



NO AD TAX

A TAX ON ADS... ATTACKS ILLINOIS SMALL BUSINESSES

A 10% TAX ON SMALL BUSINESS

- Applies to ads placed in newspapers, radio, TV, billboards, etc.
- Millions of dollars out of the pockets of those who rely on advertising to reach their customers
- Deterrent to aspiring entrepreneurs and new businesses



**WE NEED TO CREATE JOBS,
NOT TAX SMALL BUSINESSES TO DEATH**

WHO IS HIT HARDEST?

This tax will be a nail in the coffin for small business, including:

Real estate companies

Law firms

Financial firms

Car dealerships

Grocery stores

Restaurants

Insurance agents

Beauty salons

Retail

Dry cleaners

**IN SHORT: ILLINOIS' HARDWORKING,
MIDDLE-CLASS COMMUNITY**

ILLINOIS: STILL ANTI-BUSINESS?

As Illinois' business climate continues to suffer, a tax on advertising is counterintuitive to the pro-business policies currently being proposed by state leadership.

- Small businesses make up more than 98.2% of Illinois employers
- Cost passed down to consumers
- Drive even more businesses out of Illinois

**AN AD TAX WILL CRIPPLE
OUR ALREADY-FRAGILE ECONOMY**

THE DEATH OF AN INDUSTRY

The effects of advertising:

- \$267 billion (17%) of state economic activity
- 900,000 jobs in Illinois
- An effective way for small businesses to market their goods and services

**BUSINESSES WILL TURN TO NEIGHBORING
STATES,
WIPING OUT ADVERTISING AND ADVERTISING-
RELATED JOBS IN ILLINOIS**



A FLORIDA FAILURE

The Florida legislature passed an ad tax into law – the economic impact was devastating.

The tax resulted in a loss of:

- \$2.5 billion in personal income
- 50,000 jobs
- 12% in ad purchases
- \$100 million in advertising revenue

The law was a political nightmare and was repealed after just 6 months.

**NOT A SINGLE STATE
APPLIES A TAX TO ADVERTISING**



NO AD TAX

SAY NO TO A TAX ON ADVERTISING