



# ESSB 5814

## Listening Session for Advertising

### Facilitated by Matt Largent

Welcome! We will begin shortly.

Please note: All attendees are muted on entry.



# Before we get started

- All attendees are **muted** upon entry and cameras are disabled.
- To provide a comment:
  - **Please raise your hand.** The raise hand feature is located under the React icon, next to React icon, or under the More... button.
  - **Type in the chat.** Please do not chat confidential tax information.
- Transcription will be enabled. Please review the Zoom notification and click OK.
- Closed captions can be turned on by clicking “CC” or “Show captions”.
- Technical issues? Chat *Kelly Maurer* for help.

# Introductions

- Welcome: Tim Jennrich, Senior Assistant Director, Tax Policy
- Facilitators:
  - Matt Largent, Interpretations and Technical Advice
  - Chelsea Brenegan, Interpretations and Technical Advice
- Chat moderators are:
  - Kelly Maurer, Customer Experience and Communications
  - Eileen Ansley, Customer Experience and Communications
  - Darlene Warner, Interpretations and Technical Advice

# Agenda

- Purpose of this listening session
- Overview of Advertising Services
- Get your feedback and input on:
  - Issues we have identified
  - Any additional issues you may have
- Wrap up and next steps

# ESSB 5814 takes effect October 1

- Rulemaking typically takes **6–9 months**, we will not be able to complete that process before the effective date.
- We will issue **interim guidance** starting in **September**.
- Permanent guidance may take the form of a rule or an Excise Tax Advisory (ETA).
- We are working as quickly as possible to support businesses in implementing the bill's provisions.

**Thank you for your patience.**

Why are we  
holding  
listening  
sessions?

- Clarify the issues that we already know about and are working on.
- Get feedback on issues we have identified so far.
- Identify additional issues.

# Advertising Services (1 of 2)

## Advertising services includes:

- Layout, art direction, graphic design, mechanical preparation, production supervision, placement, referrals, acquisition of advertising space, and rendering advice concerning the best methods of advertising products or services.
- Online referrals, search engine marketing, and lead generation optimization, web campaign planning, the acquisition of advertising space in the internet media, and the monitoring and evaluation of website traffic for purposes of determining the effectiveness of an advertising campaign.

# Advertising Services (2 of 2)

## Advertising services do not include:

- Web hosting services and domain name registration.
- Services rendered in respect to the following:
  - Newspapers as defined in RCW 82.04.214.
  - Printing or publishing under RCW 82.04.280.
  - Radio and television broadcasting (as defined in RCW 82.04).
- Services rendered in respect to out-of-home advertising (does not include direct mail)



# Known Issues for Advertising (1 of 3)



How should the location of the sale of advertising services be determined?

# Known Issues for Advertising (2 of 3)



Is the multiple points of use exemption available for electronically transferred advertising services?

# Known Issues for Advertising (3 of 3)



Should Revenue consider allowing businesses to use a direct pay permit to pay their sales tax?

# General Questions for Advertising



- What issue(s) do you want to raise?
- Do you have suggestions on how the law should apply to your business activities?

## Next steps

- 1 Review the information gathered during listening sessions and incorporate in guidance.
- 2 Publish interim guidance documents as they are finalized starting in September.
- 3 Continue to actively engage with interested parties as we work to create permanent guidance.

# Thank you for attending!

## Provide more feedback



Take the survey ([link in chat](#)).



Read feedback session summaries on [ESSB 5814 webpage](#).

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