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House of Representatives
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MEMO

January 11, 2011

TO: All House Members

FROM: Rep. Tony DeLuca *TD*

SUBJECT: Proposed legislation – political advertisement tax to fund adultBasic (HB 1360 of 2009)

In the near future I will be re-introducing legislation (HB 1360 of 2009) to provide funding for the participants in the Adult Basic Program by imposing a 6% sales and use tax on political advertisements.

It is estimated that over \$100 million is spent on political ads in just the Governor's race, the Pennsylvania's House and Senate races alone. This is in addition to ads purchased in other races in the 67 counties and the over 2400 municipal elections. There is a tremendous amount of political advertising purchased and the revenue from taxing these ads could produce a significant amount of money to help provide health insurance for Pennsylvanians.

I am sure our constituents would agree that political advertising is not a necessity and should be included among the items on which a sales and use tax is imposed. Our Commonwealth has implemented similar taxes in the past and there is no reason this non-essential purchase should be exempted.

AdultBasic provides vital health care coverage for low income individuals in Pennsylvania between the ages of 19 and 64. The waiting list for this coverage grows every day; while funding for this vital program is in dire jeopardy of being discontinued.

We need to explore any and all avenues for securing a funding source for this program. Imposing a tax on political advertisements will not impose a hardship on our citizens, but will provide funds to alleviate the hardships caused by lack of insurance coverage for many.

If you would like to join me in co-sponsoring this bill please contact my office via email at ldolfi@pahouse.net. Thank you.