

1 AN ACT concerning business.

2 **Be it enacted by the People of the State of Illinois,**  
3 **represented in the General Assembly:**

4 Section 1. Short title. This Act may be cited as the  
5 Government Advertising Spending Transparency Act.

6 Section 5. Findings. The General Assembly finds and  
7 declares:

8 (a) Illinois benefits from robust local news services that  
9 provide trusted and essential information to the community  
10 that limits corruption, encourages citizen participation,  
11 helps combat misinformation, and mitigates community and  
12 individual alienation.

13 (b) Local news in Illinois and throughout the country is  
14 struggling with newspaper advertising dropping 82% nationally  
15 since 2000, contributing to a 57% drop in the number of  
16 reporters at newspapers and thousands of closures.

17 (c) Local news outlets are trusted sources of information  
18 for communities throughout Illinois and advertising spending  
19 with these outlets carries a substantial benefit for the  
20 effective dissemination of important government information to  
21 the communities it serves.

22 (d) Government initiatives to increase spending on local  
23 news advertising have been manifestly successful in both

1 supporting local news outlets and improving the information  
2 diet of communities in several major cities.

3 (e) The public has a right to know where government is  
4 spending its advertising dollars and what proportion of those  
5 dollars are going to local news outlets in this State.

6 Section 15. Reporting requirements.

7 (a) No later than October 1, 2026, and October 1 of each  
8 year thereafter, each State agency or department shall report  
9 the amount and distribution of its advertising spending to the  
10 General Assembly and post the report on its website.

11 (b) The annual report described in subsection (a) shall  
12 include:

13 (1) the overall amount of advertising spending made by  
14 the State agency or department;

15 (2) the names of each advertising vendor that received  
16 advertising contracts from the State agency or department  
17 and the amount of those contracts;

18 (3) the type of entity that received the advertising  
19 spending, categorized by media type, including, but not  
20 limited to, search platforms, national news outlets,  
21 digital platforms, and local news outlets; and

22 (4) the general subject matter of the advertising  
23 placement, such as military recruitment, public health, or  
24 job training.

25 (c) If a contracted vendor places advertisements on behalf

1 of a State agency or department, the State agency or  
2 department shall make a good faith effort to collect from the  
3 vendor sufficient information to comply with paragraph (3) of  
4 subsection (b).