



STATE OF CALIFORNIA
FRANCHISE TAX BOARD
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SACRAMENTO CA 95741-1720
Telephone (916) 845-3306 Fax (916) 845-3648

JOHN CHIANG
Chair

BETTY T. YEE
Member

MICHAEL C. GENEST
Member

Interested Parties Meeting

To attend this meeting, please RSVP by January 2, 2008, by contacting Colleen Berwick at (916) 845-3306 or Email: Colleen.Berwick@ftb.ca.gov. Space is limited.

To participate in this meeting by telephone, use this number to dial in: (877) 923-3149. The participant pass code is 2233420.

When

January 8, 2008
10:00 a.m.

Where

Franchise Tax Board
Golden State Room A
9646 Butterfield Way
Sacramento, CA 95827
(North Lobby entrance)

Topic (See [topic list](#))

Discuss updating the existing Regulation Section 25137-12 (Print Media) to:

- Encompass advertising revenue from all technology used by print media to distribute advertising,
- Determine the characteristics of advertising revenue (*i.e.*, as tangible or intangible property), and
- Update the regulation in response to other changes occurring in the print media industry.

Purpose

To elicit public input regarding possible modifications to the existing formula apportionment rules for publishers, sellers, licensors, or distributors of print media, in response to changes that have occurred in the industry since the adoption of Regulation Section 25137-12 in 1995. The department seeks input on, among other things, application of formula and special apportionment rules to advertising revenue generated by the print media, including revenue from online advertising and other non-printed sources. Please see the Discussion Topics paper issued concurrently with this notice for more detail.

Note: The department is also currently reviewing another regulation, Regulation Section 25137-8, relating to motion picture and television film producers and to television networks. An interested parties meeting on Regulation Section 25137-8 is scheduled for January 8, 2008 at 1:30 p.m. Topics related to advertising revenue generated by those media will be discussed. A notice of that meeting and a list of discussion topics can be found at www.ca.gov. Highlight "Public Meetings" under the "News and Events" heading on the home page and click on the "Interested Parties Meetings." You may also contact Carole Rouin, the department's legal staff member responsible for Regulation Section 25137-8, at Carole.Rouin@ftb.ca.gov.

Interested Parties Meeting
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Contact

Marguerite Mosnier

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[Visitors Parking Map](#)

*** This facility is architecturally accessible to persons with physical disabilities.**