Figure S1. Change in proportion of foods and beverages meeting the “healthier” Nutrient Profile Index cutoff\textsuperscript{a} from 2010 to 2013, for all items advertised on general menu boards, the kids’ section of menu boards, and signs.
Overall nutritional quality score based on calories, sodium, saturated fat, sugar, protein, and fiber. Scores range from 0 (poorest nutritional quality) to 100 (highest nutritional quality).

Taco Bell was not included in the Kids’ Menu Board analysis because it discontinued its Kids’ Menu in 2013 before data collection.

Wendy’s and Taco Bell were not included in the Sign analysis due to missing data.

* Indicates differences between 2010 and 2013 were significant at p < 0.05.