

**NO**  
AD TAX

# OPPOSE THE AD TAX!

Illinois' small business community won't survive **ANOTHER** tax burden - **SAY NO** to a tax on advertising

**10%** tax

This flawed policy will impose a nearly 10% tax on small businesses throughout Illinois that rely on advertising to reach their consumers.

Small businesses are the backbone of Illinois' economy and further taxes will put these local merchants out of business *making Main Street, Illinois a ghost town.*



**SALES &  
JOBS**

Simply put, less advertising will mean less sales and people will lose their jobs and their businesses.

*As small businesses close, communities will suffer.* Local business owners will lose their investments, workers will lose their jobs and communities will lose vital sources of economic activity.

**FAIL**

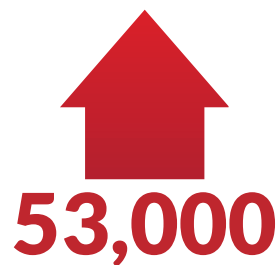
While many states have considered an ad tax, no state in the United States has adopted such an oppressive tax. This proposal has a clear record of failure and it should fail in Illinois as well.

SMALL BUSINESSES  
MAKE UP MORE THAN



OF ALL EMPLOYERS<sup>1</sup>

SMALL BUSINESSES IN  
ILLINOIS HELP GROW



NEW JOBS ANNUALLY.<sup>1</sup>

This tax would affect thousands of businesses across the state-beauty shops, florists, clothing stores, boutiques, restaurants, movie theaters, funeral homes, grocery stores, car dealerships, real estate agencies and more.

CASE STUDY

# AN AD TAX FAILURE:

**Florida sees businesses leave the state in droves, political nightmare for state leaders.**

*In 1987, Florida lawmakers signed an advertising tax into law. The results were devastating, and the law was repealed 6 months later.*

**LOST**  
50,000 JOBS  
\$2.5 BILLION

Local businesses fled the state, and Florida saw a loss of 50,000 jobs and \$2.5 billion in personal income due to lost advertising revenue.<sup>2</sup>

**REVENUE  
LOST**

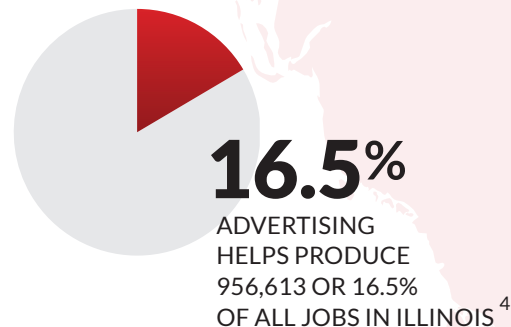
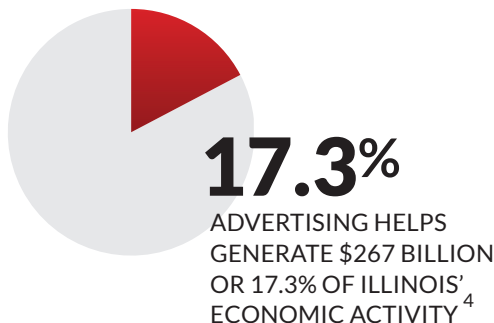
Florida also found that with ad purchases decreasing by 12% and going to neighboring states, the tax resulted in a loss of \$100 million in advertising revenue.<sup>3</sup>

**12%**  
PURCHASES  
DECREASED

Although advertising purchases increased an average of 3% nationally in 1987, they decreased by 12% in Florida during the same timeframe.<sup>3</sup>

Florida learned the hard way that administrative costs incurred to administer the tax exceeded tax revenue.<sup>3</sup>

## DON'T LET ILLINOIS FOLLOW FLORIDA'S LEAD.



**An ad tax will drive jobs out of Illinois and will bring an essential economic driver to a halt.**

1. Small Business Association Office Of Advocacy, Illinois Small Business Profile, 2014

2. Wharton Econometrics Study, Prepared for the Florida State Advertising Coalition

3. Ohio Advertising Tax Coalition White Paper Analysis, prepared by Vorys, Sater, Seymour and Pease LLP.

4. Illinois Advertising Study, American Advertising Federation