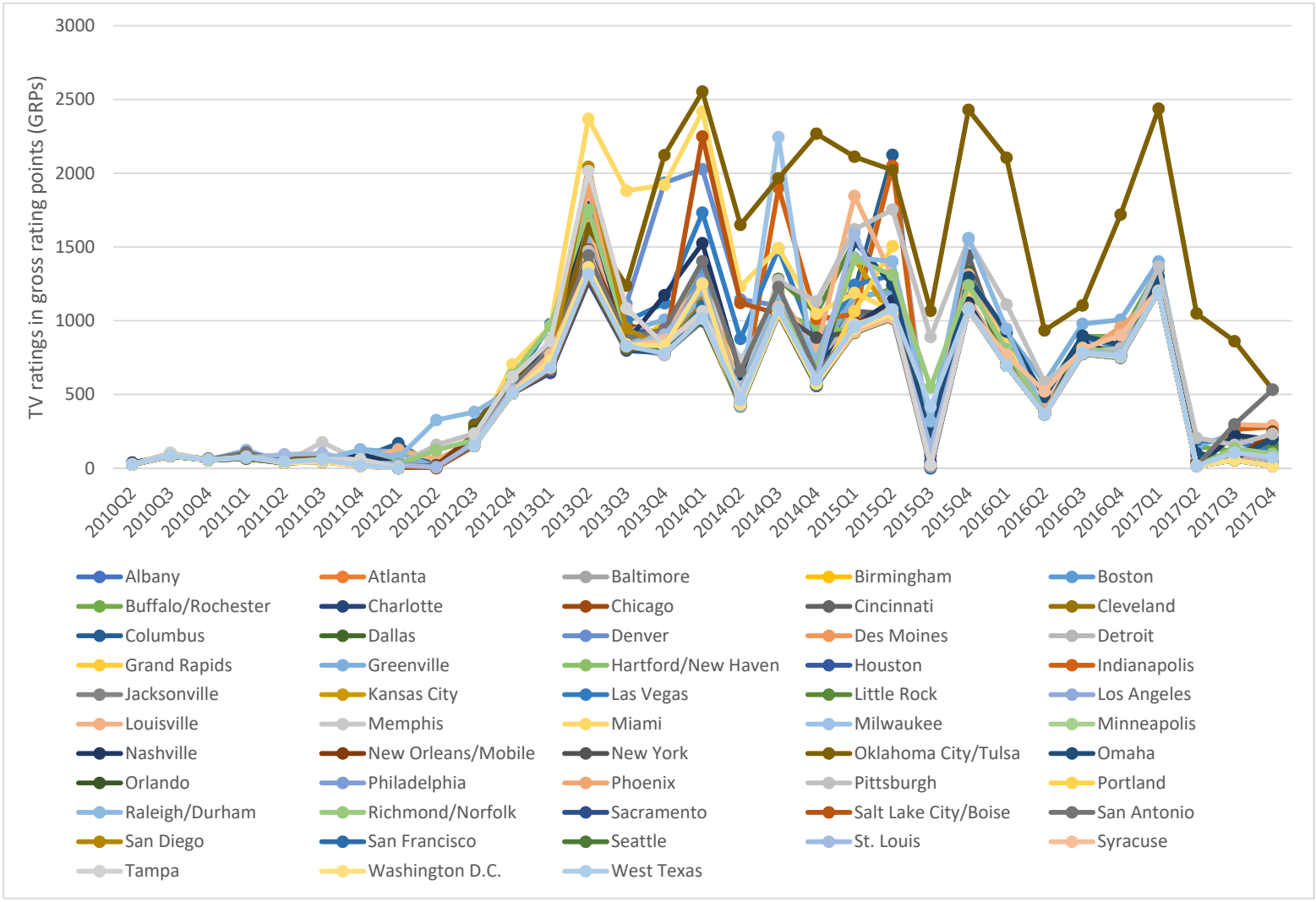

Figure S1. E-cigarette TV ratings in gross rating points (GRPs) at retail market level.