

Supplemental table 1. Frequency of descriptors, text references and imagery by ad type

	Print		Direct mail		Email	
	N	%	N	%	N	%
<b>Text descriptors</b>						
Natural	70	85.4	25	56.8	8	50.0
Additive free	67	81.7	26	59.1	7	43.8
Organic	23	28.0	14	31.8	2	12.5
Tobacco and (+) water	22	26.8	5	11.4	0	0.0
Whole leaf	12	14.6	11	25.0	1	6.3
Fresh	0	0.0	4	9.1	0	0.0
<b>Text references</b>						
Eco-friendly or sustainable practices	15	18.3	32	72.7	9	56.3
Farms or farmers	11	13.4	10	22.7	2	12.5
US grown tobacco	15	18.3	4	9.1	2	12.5
Local or small farms or business	3	3.7	1	2.3	0	0.0
<b>Imagery</b>						
Plants	42	51.2	28	63.6	9	56.3
Farms or farmers	16	19.5	14	31.8	3	18.8
Water	22	26.8	10	22.7	0	0.0
Wildlife	0	0.0	4	9.1	1	6.3
Seeds	0	0.0	5	11.4	0	0.0