



Maryland | Delaware | DC Press Association

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To: Budget & Tax Committee

From: Rebecca Snyder, Executive Director, MDDC Press Association

Date: March 9, 2026

Re: **SB 987– UNFAVORABLE**

The Maryland-Delaware-District of Columbia Press Association represents a diverse membership of news media organizations. Our membership ranges from large metro dailies such as the Washington Post and the Baltimore Sun, to hometown newspapers such as the Star Democrat and Dorchester Star, to publications such as The Daily Record, Baltimore Jewish Times, and online-only publications such as the Baltimore Banner, Maryland Matters and Baltimore Brew. Our membership spans both for-profit and nonprofit organizations and reflects the full ecosystem of local journalism relied upon by Marylanders every day.

The Press Association opposes SB 987 unless a clarifying amendment is made to exempt news media websites as well as the print versions. This bill would remove the deductibility in Maryland of certain direct to consumer advertisements.

We recognize that Page 2, line 27-29 exempts print periodicals and journals from this bill. We urge a further amendment that clarifies that the digital products and websites of those journals and periodicals are also covered under the exemption. With the amended language, the lines could read:

“DIRECT–TO–CONSUMER ADVERTISING” DOES NOT INCLUDE AN ADVERTISEMENT MADE THROUGH PUBLICATION IN JOURNALS AND OTHER PERIODICALS AND THEIR ASSOCIATED DIGITAL PRODUCTS AND WEBSITES.

This amendment recognizes that many of the advertising buys of local news media include both print and digital products within the news media organization.

We urge an unfavorable report if this amendment is not adopted.



We believe a strong news media is central to a strong and open society.