

May 13, 2026

Dear Illinois Lawmakers,

We, the undersigned Illinois small-business leaders, write to express strong opposition to HB 4894, which would create a new tax on digital advertising.

We understand the need to close budget gaps, but a digital ads tax is the wrong approach — one that would harm small businesses like ours across the state. Digital advertising provides an affordable way to connect with people who are likely to be interested in what we sell — helping us make the most of limited resources without wasting time or money. It is how we grow our businesses, reach new customers, and stay competitive.

In today's challenging economy, every dollar counts. Rising costs, tariffs, and supply chain issues are already straining our operations. HB 4894 would only make things worse, forcing us to either scale back advertising or raise prices on customers — both of which would hurt our businesses.

Please don't make it harder for Illinois small businesses to succeed. We strongly urge you to vote no on HB 4894. It's small businesses like ours — not big corporations — that would be hurt the most.

Thank you for your time and consideration.

Sincerely,

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