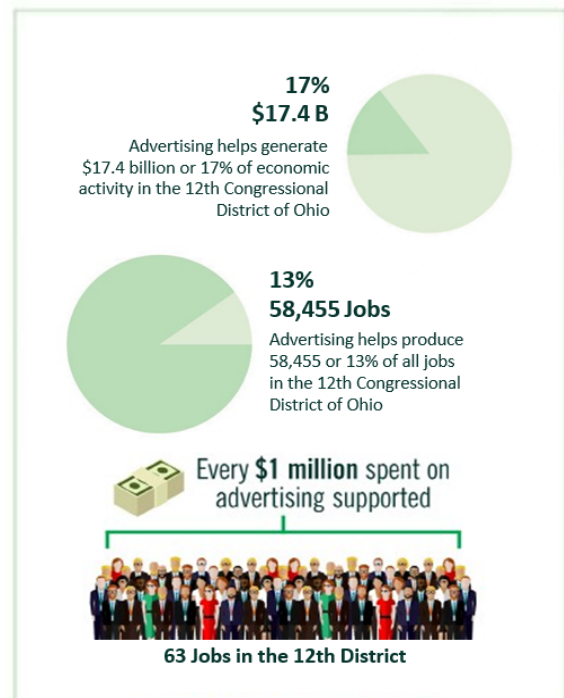


ADVERTISING TAX DEDUCTION TALKING POINTS

- It is imperative that Congress continues to allow for the deduction of advertising costs as an “ordinary and necessary” business expense, fully deductible in the year the expense was incurred. Prior congressional proposals have threatened the immediacy in which the deduction can be claimed, spreading out half of the deductions over a 5 (Senate) or 10 (House) year period. Advertising dollars bring tremendous economic and job growth to all Americans, and in our case, also help fund long-term investigative journalism.
- Advertising is a powerful engine that helps drive the economy of the 12th Congressional District of Ohio
- Advertising helps generate \$17.4 billion or 17% of economic activity in the 12th Congressional District of Ohio
- Advertising helps produce 58,455 or 13% of all jobs in the 12th Congressional District of Ohio
- Advertising helps produce 58,455 or 13% of all jobs in the 12th Congressional District of Ohio
- Every dollar of ad spending stimulates almost \$19 in sales activity in the U.S.
- Every million dollars spent on advertising in the 12th Congressional District of Ohio supports 63 jobs across industries throughout the district.
- Every direct advertising job also supports 35 other jobs across all industries.



**All statistics provided from the latest research in a landmark series of studies prepared for The Advertising Coalition by IHS Economics and Country Risk (2014)*

For full, interactive bio and staff contacts click [here](#)

Basic Information

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Active

BIOGRAPHY The son of Italian immigrants and the oldest of three children, Pat Tiberi is a life-long resident of the 12th Congressional District. His working class parents found a home in the Northland area of Columbus, started a family, and made certain to instill in their children the value of a good education. Pat and his sister ... expand

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