Reviewer’s report

Title: Tobacco promotion 'below-the-line': Exposure among adolescents and young adults in NSW, Australia

Version: 1 Date: 18 January 2012
Reviewer: Brennen Mills

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This area becomes more and more important to address as the tobacco industry sources alternative avenues for marketing opportunities.

While the majority of the measurements were retrospective 'global estimates' bringing into question the accuracy of such, the authors do make reference to this in the limitations section more or less alleviating my concerns, as results must be interpreted keeping these limitations in mind.

Overall a great article sourced from a more than respectable dataset.

Level of interest: An article of importance in its field

Quality of written English: Acceptable

Statistical review: No, the manuscript does not need to be seen by a statistician.

Declaration of competing interests:

I declare that I have no competing interests