

# PRINTING United Alliance LEGISLATIVE PRIORITIES

PRINTING United Alliance recognizes that advertising is a driver of economic growth and a key factor for making businesses and markets more efficient. Advertising mail is an effective means to educate consumers, market products and services, and generate sales and economic activity. To this end, the Alliance works tirelessly to preserve the full federal tax deductibility of advertising expenses. This component of the tax code is not only vital to the flourishing domestic printing industry – it helps the American economy to thrive through competition, innovation, and consumer choice. Proposals to alter the current tax treatment of advertising would create a significant economic distortion, threaten existing jobs, and diminish future job growth.

Additional policies the Alliance continues to advocate for include a national data privacy law to prevent the current costly state-by-state patchwork of privacy laws that increase compliance costs and risks for manufacturers; updating the classification of print and related support activities to reflect the full scope and economic impact of the printing industry; the freedom to advertise products and services, including direct mail products; and print as an essential product.

## Actions for Legislators to Take

- **Ad Tax Deduction:** Preserve the current federal tax treatment of print advertising as an ordinary and necessary business expense, fully deductible in the year it is spent.
- **Consumer Data Privacy:** Pass comprehensive federal data privacy legislation with a strong set of baseline consumer protections, flexibility for print advertising to evolve along with new technologies, and strong preemption language, as the issue of data privacy legislation cannot be consistently effectuated on a state-by-state basis.
- **Accurate Industry Reporting:** Urge the U.S. Bureau of Labor Statistics (BLS) to track and report on the printing industry using methodologies and definitions that accurately reflects the innovative, modern sectors of print.
- **Direct Mail Marketing:** Preserve the ability of printers and their customers to freely utilize direct mail and reject any federal legislative proposals that call for restricting or banning direct mail or the mailability of printed advertising materials.
- **Print is Essential:** Continue to promote print as an essential product that supports critical manufacturing sectors and the U.S. economy. Recognizing that the printing industry and its products are essential, the U.S. Department of Homeland Security (DHS) Cyber Security and Infrastructure Agency (CISA) included printers and packagers as “essential workers” in their *Guidance on the Essential Critical Infrastructure Workforce*, during the COVID-19 pandemic.

## About PRINTING United Alliance

*PRINTING United Alliance, the most comprehensive printing and graphic arts trade association in the U.S., is built by and for printers and professionals in the industrial, graphic, garment, textile, electronics, packaging, and commercial printing markets. Find more information about the Alliance at: <https://www.printing.org/> or send an email to [govtaffairs@printing.org](mailto:govtaffairs@printing.org).*