



TPackSS: Tobacco Pack Surveillance System

Mexico Health Warning Label Compliance Codebook 2013

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Please refer to the “Mexico Packaging and Labeling Requirements” document for the laws from which specific questions are derived. If you feel that some aspects of the pack warrants further discussion please make a note in the “topics for further discussion” section.

Unique ID (unique_id)

Enter the Unique ID that is printed on the label on the bag in which the pack is held.

1. Type of Product (product_type)

Refer to the front of the pack to answer this question. If the type of product is not written on the front of the pack, refer to the back and if not found on the back, the sides of the pack. If there are two descriptions of the product found on the pack, choose the more specific classification (e.g. when “clove cigarettes” AND “Class A cigarettes” are written on a pack, the product will be classified as “clove cigarettes”). If product type is not written on the package, look at the sticks inside the package and refer to additional information online. In your online search for information, refer only to credible sources (official brand websites, government registries of tobacco products, or Euromonitor).

[For hard packs, the front of pack is the side where the flip top opens. For soft packs, the front of the pack is the side that is face up when the pack is placed so that the tobacco company text (NOT the health warning text) on the side of the package is upright and readable.]

What type of product is this?

- (1) Manufactured cigarettes
- (2) Bidis
- (3) Cloves or Kreteks
- (4) Cigarillo

2. Primary package vs. larger package (pack_type)

If the primary package of cigarettes is contained within a larger package (as pictured right) are you coding the:

- (1) Primary package of cigarettes
- (2) The larger package
- (99)N/A, the primary package was not contained in a larger package



(Law reference for above in cell E0 of the "Mexico Laws and Regulations" document)

3. Edges of pack (beveled_or_round)

Does the pack have beveled or round edges?

- (1) Yes
- (0) No

NOTE: For packs with beveled or round edges, answer all questions taking into account the face of the pack only, not including the beveled or round portion, unless otherwise noted.

Section A: Front of Pack

A1. Presence of pictogram (front_picto_presence)

Is there a pictogram on the FRONT panel of the pack?

- (1) Yes
- (0) If No, skip to Section B

Pictogram e.g. a picture including any text	
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[A0. Definition of “front of pack”: The front face of the pack refers to “the principal display surface of a package, where the business trademark, logo and net product contents are located.”]

Pictogram content

Using the Appendix, indicate the number of the text message and image that appears on the package found in the first column entitled “Pictogram”. If there is no image or text that matches the pictogram on the front of the pack select “No match”.

#		1 (1)	2 (2)	3 (3)	4 (4)	No match (99)
A2	Pictogram Text (front_picto_text)					
A3	Pictogram Image (front_picto_image)					

If you selected “No match” for both “Pictogram Text” and “Pictogram Image” above, skip to Section B.

A4. Pictogram location (front_picto_loc)

Is the pictogram located on the upper portion of the front face of the pack?

- (1) Yes
- (0) No

A5. Pictogram printing (front_picto_print)

Is the pictogram printed on the pack?

(1) Yes

(0) No

A6. Pictogram obstruction (front_picto_obstruct)

Is the pictogram clear, visible, legible and unobstructed?

Note that the presence of clear tape on the warning does not constitute label obstruction.

(1) Yes

(0) No

A7. Text Color (front_picto_color)

Is the TEXT of the pictogram YELLOW?

(1) Yes

(0) No

A8. Font Type (front_picto_font)

Is the TEXT of the pictogram in **NEUE HELVETICA BOLD** or **HELVETICA BOLD** or **ARIAL BOLD**?

(1) Yes

(0) No

A9. Language (front_picto_lang)

Is the pictogram text written in Spanish?

(1) Yes

(0) No

Measurement

- Complete the following pack measurements IN CENTIMETERS (cm) and round all measurements to the nearest tenths place (e.g. .12 becomes .1).
- When measuring a package with beveled edges measure the face of the package only, not including the beveled portion.
- When measuring a package with rounded edges measure the face of the package only, not including any portion of the pack that is not flat.
- When measuring a soft pack measure only the face of the tobacco package and do not include ANY of the foil area.

A10. Pictogram height (front_picto_height)

Enter the height (cm) of the pictogram. _____

A11. Pictogram width (front_picto_width)

Enter the width (cm) of the pictogram. _____

A12. Height (front_height)

Enter the height (cm) of the front panel of the pack. _____

A13. Width (front_width)

Enter the width (cm) of the front panel of the pack. _____

A14. Percent covered by warning (front_warning_percent)

Using the measurements above, the percentage of area of the front panel of the pack covered by the pictogram will be calculated automatically. _____

A15. Pictogram size (front_picto_size)

Does the pictogram cover AT LEAST 30% of the front panel of the pack? Please use the measurements you completed above to answer this question.

(1) Yes

(0) No

Pictogram

Using the comparison pack you previously identified as a reference complete the table below. Answer “Yes”, if the characteristic described in the table is exactly the same for the comparison pack and the pack you are coding. If you notice a discrepancy between the two packs please confirm this with measurement if possible.

- Measure the font size using the point size samples located in the middle of the font ruler. Place the sample letter "E" over a capital letter of the appropriate size on the pack. If the height of the sample letter and the height of the letter on the pack are the same, then the font size is correct.

#	Characteristic	Yes (1)	N/A (9)	No (0)
A16	Font Case (Upper) (front_picto_fc)			
A17	Font Size (10pt.) (front_picto_fs)			

Pictogram Implementation

Is the pictogram exactly as shown in the Appendix? If the following characteristics are the same on the pack as they are in the Appendix, mark “Yes”.

#		Yes (1)	N/A (9)	No (0)
A18	Full image is shown (front_picto_imp_img)			
A19	Text is outlined in black (front_picto_imp_text)			
A20	Placement of text is the same (front_picto_txtplc)			
A21	Text does not obstruct the focal point of the image in the pictogram (front_picto_imgobstruct)			
A22	Spelling is correct (If “No”, describe below) (front_picto_imp_cosp)			
A23	Text is exact e.g. no words are missing or added (If “No”, describe below) (front_picto_imp_extext)			

A24. (front_picto_imp_cosp0)

If “No” was answer to “Spelling is correct”, describe the spelling discrepancies.

A25. (front_picto_imp_extext0)

If “No” was answer to “Text is exact”, describe the text discrepancies.

Answer the following question if the pack has beveled or rounded edges. If not, skip to Section B.

A26. (front_picto_imp_img_bvrn)

Taking into account the face of the pack, as well as the beveled or rounded edges, is the full image of the pictogram shown?

(1) Yes

(0) No

Section B: Interior Face of Pack

B1. Exhibition of interior face (interior_exhib)

During the display, use or consumption of the product is an interior face necessarily open and visible?

- (1) Yes
- (0) If No, skip to Section C

[Definition of interior face: An interior face is a surface of the pack aside from the front, back or sides that is visible when a pack is being displayed, used or consumed. For example, in the case of a booklet pack, the pack is opened to reveal two interior faces.]

B2. Number of interior faces (interior_number)

Is there more than one interior face?

- (1) Yes. If “Yes” you will answer a set of questions for each interior face.
- (0) No. If “No” you will answer one set of questions.

[Defining the interior panels: If there is more than one interior face, refer to the left panel or the front panel as Interior A and the right panel or back panel as Interior B.]

If there is more than one interior face, code Interior A first.

B3. Presence of pictogram (interior_picto_presence)

Is there a pictogram on the INTERIOR panel of the pack?

- (1) Yes
- (0) No. If “No,” please skip to coding Interior 2 (if present) or Section C

Pictogram content

Using the Appendix, indicate the number of the text message and image that appears on the interior face of the package found in the first column entitled 'Pictogram.' If there is no text or image that matches the pictogram on the interior face of the pack select "No match."

#		1 (1)	2 (2)	3 (3)	4 (4)	No match (99)
B4	Pictogram Text (interior_picto_text)					
B5	Pictogram Image (interior_picto_image)					

If you selected "No match" for both text and image above, skip to coding Interior B (if present) or Section C.

B6. Pictogram location (interior_picto_loc)

Is the pictogram located on the upper portion of the interior of the pack?

- (1) Yes
- (0) No

B7. Pictogram printing (interior_picto_print)

Is the pictogram printed on the pack?

- (1) Yes
- (0) No

B8. Pictogram obstruction (interior_picto_obstruct)

Is the pictogram clear, visible, legible and unobstructed?

Please note that the presence of clear tape on the warning does not constitute label obstruction.

- (1) Yes
- (0) No

B9. Text color (interior_picto_color)

Is the TEXT of the pictogram YELLOW?

- (1) Yes
- (0) No

B10. Font type (interior_picto_font)

Is the TEXT of the pictogram in **NEUE HELVETICA BOLD** or **HELVETICA BOLD** or **ARIAL BOLD**?

- (1) Yes
- (0) No

B11. Language (interior_picto_lang)

Is the pictogram text written in Spanish?

- (1) Yes
- (0) No

Measurement

Complete the following pack measurements IN CENTIMETERS (cm) and round all measurements to the nearest tenths place (e.g. .12 becomes .1).

- When measuring a package with beveled edges measure the face of the package only, not including the beveled portion.
- When measuring a package with rounded edges measure the face of the package only, not including any portion of the pack that is not flat.
- When measuring a soft pack please measure only the face of the tobacco package and do not include ANY of the foil area.

B12. Pictogram height (interior_picto_height)

Enter the height (cm) of the pictogram. _____

B13. Pictogram width (interior_picto_width)

Enter the width (cm) of the pictogram. _____

B14. Height (interior_height)

Enter the height (cm) of the interior face of the pack. _____

B15. Width (interior_width)

Enter the width (cm) of the interior face of the pack. _____

B16. Percent covered by warning (interior_picto_percent)

Using the measurements above, the percentage of area of the interior face of the pack covered by the pictogram will be calculated automatically. _____

B17. Pictogram size (interior_picto_size)

Does the pictogram cover AT LEAST 30% of the interior face of the pack? Use the measurements you completed above to answer this question.

(1) Yes

(0) No

Pictogram

Using the comparison pack you previously identified as a reference complete the table below. Answer “Yes”, if the characteristic described in the table is exactly the same for the comparison pack and the pack you are coding. If you notice a discrepancy between the two packs confirm this with measurement if possible.

- Measure the font size using the point size samples located in the middle of the font ruler. Place the sample letter "E" over a capital letter of the appropriate size on the pack. If the height of the sample letter and the height of the letter on the pack are the same, then the font size is correct.

#	Characteristic	Yes (1)	N/A (9)	No (0)
B18	Font Case (Upper) (interior_picto_fcase)			
B19	Font Size (10pt.) (interior_picto_fsize)			

Pictogram implementation

Is the pictogram exactly as shown in the Appendix? If the following characteristics are the same on the pack as they are in the Appendix, mark “Yes”.

#		Yes (1)	N/A (9)	No (0)
B20	Full image is shown (interior_picto_imp_img)			
B21	Text is outlined in black (interior_picto_imp_text)			
B22	Placement of text is the same (interior_picto_txtplc)			
B23	Text does not obstruct the focal point of the image in the pictogram (interior_picto_imgobstruct)			
B24	Spelling is correct (If “No”, describe below) (interior_picto_imp_cosp)			
B25	Text is exact e.g. no words are missing or added (If “No”, describe below) (interior_picto_imp_extext)			

B26. (interior_picto_imp_cosp0)

If “No” was answer to “Spelling is correct”, describe the spelling discrepancies.

B25. (interior_picto_imp_extext0)

If “No” was answer to “Text is exact”, describe the text discrepancies.

If Interior B is present, answer B3b-B16b below. If not, skip to Section C.

B3b. Presence of pictogram (interiorb_picto_presence)

Is there a pictogram on the INTERIOR panel of the pack?

(1) Yes

(0) No. If No, skip to Section C.

Pictogram content

Using the Appendix, indicate the number of the text message and image that appears on the interior face of the package found in the first column entitled 'Pictogram.' If there is no image or text that matches the pictogram on the interior face of the pack select "No match."

#		1 (1)	2 (2)	3 (3)	4 (4)	No match (99)
B4b	Pictogram Text (interiorb_picto_text)					
B5b	Pictogram Image (interiorb_picto_image)					

If you selected "No match" for both text and image above, skip to Section C.

B6b. Pictogram location (interiorb_picto_loc)

Is the pictogram located on the upper portion of the interior face of the pack?

- (1) Yes
- (0) No

B7b. Pictogram printing (interiorb_picto_print)

Is the pictogram printed on the pack?

- (1) Yes
- (0) No

B8b. Pictogram obstruction (interiorb_picto_obstruct)

Is the pictogram clear, visible, legible and unobstructed?

Please note that the presence of clear tape on the warning does not constitute label obstruction.

- (1) Yes
- (0) No

B9b. Text color (interiorb_picto_color)

Is the TEXT of the pictogram YELLOW?

- (1) Yes
- (0) No

B10b. Font type (interiorb_picto_font)

Is the TEXT of the pictogram in **NEUE HELVETICA BOLD** or **HELVETICA BOLD** or **ARIAL BOLD**?

- (1) Yes
- (0) No

B11b. Language (interiorb_picto_lang)

Is the pictogram text written in Spanish?

- (1) Yes
- (0) No

Measurement

Complete the following pack measurements IN CENTIMETERS (cm) and round all measurements to the nearest tenths place (e.g. .12 becomes .1).

- When measuring a package with beveled edges measure the interior face of the package only, not including the beveled portion.
- When measuring a package with rounded edges measure the face of the package only, not including any portion of the pack that is not flat.
- When measuring a soft pack measure only the face of the tobacco package and do not include ANY of the foil area.

B12b. Pictogram height (interiorb_picto_height)

Enter the height (cm) of the pictogram. _____

B13b. Pictogram width (interiorb_picto_width)

Enter the width (cm) of the pictogram. _____

B14b. (interiorb_height)

Enter the height (cm) of the interior face of the pack. _____

B15b. (interiorb_width)

Enter the width (cm) of the interior face of the pack. _____

B16b. Percent covered by warning (interiorb_picto_percent)

Using the measurements above, the percentage of area of the interior face of the pack covered by the pictogram will be calculated automatically. _____

B17b. Pictogram size (interiorb_picto_size)

Does the pictogram cover AT LEAST 30% of the interior face of the pack? Use the measurements you completed above to answer this question.

- (1) Yes
- (0) No

Pictogram

Using the comparison pack you previously identified as a reference please complete the table below. Answer "Yes", if the characteristic described in the table is exactly the same for the comparison pack and the pack you are coding. If you notice a discrepancy between the two packs confirm this with measurement if possible.

- Measure the font size using the point size samples located in the middle of the font ruler. Place the sample letter "E" over a capital letter of the appropriate size on the pack. If the height of the sample letter and the height of the letter on the pack are the same, then the font size is correct.

#	Characteristic	Yes (1)	N/A (9)	No (0)
B18b	Font Case (Upper) (interiorb_picto_fc)			
B19b	Font Size (10pt.) (interiorb_picto_fs)			

Pictogram implementation

Is the pictogram exactly as shown in the Appendix? If the following characteristics are the same on the pack as they are in the Appendix, mark “Yes”.

#		Yes (1)	N/A (9)	No (0)
B20b	Full image is shown (interiorb_picto_imp_img)			
B21b	Text is outlined in black (interiorb_picto_imp_text)			
B22b	Placement of text is the same (interiorb_picto_txtplc)			
B23b	Text does not obstruct the focal point of the image in the pictogram (interiorb_picto_imgobstruct)			
B24b	Spelling is correct (If “No”, describe below) (interiorb_picto_imp_cosp)			
B25b	Text is exact e.g. no words are missing or added (If “No”, describe below) (interiorb_picto_imp_extext)			

B26b. (interiorb_picto_imp_cosp0)

If “No” was answer to “Spelling is correct”, describe the spelling discrepancies.

B27b. (interiorb_picto_imp_extext0)

If “No” was answer to “Text is exact”, describe the text discrepancies.

Section C: Back of the Pack

C1. Warning presence (back_presence)

Is there a health warning label on the BACK panel of the pack?

(1) Yes

(0) No. If “No,” skip to Section D.

Use the figure below to refer to parts of the health warning that appear on the back of the pack.

HEADING →

CENTRAL →
MESSAGE

MESSAGE
CONTAINED
WITHIN THE
RECTANGULAR →
PANEL

RECOMMENDATION →
TO QUIT
PHONE HELP LINE →



Pictogram Content

Using the Appendix, indicate the number found in the furthest left hand column which correlates to the items below. If there is no text that matches any part of the warning on the back of the pack select "No match."

#		1 (1)	2 (2)	3 (3)	4 (4)	No match (99)
C2	Heading (back_heading)					
C3	Central Message (back_central)					
C4	Message within Rectangular Panel (back_panel)					

If you entered "No match" for all questions above, skip to section D.

C5. Health warning printing (back_print)

Is the health warning label printed on the pack?

- (1) Yes
- (0) No

C6. Health warning obstruction (back_obstruct)

Is the pictogram clear, visible, legible and unobstructed?

Note that the presence of clear tape on the warning does not constitute label obstruction.

- (1) Yes
- (0) No

C7. Text color (back_txtcolor)

Is the TEXT of the warning message YELLOW?

- (1) Yes
- (0) No

C8. Background color (back_backcolor)

Is the BACKGROUND of the warning label BLACK?

- (1) Yes
- (0) No

C9. Warning font (back_font)

Is the TEXT of the health warning label on the back of the pack (all parts) in **Neue Helvetica Bold** or **Helvetica Bold** or **Arial Bold**?

- (1) Yes
- (0) No

C10. Language (back_lang)

Is the warning message written in Spanish?

- (1) Yes
- (0) No

C11. Display size (back_size)

Does the warning label cover 100% of the BACK panel of the pack?

Note that the warning will be considered to cover 100% of the back of the pack if the black background covers the entire back face of the pack.

- (1) Yes. If "Yes", skip to C12.
- (0) No. If "No", complete the questions below.

Measurement

- If your answer was "No" to question C10 above, please complete the following pack measurements IN CENTIMETERS (cm) and round all measurements to the nearest tenths place (e.g. .12 becomes .1).
- When measuring a package with beveled edges measure the face of the package only, not including the beveled portion.
- When measuring a package with rounded edges measure the face of the package only, not including any portion of the pack that is not flat.
- When measuring a soft pack please measure only the face of the tobacco package and do not include ANY of the foil area.

C12. Warning height (back_warning_height)

Enter the height (cm) of the warning. _____

C13. Warning width (back_warning_width)

Enter the width (cm) of the warning. _____

C14. Height (back_height)

Enter the height (cm) of the back of the pack. _____

C15. Width (back_width)

Enter the width (cm) of the back of the pack. _____

C16. Percent covered by warning (back_warning_percent)

Using the measurements above, the percentage of area of the back panel of the pack covered by the warning label will be calculated automatically. _____

Heading of Back of Pack Warning

Using your comparison pack as a reference complete the table below. Answer “Yes”, if the characteristic described in the table is exactly the same for the comparison pack and the pack you are coding. If you notice a discrepancy between the two packs confirm this with measurement if possible.

- Measure the font size using the point size samples located in the middle of the font ruler. Place the sample letter "E" over a capital letter of the appropriate size on the pack. If the height of the sample letter and the height of the letter on the pack are the same, then the font size is correct.

#	Characteristic	Yes (1)	N/A (9)	No (0)
C17	Alignment (Centered) (back_heading_align)			
C18	Font Case (Upper) (back_heading_fc)			
C19	Font Size (11pt.) (back_heading_fs)			

C20. Heading Fold (back_heading_fold)

Is the heading text uncrossed by any fold on the pack?

- (1) Yes
- (0) No

Central Message of Back of Pack Warning

Using your comparison pack as a reference complete the table below. Answer “Yes”, if the characteristic described in the table is exactly the same for the comparison pack and the pack you are coding. If you notice a discrepancy between the two packs confirm this with measurement if possible.

- Measure the font size using the point size samples located in the middle of the font ruler. Place the sample letter "E" over a capital letter of the appropriate size on the pack. If the height of the sample letter and the height of the letter on the pack are the same, then the font size is correct.
- The interline spacing is the space between the baselines of successive lines of text. To measure the interline spacing, use the line measurements on the far left side of the font ruler. Hold the line of the appropriate size between the baselines of successive lines of texts. If the space between baselines of text on the pack matches the line on the ruler, then the interline spacing is correct.

#	Characteristic	Yes (1)	N/A (9)	No (0)
C21	Alignment (Left) (back_central_align)			
C22	Distance from left edge of pack (4mm) (back_central_distance)			
C23	Centered vertically between heading and rectangle (back_central_center)			
C24	Font Case (Upper and lower) (back_central_fcase)			
C25	Font Size (9pt.) (back_central_fsize)			
C26	Interline Spacing (12pt.) (back_central_interline)			

Rectangular Panel of Back of Pack Warning

C27. Presence of rectangular panel (**back_panel_presence**)

Is there a rectangular panel containing text present on the BACK of the pack?

- (1) Yes
- (0) No

C28. Rectangular panel color (**back_panel_color**)

Is the outline of the rectangle YELLOW?

- (1) Yes
- (0) No

C29. Rectangular panel width (**back_panel_width**)

Enter the width (cm) of the rectangular panel. _____

For questions C30-C51, using your comparison pack as a reference, complete the tables below. Answer “Yes”, if the characteristic described in the table is exactly the same for the comparison pack and the pack you are coding. If you notice a discrepancy between the two packs confirm this with measurement if possible.

- Measure the font size using the point size samples located in the middle of the font ruler. Place the sample letter "E" over a capital letter of the appropriate size on the pack. If the height of the sample letter and the height of the letter on the pack are the same, then the font size is correct.
- The interline spacing is the space between the baselines of successive lines of text. To measure the interline spacing, use the line measurements on the far left side of the font ruler. Hold the line of the appropriate size between the baselines of successive lines of texts. If the space between baselines of text on the pack matches the line on the ruler, then the interline spacing is correct.

Rectangular Panel of Back of Pack Warning

#	Characteristic	Yes (1)	N/A (9)	No (0)
C30	Thickness of Line (1pt.) (back_panel_line)			
C31	Distance from base of recommendation to quit (6mm) (back_panel_distancequit)			
C32	Distance from left edge of the pack (2mm) (back_panel_distanceleft)			

Rectangular Panel Content All Text

#	Characteristic	Yes (1)	N/A (9)	No (0)
C33	Font Size (9pt.) (back_panel_fsize)			
C34	Interline Spacing (11pt.) (back_panel_interline)			
C35	Lack of word breaks (back_panel_nobreaks)			

Rectangular Panel Content First Line of Text

#	Characteristic	Yes (1)	N/A (9)	No (0)
C36	Distance from the top of the first line of text to the border (2mm) (back_panel_distanceborder)			
C37	Font Case (Upper) (back_panel_firstline_fc case)			
C38	Alignment (Center) (back_panel_firstline_align)			

Rectangular Panel Content Text Subsequent to the First Line of Text

#	Characteristic	Yes (1)	N/A (9)	No (0)
C39	Font Case (Upper and lower) (back_panel_sub_fcuse)			
C40	Distance of left edge of text to rectangular panel on left (2mm) (back_panel_sub_left)			
C41	Distance from the bottom of the last line of text to the rectangular panel (2mm) (back_panel_sub_bottom)			

Recommendation to Quit & Phone Help Line

#	Characteristic	Yes (1)	N/A (9)	No (0)
C42	Alignment (Centered) (back_quit_phone_alignment)			

Recommendation to Quit Only

#	Characteristic	Yes (1)	N/A (9)	No (0)
C43	Is “Atrévete a dejar de fumar. Llámamos” present? (back_quit_present)			
C44	Font Case (Upper and lower) (back_quit_fcuse)			
C45	Font Size (9.5pt.) (back_quit_fsize)			
C46	Interline spacing (Distance from bottom of recommendation to bottom of help line) (12pt.) (back_quit_interline)			

Phone Help Line Only

#	Characteristic	Yes (1)	N/A (9)	No (0)
C47	Is “01 800 966 3863” present? (back_phone_present)			
C48	Font Size (10pt.) (back_phone_fsize)			
C49	Distance from base of phone help line to bottom edge of pack (4mm) (back_phone_distancebase)			

Answer the following question if the pack has beveled or rounded edges. If not, skip to C52.

C50. Rectangular panel width (back_panel_width_bvrn)

Taking into account the face of the back of the pack, as well as the beveled or rounded edges, enter the width (cm) of the rectangular panel. _____

- Measure the width of the rectangular panel by adding the length of the bottom line of the rectangle on the face of the pack, the length of the bottom line extending to the left beveled or rounded side of the pack and the length of the bottom line extending to the right beveled or rounded side of the pack.

Taking into account the face of the back of the pack, as well as the beveled or rounded edges, answer the following questions. Verify answers using measurement, not the comparison pack.

#	Characteristic	Yes (1)	N/A (9)	No (0)
C51	Distance of the central message from the left edge of pack (4mm) (back_central_distance_bvrn)			
C52	Distance of rectangular panel from the left edge of pack (2mm) (back_panel_distancelleft_bvrn)			

Warning implementation

Is the text warning exactly as shown in the Appendix? If the following characteristics are the same on the pack as they are in the Appendix, mark "Yes".

#		Yes (1)	N/A (9)	No (0)
C53	Line breaks are the same (back_imp_breaks)			
C54	Spelling is correct (If "No", describe below) (back_imp_cosp)			
C55	Text is exact i.e. no words are missing or added (If "No", describe below) (back_imp_extext)			

C56. (back_imp_cosp0)

If "No" was answer to "Spelling is correct", describe the spelling discrepancies.

C57. (back_imp_extext0)

If “No” was answer to “Text is exact”, describe the text discrepancies.

Section D: Side of Pack

D1. Warning presence (side_presence)

Is there a health warning label on the SIDE panel of the pack?

- (1) Yes
- (0) No.

Side of pack warning content

Using the Appendix, indicate the number found in the furthest left hand column which correlates to the side panel text found on the pack. If there is no text that matches the text on the side of the pack select “No match” for the appropriate question.

#		1 (1)	2 (2)	3 (3)	4 (4)	No match (99)
D2	Side Panel Text (side_text)					

If you selected “No match” above please skip to section E.

D3. Health warning printing (side_print)

Is the health warning label printed on the pack?

- (1) Yes
- (0) No

D4. Health warning obstruction (side_obstruct)

Is the pictogram clear, visible, legible and unobstructed?

Note that the presence of clear tape on the warning does not constitute label obstruction.

- (1) Yes
- (0) No

D5. Text color (side_color)

Is the TEXT of the health warning YELLOW?

- (1) Yes
- (0) No

D6. Background color (side_backcolor)

Is the BACKGROUND of the health warning label BLACK?

- (1) Yes
- (0) No

D7. Side panel location (side_loc)

Is the TEXT of the side panel warning centered on the side panel?

- (1) Yes
- (0) No

D8. Language (side_lang)

Is the health warning label written in Spanish?

- (1) Yes
- (0) No

D9. Display size (side_size)

Does the warning label cover 100% of the one side panel of the pack?

- (1) Yes
- (0) No. If "No," complete the measurement section below.

Measurement

- If your answer was "No" to question D10 above, please complete the following pack measurements IN CENTIMETERS (cm) and round all measurements to the nearest tenths place (e.g. .12 becomes .1).
- When measuring a package with beveled edges or a soft pack please measure only the face of the tobacco package and do not include ANY of the edge area or foil area.
- When measuring a package with rounded edges measure the face of the package only, not including any portion of the pack that is not flat.

D10. Warning height (side_warning_height)

Enter the height (cm) of the warning. _____

D11. Warning width (side_warning_width)

Enter the width (cm) of the warning. _____

D12. Height (side_height)

Enter the height (cm) of the side panel of the pack. _____

D13. Width (side_width)

Enter the width (cm) of the side panel of the pack. _____

D14. Percent covered by warning (side_warning_percent)

Using the measurements above, the percentage of area of the side panel of the pack covered by the health warning will be calculated automatically. _____

Side Panel Warning

Using your comparison pack as a reference complete the table below. Answer “Yes” if the characteristic described in the table is exactly the same for the comparison pack and the pack you are coding. If you notice a discrepancy between the two packs please confirm this with measurement if possible.

- Measure the font size using the point size samples located in the middle of the font ruler. Place the sample letter "E" over a capital letter of the appropriate size on the pack. If the height of the sample letter and the height of the letter on the pack are the same, then the font size is correct.
- The interline spacing is the space between the baselines of successive lines of text. To measure the interline spacing, use the line measurements on the far left side of the font ruler. Hold the line of the appropriate size between the baselines of successive lines of texts. If the space between baselines of text on the pack matches the line on the ruler, then the interline spacing is correct.

#	Characteristic	Yes (1)	N/A (9)	No (0)
D15	Font Case (Upper) (side_fc case)			
D16	Font Size (11pt.) (side_fsize)			
D17	Interline Spacing (13pt.) (side_interline)			

Warning implementation

Is the pictogram exactly as shown in the Appendix? If the following characteristics are the same on the pack as they are in the Appendix, mark “Yes”.

#		Yes (1)	N/A (9)	No (0)
D18	Spelling is correct (If “No”, describe below) (side_imp_cosp)			
D19	Text is exact i.e. no words are missing or added (If “No”, describe below) (side_imp_extext)			

D20. (side_imp_cosp0)

If “No” was answer to “Spelling is correct”, describe the spelling discrepancies.

D21. (side_imp_extext0)

If “No” was answer to “Text is exact”, describe the text discrepancies.

Section E: Other Requirements

E1. Misleading descriptors (misleading_descriptors)

Fill out the table below and place an "x" next to all terms appearing on the pack.

Descriptive term as written in the law	Translation	Check all that apply:
(1)"con bajo contenido de alquitrán",	Low in tar	
(2)"ultraligero"	Ultra-light	
(3)"ultra"	Ultra	
(4)"ligero"	Light	
(5)"light"	Light	
(6)"lights"	Lights	
(7)"extra"	Extra	
(8)"smooth"	Smooth	
(9)"soft"	Soft	
(10)"suave"	Soft	
(11)"mild"	Mild	
(12) None of the above		

E2. Reference to legal provisions (ref_legalprov)

Do any of the health warnings reference legal provisions that require them to appear on the pack?

(1) Yes

(0) No

E3. Detachable inserts (detachable_inserts)

Does the tobacco package contain any detachable inserts or documents?

(1) Yes

(0) No

[Definition of detachable insert or document: A detachable insert or document is anything contained with the pack that is not directly printed on the pack.]

Section F: Topics for Further Discussion

F1. Further discussion (further_discussion)

Is there any aspect of this pack that needs further discussion?

(1) Yes, please describe

(0) No

F2. Notes on further discussion (further_discussion1)
