TAKE CREDIT

Marketing Tools and Products to help promote the

EARNED INCOME TAX CREDIT

www.irs.gov/eitc

Earned Income Tax Credit (EITC) Products

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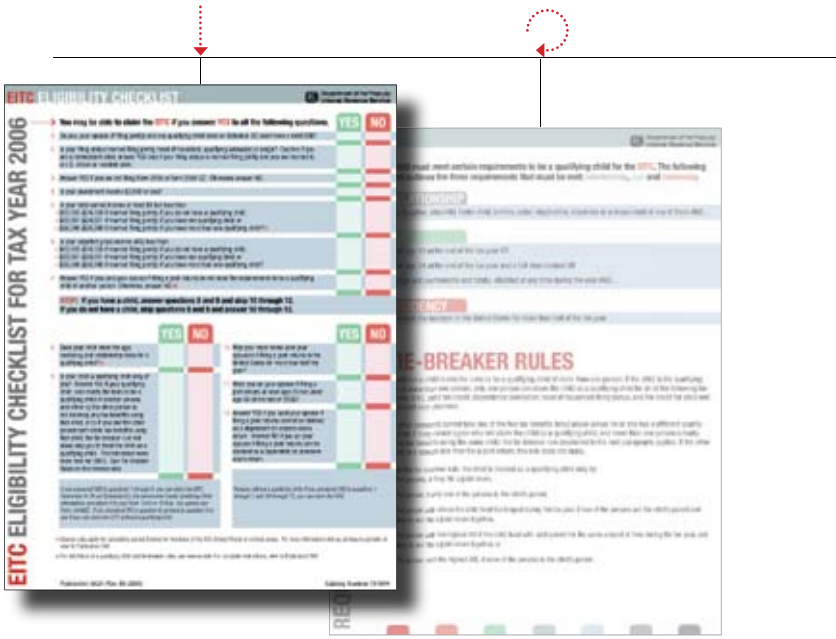
IRS *Marketing Express*

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.

www.irsmarketingexpress.com

Publication 1620

EITC folder used to promote EITC materials.

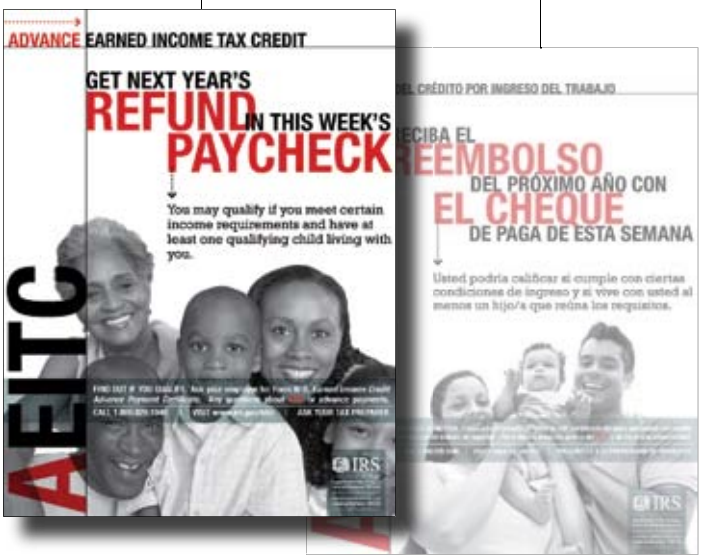


Publication 3524

EITC Eligibility Checklist used by tax professionals.

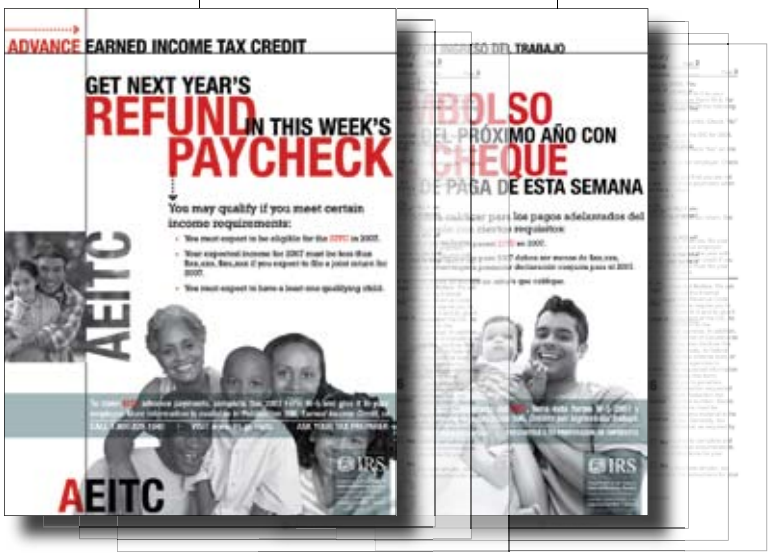
ADVANCE Earned Income Tax Credit (AEITC) Products

front back



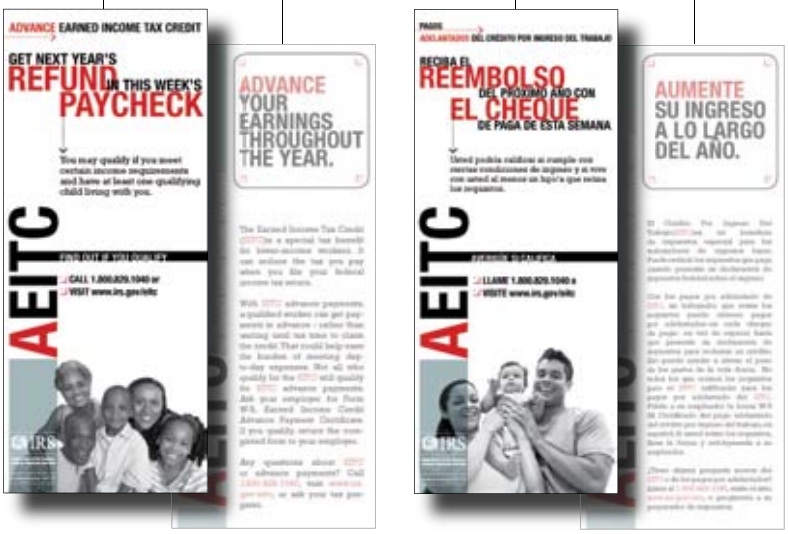
Publication 1759 (ENG/SP)

Poster advertising that taxpayers may qualify for the Advance Earned Income Tax Credit (AEITC). English is printed on one side, and Spanish on the back..



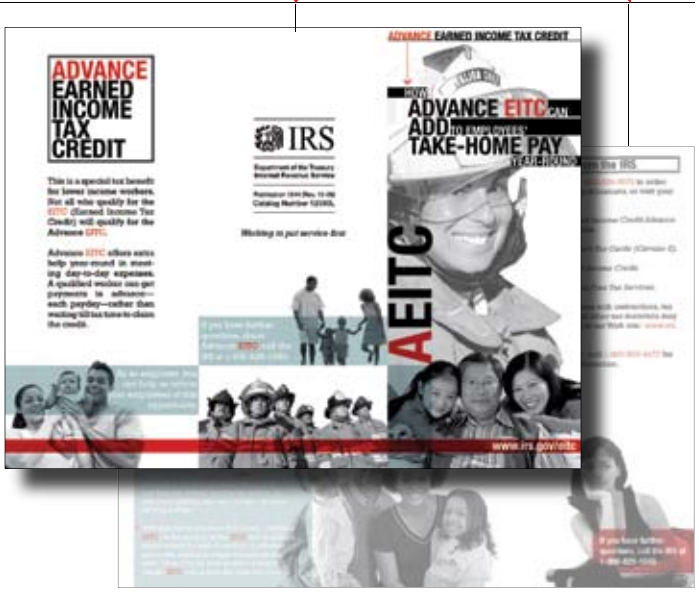
Publication 1235 (ENG/SP)

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 1762 (ENG/SP)

This publication is designed to be used as a paycheck stuffer. It provides information regarding how to receive the Advance Earned Income Tax Credit and where to get help. English is printed on one side and Spanish on the back.



Publication 1844

Brochure for employers to inform their employees about the AEITC.

Earned Income Tax Credit (EITC) Products

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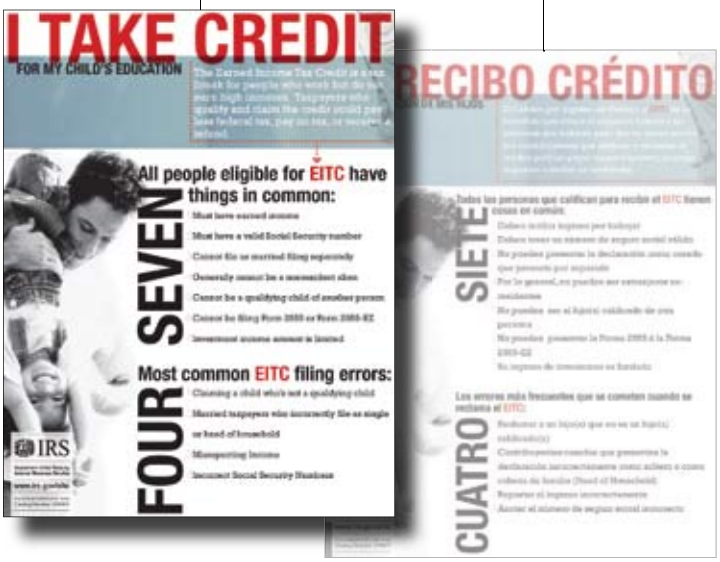
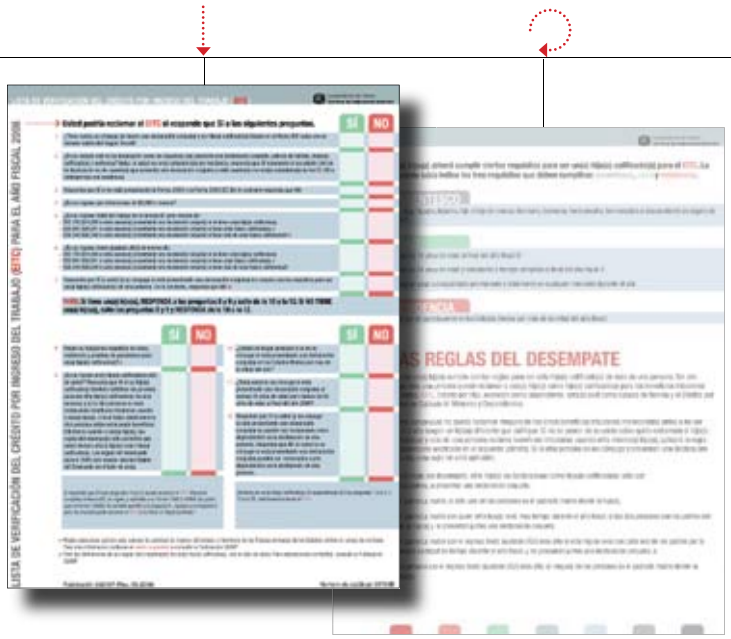


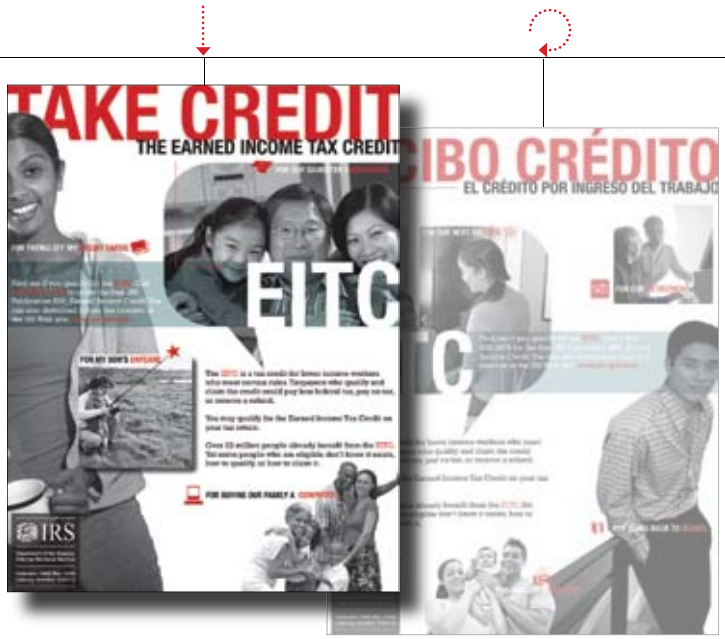
Publication 4194 (ENG/SP)

Bilingual reference poster for tax practitioners that has EITC requirements. Available in Spanish on the back.

Publication 4298

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





Publication 3524SP

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

Publication 1495E

EITC Evergreen Poster providing general EITC information.

Earned Income Tax Credit (EITC) Products

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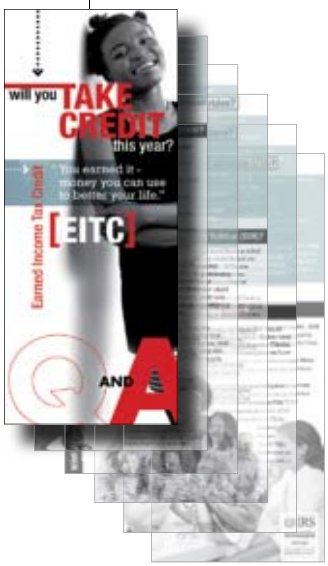

Publication 3211 (ENG/SP)

Bilingual Q&A brochure used to answer most common questions relating to EITC.

Publication 962

Stuffer distributed to employers, grass-roots 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.

[EITC]

www.irs.gov/eitc

EITC

IRS Department of the Treasury
Internal Revenue Service

Publication 4559 (Rev. 01-2007)
Catalog Number 48948P

recyclable