



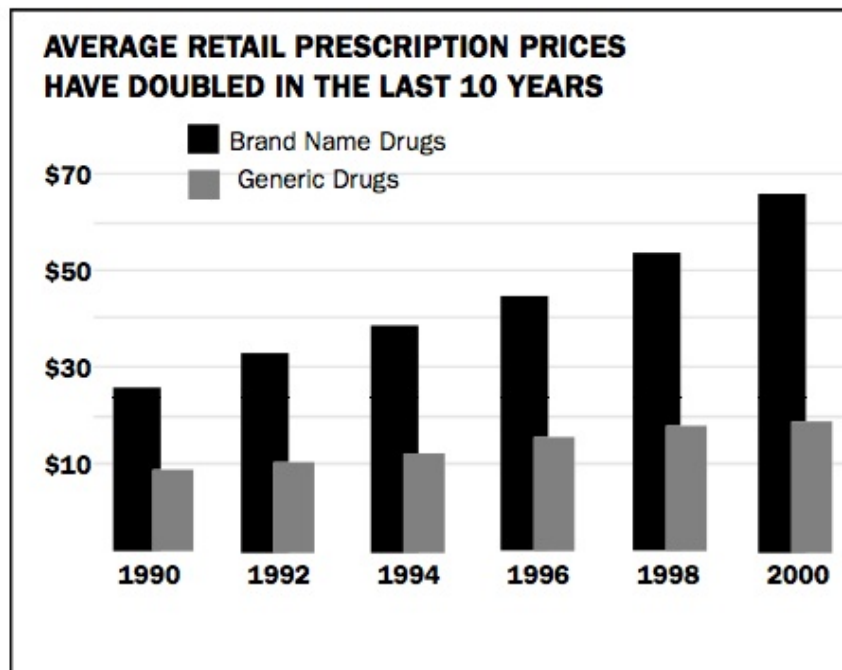
## MARKETING OF DRUGS RESPONSIBLE FOR RISE IN DRUG COSTS

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In 2000, pharmaceutical companies spent nearly \$2.5 billion on mass media advertising — a 35% increase over the previous year and triple the amount of \$791 million that was spent in 1996.

The rapid growth has been attributed back to 1997 when the FDA relaxed rules on television advertising.

Take a look at the increases:



SOURCE: AARP Bulletin, March 2002, pp. 3,17-18; IMS Health, Inc., National Prescription Audit Plus, April 2001.