

The ADvertising Coalition

Dear Councilmember:

The Advertising Coalition strongly urges the D.C. Council to vote no on the proposed tax on advertising contained in the Advertising and Personal Information Tax Amendment of 2020. This tax will negatively affect every media and advertising business that operates in the District of Columbia.

This proposal would cause immeasurable damage to the City and to all of its businesses at a time when they all are battling for their economic lives in the coronavirus crisis. As the Maryland DC Delaware Broadcasters Association has written today: “In light of the ongoing pandemic, its impact on the area’s business community, and the economic uncertainty and future needs of Washington D.C., we believe the enactment of this provision would prove destructive to the region’s economy, and it would obstruct efforts to help the District’s business community to recover now and in the future.”

It is critical to the future economic health of the District that you reject this proposal.

Respectfully,

American Advertising Federation

American Association of Advertising Agencies

Association of National Advertisers

MPA –The Association of Magazine Media

National Association of Broadcasters

NCTA – The Internet & Television Association

News Media Alliance

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