Expenditure by Type of Pharmaceutical Marketing (2012)

- **$15 billion**
  - $130 million:
    - Direct to consumer advertising
  - $5.7 billion:
    - Promotional mailings
  - $2.1 billion:
    - Educational and promotional meetings
  - $3.1 billion:
    - Samples (free medication provided to physicians)
  - $1.2 billion:
    - Clinical Trials
  - $90 million:
    - Detailing (face-to-face sales and promotional activities)