

Congress of the United States
Washington, DC 20515

April 27, 2017

The Honorable Paul Ryan
Speaker of the House
U.S. House of Representatives
Washington, D.C. 20515

The Honorable Nancy Pelosi
Minority Leader
U.S. House of Representatives
Washington, D.C. 20515

Dear Mr. Speaker and Madame Leader:

The 115th Congress holds the promise of streamlining the corporate tax code in order to achieve lower rates for America's businesses and eliminate tax loopholes and special preferences. We look forward to working with you on these efforts to bolster job creation, stronger wages, and economic growth, and respectfully ask that you maintain the current tax treatment of advertising as a fully and immediately deductible business expense. The potential for strengthening our economy through tax reform would be jeopardized by any proposal that imposes an advertising tax on our nation's manufacturing, retail, and service industries.

Advertising has been accorded the same treatment as all other regularly occurring business expenses, such as employee wages, rent, utilities and office supplies, throughout the 114-year life of the tax code. Any measure that would tax advertising – and therefore would make it more expensive – cannot be justified as a matter of tax or economic policy. Moreover, such a proposal would run counter to a major goal of tax reform agreed upon by virtually all policymakers: to simplify the tax code. For example, promoting a tax on advertising while pursuing full and immediate expensing of buildings and equipment furthers the irregularities and confusion present in our current tax system.

Virtually every business in America relies on advertising to inform potential customers, generate sales, and support workers across our nation. A study by the economic consulting firm IHS Economics and Country Risk found that in 2014, advertising supported 20 million U.S. jobs and \$5.8 trillion in U.S. sales. Significantly, the study showed that every dollar of advertising spending generates \$19 of economic activity, and that advertising contributes to 19 percent of our nation's GDP. Advertising also is responsible for supporting the high-quality news, information, and entertainment that is a cornerstone of our democracy and upon which our constituents rely.

We welcome the important challenges of fixing our country's tax code and strengthening America's ability to compete economically around the globe. As this Congress delves deeper into these issues over the coming year, we ask that any changes in our tax system be meaningful, economically sound, and do not threaten the impacts of advertising on jobs and the economy.

Sincerely,



Kevin Yoder
Member of Congress



Eliot Engel
Member of Congress



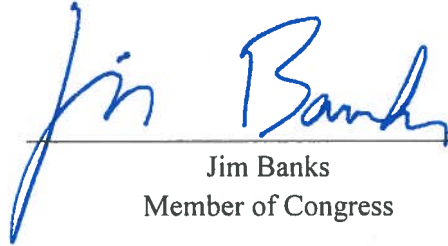
Alma Adams
Member of Congress



Rick W. Allen
Member of Congress



Don Bacon
Member of Congress



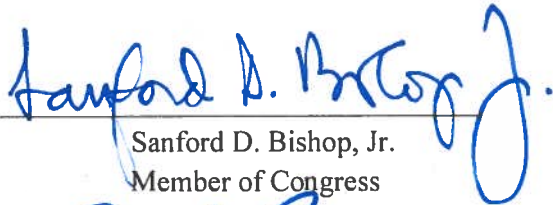
Jim Banks
Member of Congress



Joyce Beatty
Member of Congress



Gus Bilirakis
Member of Congress



Sanford D. Bishop, Jr.
Member of Congress



Marsha Blackburn
Member of Congress




Rod Blum
Member of Congress



Mo Brooks
Member of Congress



Anthony Brown
Member of Congress




Julie Brownley
Member of Congress



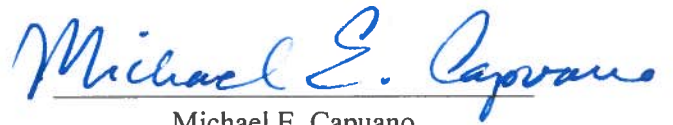
G.K. Butterfield
Member of Congress



Ted Budd
Member of Congress



Salud Carbajal
Member of Congress



Michael E. Capuano
Member of Congress



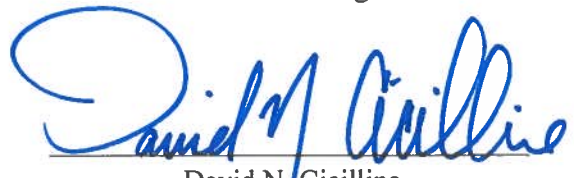
Tony Cárdenas
Member of Congress



André Carson
Member of Congress



Earl L. 'Buddy' Carter
Member of Congress



David N. Cicilline
Member of Congress



Wm. Lacy Clay
Member of Congress



Mike Coffman
Member of Congress



Chris Collins
Member of Congress



James Comer
Member of Congress



John Conyers Jr.
Member of Congress



Kevin Cramer
Member of Congress



Rick Crawford
Member of Congress



Rodney Davis
Member of Congress



Peter A. DeFazio
Member of Congress



John K. Delaney
Member of Congress




Theodore E. Deutch
Member of Congress



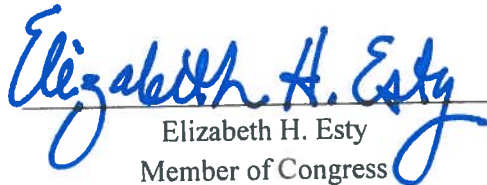
Sean Duffy
Member of Congress



Anna G. Eshoo
Member of Congress



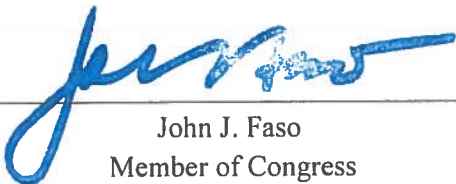
Adriano Espaillat
Member of Congress



Elizabeth H. Esty
Member of Congress



Blake Farenthold
Member of Congress



John J. Faso
Member of Congress



Trent Franks
Member of Congress



Mike Gallagher
Member of Congress



Bob Gibbs
Member of Congress



Vicente Gonzalez
Member of Congress



Garret Graves
Member of Congress



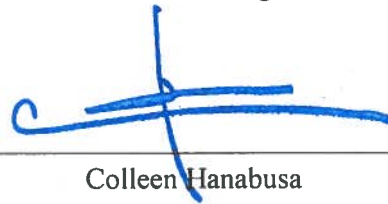
Gene Green
Member of Congress



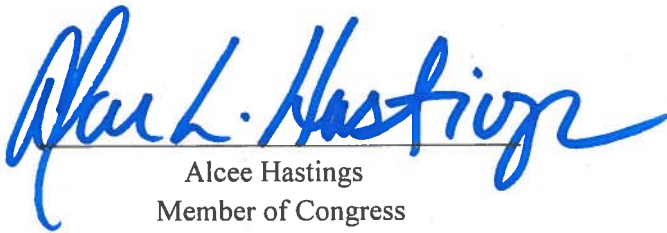
Glenn Grothman
Member of Congress



Brett Guthrie
Member of Congress



Colleen Hanabusa
Member of Congress



Alcee Hastings
Member of Congress



Jody Hice
Member of Congress



Eleanor Holmes Norton
Member of Congress



Richard Hudson
Member of Congress



Darrell Issa
Member of Congress



Hakeem Jeffries
Member of Congress



Hank Johnson
Member of Congress



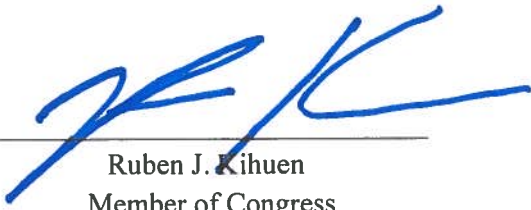
David P. Joyce
Member of Congress



John Katko
Member of Congress



William R. Keating
Member of Congress



Ruben J. Kihuen
Member of Congress



Derek Kilmer
Member of Congress



Ann McLane Kuster
Member of Congress



Darin LaHood
Member of Congress



Doug Lamborn
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Leonard Lance
Member of Congress



Sheila Jackson Lee
Member of Congress



Ted W. Lieu
Member of Congress




Dave Loebsack
Member of Congress



Nita M. Lowey
Member of Congress



Michelle Lujan Grisham
Member of Congress



Stephen F. Lynch
Member of Congress



Carolyn Maloney
Member of Congress



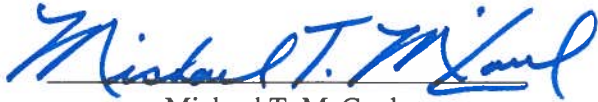
Tom Marino
Member of Congress



Roger Marshall
Member of Congress



Doris Matsui
Member of Congress



Michael T. McCaul
Member of Congress



Grace Meng
Member of Congress



Grace F. Napolitano
Member of Congress



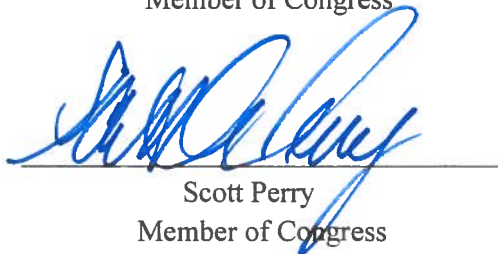
Richard M. Nolan
Member of Congress



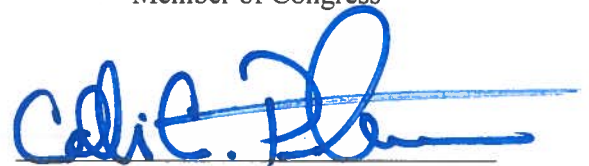
Tom O'Halleran
Member of Congress



Stevan Pearce
Member of Congress



Scott Perry
Member of Congress



Collin C. Peterson
Member of Congress



Chellie Pingree
Member of Congress



Bruce Poliquin
Member of Congress



Jamie Raskin
Member of Congress



Kathleen M. Rice
Member of Congress



Cedric L. Richmond
Member of Congress



Hal Rogers
Member of Congress



Dennis Ross
Member of Congress



Ed Royce
Member of Congress



C.A. Dutch Ruppersberger
Member of Congress



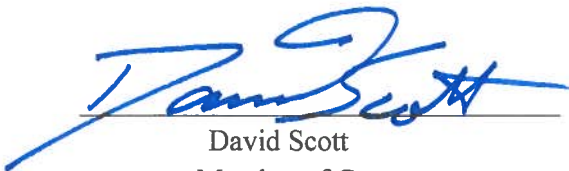
Mark Sanford
Member of Congress



Adam Schiff
Member of Congress



Kurt Schrader
Member of Congress




David Scott
Member of Congress




F. James Sensenbrenner
Member of Congress



Pete Sessions
Member of Congress



Lamar Smith
Member of Congress



Elise M. Stefanik
Member of Congress



Steve Stivers
Member of Congress



Scott Tipton
Member of Congress



Dina Titus
Member of Congress



Paul Tonko
Member of Congress



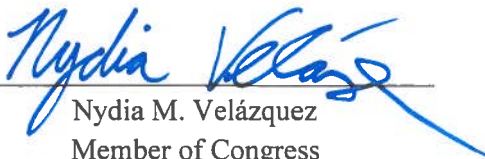
Dave Trott
Member of Congress



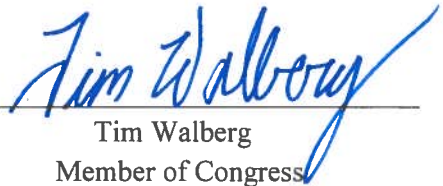
Michael R. Turner
Member of Congress



Juan Vargas
Member of Congress



Nydia M. Velázquez
Member of Congress



Tim Walberg
Member of Congress



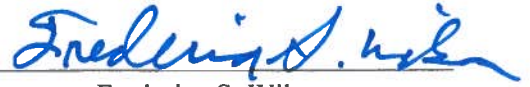
Greg Walden
Member of Congress



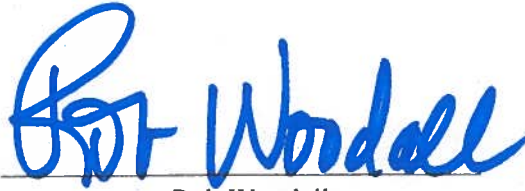
Peter Welch
Member of Congress



Brad Wenstrup
Member of Congress



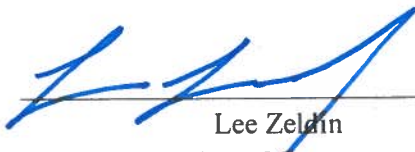
Frederica S. Wilson
Member of Congress



Rob Woodall
Member of Congress



Don Young
Member of Congress



Lee Zeldin
Member of Congress



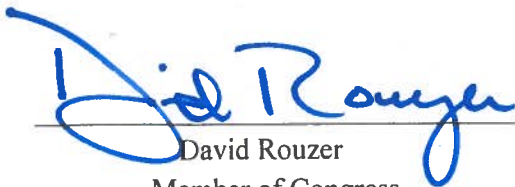
Daniel M. Donovan, Jr.
Member of Congress



Eddie Bernice Johnson
Member of Congress



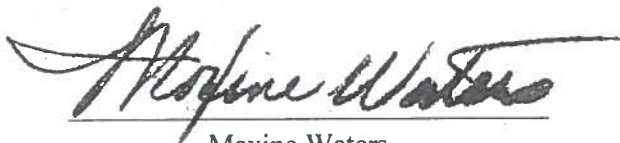
Peter King
Member of Congress



David Rouzer
Member of Congress



Bobby L. Rush
Member of Congress



Maxine Waters
Member of Congress



Stacey E. Plaskett
Member of Congress



Al Lawson
Member of Congress



Barbara Lee
Member of Congress