Marketing Tools and Products to help promote the EARNED INCOME TAX CREDIT

www.irs.gov/eitc
The IRS Marketing Express is an online, one-stop marketing resource for IRS partners. Now you can customize and create your own EITC marketing materials and ads with confidence, ease, and convenience.

Publication 1620
EITC Folder used to promote EITC materials.

Publication 3524
EITC Eligibility Checklist used by tax professionals.
Publication 1759 (ENG/SP) - Poster advertising that taxpayers may qualify for the Advance Earned Income Tax Credit (AEITC). English is printed on one side, and Spanish on the other.

Publication 1762 (ENG/SP) - Brochure for taxpayers who could be eligible to get extra money in their paycheck through the Advance Earned Income Tax Credit (AEITC). English on one side, Spanish on the other.

Publication 1235 (ENG/SP) - Brochure for employers to inform their employees about the AEITC.

Publication 1844 - Brochure for taxpayers who could be eligible to get extra money in their paycheck through the Advance Earned Income Tax Credit (AEITC). English on one side, Spanish on the other.
Publication 4194 (ENG/SP)
Bilingual reference poster for tax practitioners that has EITC requirements. Available in Spanish on the back.

Publication 3524SP
EITC Eligibility Checklist poster used by tax professionals (Spanish).

Publication 4298
Bus card displayed on public transportation vehicles to market three IRS programs to taxpayers: EITC, Child Tax Credit, and e-File.

Publication 1495E
EITC Evergreen Poster providing general EITC information.
Publication 3211 (ENG/SP)
Bilingual Q&A brochure used to answer most common questions relating to EITC.

Publication 962
Stuffer distributed to employers, grassroots organizations, business sponsors, and other government agencies to promote awareness of EITC refund eligibility. Also available in Spanish.

Publication 962E
Evergreen stuffer providing general EITC information and requirements. Available in Spanish on back.

www.irs.gov/eitc