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State GOP, Walker launch ads on budget

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The state GOP and Scott Walker are launching separate ad campaigns today to herald the guv's work on the budget.

The Republican Party of Wisconsin's statewide radio spot praises Walker for lowering taxes. The narrator says taxes on a median-valued home will be lower next year than they were in 2014, while Walker and Republicans "eliminated an entire tax." The line references the budget's elimination of the forestry tax, which is coming off property tax bills.

"Some $8 billion in tax cuts means more money in our pockets helping families spend their money how they see fit, like school supplies or a weekend getaway," the narrator says. "With Scott Walker putting taxpayers first, our future is bright."

Walker's campaign, is doing its first post-budget advertising with digital spots praising Walker.

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One reads, "Keeping our promise to hard-working families" and "$8 billion in tax cuts."

The other shows Walker sitting amid school children with the words "Record investment in families with more money in our classrooms."