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
Salud Carbajal
Member of Congress

Michael E. Capuano
Member of Congress

Tony Cárdenas
Member of Congress

André Carson
Member of Congress

Earl J. "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

Theodore E. Deutch  
Member of Congress

Anna G. Eshoo  
Member of Congress

Elizabeth H. Esty  
Member of Congress

John J. Faso  
Member of Congress

Mike Gallagher  
Member of Congress

Vicente Gonzalez  
Member of Congress

John K. Delaney  
Member of Congress

Sean Duffy  
Member of Congress

Adriano Espaillat  
Member of Congress

Blake Farenthold  
Member of Congress

Trey Franks  
Member of Congress

Bob Gibbs  
Member of Congress

Garret Graves  
Member of Congress
Gene Green  
Member of Congress

Brett Guthrie  
Member of Congress

Glenn Grothman  
Member of Congress

Colleen Hanabusa  
Member of Congress

Alcee Hastings  
Member of Congress

Judy Hice  
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
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
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

Sasee E. Plaskett  
Member of Congress

Al Lawson  
Member of Congress

Barbara Lee  
Member of Congress