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***Government Advertising Spending Transparency Report
Illinois Department of Public Health
July 1, 2025 – June 30, 2026***

Background:

The Government Advertising Spending Transparency Act requires each State agency to report the amount and distribution of its advertising spending to the General Assembly and post the report on its website. The report must include details on the overall amount of advertising spending, the name(s) of each advertising vendor that received contracts from the agency, the type of entity that received the advertising spending, and the general subject matter of the advertising placement.

Below are details on the most recently completed fiscal year spending for the Illinois Department of Public Health.

FY26 Report:

IDPH's total spending on advertising expenses in FY26 was \$4,324,105.51.

Vendor	Contract Amount	Type of Entity	Subject Matter
The Ad Council	\$4,274,066.51	Advertising company	Public Health
Michael J Schmidt	\$50,039.00	Advertising company	Public Health
Grand Total	\$4,324,105.51		