

Advertising Drugs: History

Brief History- since federal restrictions on the marketing of prescription drugs were eased in 1997, the number of prescription drugs advertised in the media has exploded. The Food and Drug Administration terminology is direct-to-consumer (DTCA) advertising or marketing. “Total promotional spending directed at consumers and physicians collectively reached more than \$13.9 billion in 1999, with consumer TV advertising for prescription drugs accounting for \$1.1 billion of that.” (Encyclopedia of Advertising)

“DTCA campaigns cost the pharmaceutical industry US\$2.7 billion in the US in 2001.” (Advertising Age/EurekAlert, Sept. 5, 2003)