



ADVERTISING MEANS JOBS IN SOUTH CAROLINA

Advertising Helped Support

443,737 Jobs
or 18.6% of All Jobs
in South Carolina

Advertising Helped Generate

\$66.7 Billion
in Economic Activity
in South Carolina

Every 1 Advertising Job Supports **71** Jobs Across Multiple Industries in **South Carolina**.

Advertising Creates & Supports American Jobs

The Advertising sector supported 29 million American jobs across multiple industries in 2024 and, on average, every one advertising job supported 49 jobs. Few other sectors have as significant an impact on the American economy.

Advertising Stimulates Economic Growth

Spending by businesses to advertise their products and services directly stimulated \$3.5 trillion in sales activity in 2024. Overall, \$10.4 trillion in sales activity was generated through a combination of direct and indirect advertising-related spending.

Advertising Empowers American Consumers

Advertising allows businesses of all sizes to reach consumers quickly and easily. This is especially crucial for small and Main Street businesses who rely on advertising to be competitive. For consumers, this leads to lower prices, more choices, and greater overall satisfaction with the products and services they choose.

Advertising is the Lifeblood of the American Economy

Every dollar spent on advertising has a multiplier effect on the economy – whether it's fueling sales, supporting supplier purchasing, or lowering prices for consumers. Advertising is a central component of the American economy and the total impact of advertising-related spending supported nearly 20% of the U.S. Gross Domestic Product (GDP) in 2024.

Source: The Economic Impact of Advertising on the US Economy, 2024-2029, S&P Global Market Intelligence, January 2025. This research was sponsored by The Advertising Coalition (TAC). TAC is an alliance of the nation's leading media companies and trade organizations broadly representing advertising-centric businesses and interests across the country. Since 1913, advertising has been recognized as a normal business expense, fully deductible in the year it is spent. For three decades, TAC has advocated to preserve this fairness for our industry. Learn more about how advertising affects your district here: theadcoalition.com