



Illinois State Treasurer

MICHAEL FRERICH

October 1, 2026

The Honorable Tim Anderson
Secretary of the Senate
403 State House
Springfield, IL 62706

The Honorable John Hollman
Clerk of the House
420 State House
Springfield, IL 62706

Re: State Fiscal Year 2026 Report
Government Advertising Spending Transparency Act, 5 ILCS 176/15

Dear Secretary Anderson and Clerk Hollman:

Pursuant to Section 15 of the Government Advertising Spending Transparency Act, 5 ILCS 176/1 *et seq.* ("Act"), please find on the page that follows a summary of advertising spending during State Fiscal Year 2026 ("FY26") by the Office of the Illinois State Treasurer ("Treasurer").

Pursuant to Section 15(b)(1) of the Act, please be advised that the Treasurer's FY26 advertising spending totaled \$584,146.05.

Pursuant to Section 15(b)(2) of the Act, please note that the Treasurer entered into one new agreement for advertising during FY26, paying the Illinois Press Association \$13,964.69 for publishing investment policy statements as required by Section 17 of the State Treasurer Act, 15 ILCS 505/17, and Section 22.8 of the Deposit of State Moneys Act, 15 ILCS 520/22.8.

Finally, please find on the page that follows a summary of advertising spending that includes the information in Sections 15(b)(3) and 15(b)(4) of the Act. Please be advised that all print media purchases were from local news outlets.

If you have any questions, please feel free to contact me.

Sincerely,

Christopher M. Flynn
Deputy General Counsel and Chief Procurement Officer

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MICHAEL FRERICHS

MEDIA TYPE LEGEND	Description
Event	Sponsorships
Print	Newspapers, Magazines
Display	Digital banners, programmatic ads
Video	Streaming Video, YouTube, Online Video
Audio	Radio, Streaming Audio, Podcasts
Out-of-Home	Billboards, Transit, digital OOH
Social	Meta
Search	Google Search
Email	Email Ad, e-Blast

SPEND BY CATEGORY	Spend
Sponsorship	\$ 193,250.00
Paid Media	\$ 390,896.05
Total	\$ 584,146.05

SPEND BY MEDIA TYPE	Spend
Email	\$ 9,800.00
Audio	\$ 31,000.00
Video	\$ 32,159.64
Search	\$ 46,385.82
Print	\$ 48,066.71
Social	\$ 51,678.29
Display	\$ 61,358.80
Out-of-Home	\$ 110,446.79
Event (Sponsorship)	\$ 193,250.00
Total	\$ 584,146.05

SPEND BY PROGRAM (Paid Media + Sponsorships)	Spend
Cream of the Crop	1,061.45
Financial Literacy	1,250.00
Student Empowerment Fund	7,750.00
Illinois Growth and Innovation Fund ("ILGIF")	8,667.50
Secure Choice	9,917.50
Unclaimed Property Notices	28,726.71
College Savings	35,000.00
Illinois Funds and ePAY	100,000.00
ABLE	179,453.48
I-CASH (Unclaimed Property)	212,319.41
Total	\$ 584,146.05

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