

# ADVERTISING



## Is Essential in **Vermont**

The Association of National Advertisers (ANA) is America's oldest and largest advertising trade organization, comprised of more than 1,600 members – advertisers, nonprofits, media companies, and other marketing solutions providers – representing over 20,000 brands and 50,000 industry members that collectively invest \$400 billion in marketing and advertising annually. Federal legislation must preserve the economic benefits of advertising and marketing by ensuring that responsible advertising continues to provide access to products and services and fuels the American economy.

**Advertising is the lifeblood of the modern American economy.** Every dollar spent on advertising has a cascading nationwide multi-sector effect, driving direct product sales, supplier purchasing, and generating buying power for consumers. Advertising supported nearly 20 percent of the U.S. Gross Domestic Product (GDP) in 2020, generating \$7.1 trillion in sales.

**Advertising supports American jobs.** The advertising industry directly employs a substantial workforce, and advertising creates jobs throughout the economy by generating sales and revenue for advertisers. The advertising industry supported 28.5 million American jobs in 2020, with every 1 advertising job supporting 51 jobs across other industries.

**Advertising facilitates a competitive market.**

Advertising allows businesses of all sizes to access the marketplace and reach potential customers. Small businesses and Main Street businesses heavily rely on advertising to achieve competitive footing. Unreasonable resections on advertising harm small businesses while creating market concentration.

**Advertising spurs innovation.** Advertising allows the creators of the next great American product or service to connect with interested consumers about groundbreaking product designs, health benefits, and technological advances.

**Advertising lowers prices for consumers.** Restrictions on advertising reduce opportunities to discover new products and services, and raise prices, while vibrant advertising markets lower prices. Advertising the prices of products encourages competition, lowering prices for goods like retail gasoline and prescription drug prices thanks to increased price transparency.

**Advertising empowers consumer choice.** Advertising connects consumers to brands, products, and services that meet their needs and enables self-expression. Effective advertising increases consumer satisfaction by reducing repeat viewing of ads and promoting variety and relevance.

**\$11 billion in economic activity**



Advertising helped generate \$11 billion in economic activity in Vermont

**Over 60,000 Jobs**



Advertising helped support 60,012 or 20.1% of all jobs in Vermont

**Every 1 advertising job supported**



**66 Vermont XXX Jobs**