

## Striking a Balance: Protecting Youth from Overexposure to Alcohol Ads

January 1, 2005

Axinn coauthored a report of the Center on Alcohol Marketing and Youth (CAMY) at Georgetown University showing that a new standard for the placement of alcohol ads could substantially reduce youth exposure to alcohol advertising and lead to overall lower advertising costs without reducing the advertising reaching legal adult drinkers, including the 21-to-34 year-old and 21-to-24 year-old demographic groups. Currently, the alcohol industry trade associations have standards directing their members not to place product ads where the underage audience is greater than 30 percent.

Striking a Balance: Protecting Youth from Overexposure to Alcohol Ads and Allowing Alcohol Companies to Reach the Adult Market