

# 2021 ADVERTISING BONUS

NEWSLETTER NO. 5/2021



From 1 March 2021 to 31 March 2021 taxpayers may file the notification to benefit from the tax credit on investments in advertising campaigns, so-called “advertising bonus”, made or that will be made in the year 2021. The “Notification to benefit from the tax credit” has to be submitted to the Department for Information and Publishing of the Presidency of the Council of Ministers through the online services made available by the Revenue Agency.

Submitting this notification fulfils the function of “making a reservation” for the bonus. Investments must be confirmed by transmitting an “Affidavit of actual investments” from 1 January to 31 January of the following year. Businesses, the self-employed and noncommercial entities are eligible for the benefit in connection with investments in advertising campaigns on the daily and periodic press, including on digital media, and on local television and radio broadcasters. The following paragraphs describe the specific features of the tax credit for the year 2021:

**9 MARCH 2021**

## ADVERTISING INVESTMENTS IN DAILY PAPERS AND PERIODICALS, INCLUDING ON DIGITAL MEDIA

The 2021 Budget Act provided, for the years 2021 and 2022, a tax credit in the single percentage of 50% of the value of advertising investments on daily papers and periodicals, including on digital media, with a cap of € 50 million in the year. Accordingly, in 2021 and 2022, only in the event of advertising investments in daily and periodic press, including on-line media, the condition of the minimum increase of 1% in advertising investments compared with the previous year no longer applies to be eligible for the benefit.



## ADVERTISING INVESTMENTS IN LOCAL DIGITAL OR ANALOG TELEVISION OR RADIO BROADCASTERS

The standard provisions under art. 57-bis of D.L. 50/2017 apply. The tax credit for investments in local television and radio broadcasters is granted in the single percentage of 75% of the increase in value, provided that it is equal to or higher than 1% of the same investments in the same media in the previous year.

The application of the de minimis restriction in the Regulations of the European Union remained unaffected. Finally, the tax credit may be used only to settle by offsetting any tax liabilities, up to the threshold of amount disclosed by the measure of the Department for Information and Publishing of the Presidency of the Council of Ministers. This settlement is made by filing the F24 payment form on the online services of the Revenue Agency, starting from the fifth business day after the publication of the measure.



## *CONTACT US*

We invite you to speak with your contact professional within the Firm for any further explanation

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