



American Advertising Federation

**Virtual Day at the
Texas Capitol**

March 2, 2022

American Advertising Federation

Impact of Advertising and Related Businesses on the Texas Economy

- Advertising helps generate 17.7% of economic activity in Texas.
- Advertising helps produce 2.25 million - or 18% - of all jobs in Texas.
- Every direct advertising job also supports 50 other jobs across all industries.

Study by IHS Markit. Methodologies developed by Lawrence Klein - 1980 Nobel Prize for Economics

Advertising is a broad industry: think television, radio stations, print shops, filmmakers, recording and editing houses, actors, photographers, illustrators, retouchers, developers, UX designers, set builders, fabricators, makeup artists, stylists, and of course — advertising agencies.

Our Mission: To protect and promote the well-being of advertising. We accomplish this through a unique, nationally coordinated grassroots network of advertisers, agencies, media companies, local advertising clubs and college chapters

Our Goals:

- Bring members together to deliver creative business solutions
- Keep members abreast of the latest trends in technology, creativity and marketing
- Promote diversity and inclusion in advertising
- Honor and celebrate advertising excellence
- Develop the industry's future leaders
- Protect and promote advertising at all levels of government through grassroots activities
- Offer engaging programs to encourage local association volunteer leadership
- Utilize industry expertise to address community issues
- Provide opportunities for professionals to build supportive relationships with others in the advertising industry

State and Federal Issues that Affect our Industry:

Advertising Sales Tax / Deductibility of Advertising Expenses / Privacy Laws
Film Incentive Programs / USPS Health and Reform

**We are available as a resource.
Contact us if you have questions about legislation
that could potentially affect our industry.**

AAF Tenth District

District 10 Texas chapters

AAF Amarillo / AAF Austin / AAF Corpus Christi / AAF Dallas / AAF East Texas
AAF Fort Worth / AAF Houston / AAF Lubbock / AAF Rio Grande Valley / AAF San Antonio
Ad2 Amarillo / Ad2 Austin / Ad2 Dallas / Ad2 Houston