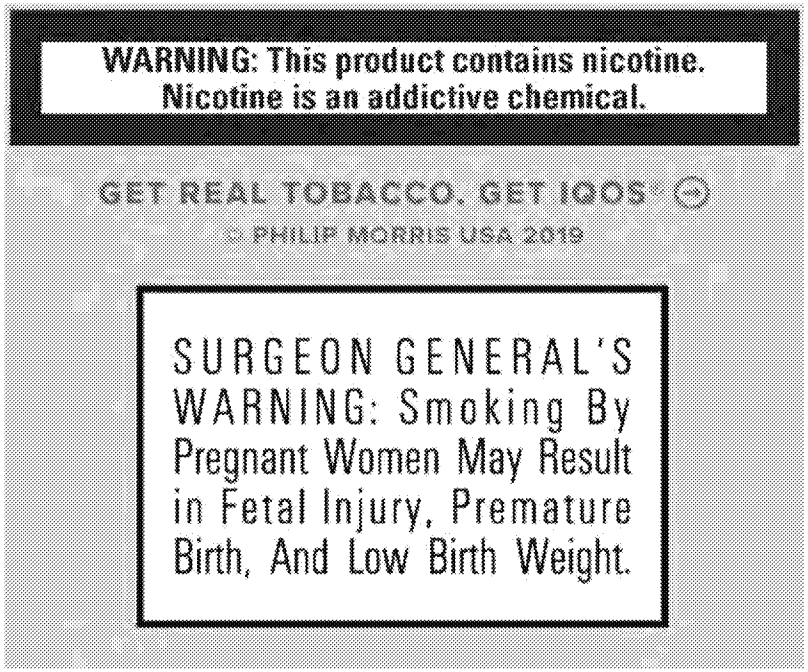
Nicotine Warning:
Font: Univers Lt Std 67 Bold Condensed - 13 pt
Advertising Area: 300 x 250 = 75,000 sq. pixels
Warning Area is 20% of Advertising Area: 75,000 x .2 = 15,000 sq. pixels
Warning Area: 296 x 51 = 15,096 sq. pixels
Warning Border: 3 mm = 12 pixels at 96 PPI

Cigarette Warning:
Viewable Advertising Area in Pixels is 300 x 250 divided by 96 PPI (Pixels Per Inch) = 3.125 x 2.604 Inches
Viewable Advertising Area in Square Inches 3.125 x 2.604 = 8.138 Total Square Inches
Exhibit 1(a) warning up to 65 square inches.

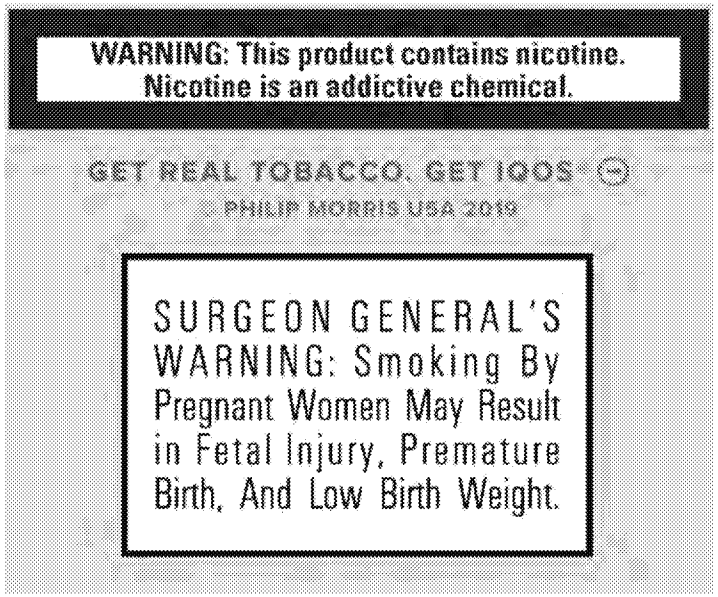
As a standard, we will always convert inches to pixels and then round the resulting pixels up to the nearest whole number.

KEYLINE APPROVAL IS FOR DIMENSIONS ONLY, NOT FOR CONTENT.

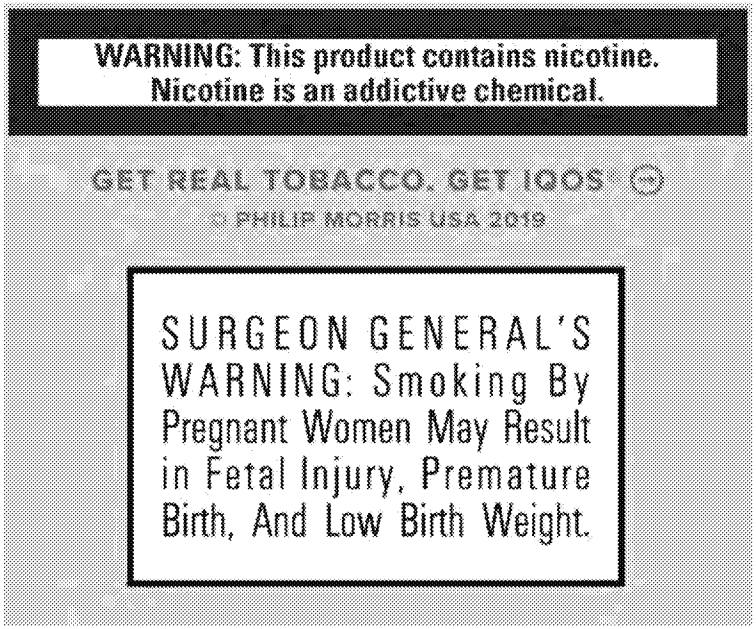
POS MN187 Static Digital Banner Ad

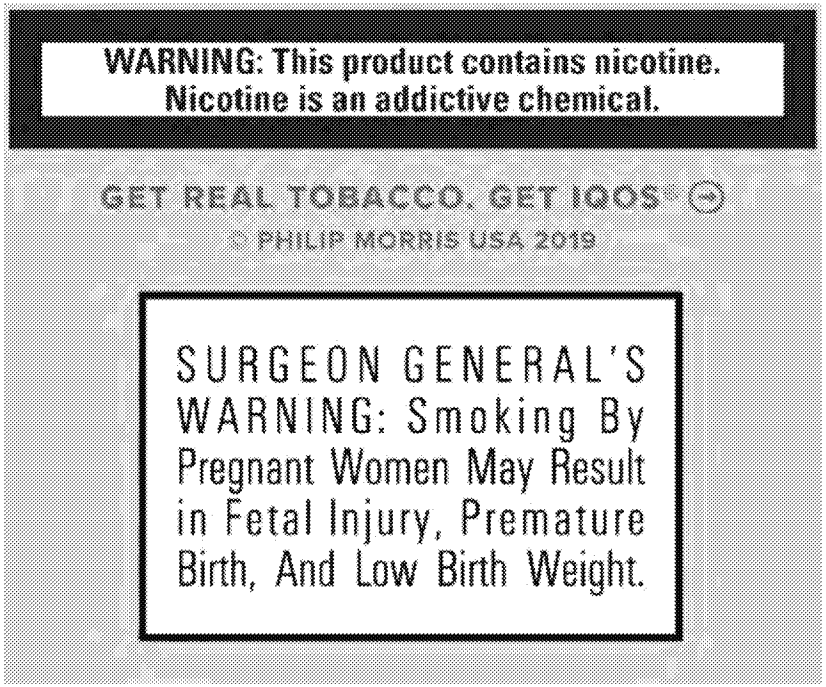


POS MN 190 Static Digital Banner Ad



POS MN191 Static Digital Banner Ad




WARNING: This product contains nicotine.
Nicotine is an addictive chemical.
GET REAL TOBACCO. GET IQOS
© PHILIP MORRIS USA 2019
SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

DIGITAL PROGRAMMATIC BANNER ADS
FLIGHT PLAN & COST

TRADE SECRET/CONFIDENTIAL COMMERCIAL INFORMATION

Digital Plan Tactics & Budget



DIGITAL

Programmatic Display & Video

ROLE:

Drive reach and awareness of AS (b) (4)

TACTICS:

(b) (4)

BUDGET:

(b) (4)

Flight Dates: 9/23/2019 - 10/31/2019

HIGHLY CONFIDENTIAL

Digital Reach & Frequency Summary

Atlanta (2019)			
Programmatic Display & Video	September	October	September-October
(b) (4)			

Digital R/F = Atlanta, A21+ Audience, Desktop

HIGHLY CONFIDENTIAL