Reviewer's report

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

Version: 2 Date: 5 March 2012

Reviewer: Jennifer Pearson

Reviewer's report:

Overall – very thoughtful and responsive replies to my criticisms. Very well done! I just have a couple more thoughts – see below in square brackets.

1. Methods
"We have added a sentence to the method section noting that the questionnaire was piloted (p6, par5)."

[I couldn’t find this sentence in your text – I strongly recommend adding it in for publication as it addresses my and probably others’ concerns about the validity of your assessments. I suggest that you mention how it was piloted (i.e. cognitive testing, etc), rather than just saying it was piloted and leaving it at that.]

[The rest of the justification is satisfactory – thank you.]

2. Statistical methods
[I like the addition of details on weighting in the analysis section.]

3. Confounding effect of age
[I’m glad that I was able to help!]

4. Limitations
[i strongly suggest but will leave it up to you to put a little more thought into the discussion of your study’s limitations. First off, I'd remove the statement that, as cross sectional data, you cannot infer causal associations. While true, this is like saying the drawback of a dog is that it doesn't have wings -- that's not the dog’s fault. You don't make any causal claims in the manuscript. This is not a limitation of your study -- it's simply a fact. Second, I'd move the last sentence in paragraph 3 of the discussion section on participant recall of tobacco displays in venues that have tobacco display bans to this section. You should point out that this could be due to: 1) actual law breaking by venues; 2) respondents conflating small and large scale groceries; 3) respondents assuming that they had seen tobacco ads because they had grown used to them (as you state).]

Level of interest: An article whose findings are important to those with closely related research interests
Quality of written English: Acceptable

Statistical review: Yes, and I have assessed the statistics in my report.

Declaration of competing interests:

I declare that I have no competing interests.