



**Sales and Use Tax Division
North Carolina Department of Revenue
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**IMPORTANT NOTICE:
ADVERTISING AND PROMOTIONAL DIRECT MAIL
AND OTHER DIRECT MAIL SOURCING**

Effective August 23, 2013, Session Law 2013-414 amends N.C. Gen. Stat. § 105-164.3 to add definitions for the terms “advertising and promotional direct mail” and “other direct mail.” Additionally, N.C. Gen. Stat. § 105-164.4E provides the sourcing provisions applicable to “advertising and promotional direct mail” and “other direct mail.”

N.C. Gen. Stat. § 105-164.3(1) defines “advertising and promotional direct mail” as “[p]rinted material that meets the definition of ‘direct mail’ and the primary purpose of which is to attract public attention to a product, person, business, or organization, or to attempt to sell, popularize, or secure financial support for a product, person, business, or organization. As used in this subdivision, ‘product’ means tangible personal property, digital property, or a service.”

N.C. Gen. Stat. § 105-164.3(25a) defines “other direct mail” as “[a]ny direct mail that is not advertising and promotional mail regardless of whether advertising and promotional direct mail is included in the same mailing.”

N.C. Gen. Stat. § 105-164.4E provides the following sourcing provisions:

- (a) **Advertising and Promotional Direct Mail.** – The following sourcing principles apply to advertising and promotional direct mail.
 - (1) To the location where the direct mail is delivered if it is purchased pursuant to a direct pay permit issued under G.S. 105-164.27A(a1), or if it is purchased with an exemption certificate claiming direct mail and bearing the direct mail permit number issued under G.S. 105-164.27A(a1).
 - (2) To the location where the direct mail is delivered if the purchaser provides the seller with information to show the jurisdictions to which the direct mail is to be delivered.
 - (3) To the location from which the direct mail was shipped if subdivision (1) or (2) of this subsection does not apply.
- (b) **Other Direct Mail.** – The following sourcing principles apply to other direct mail:
 - (1) To the location indicated by an address for the purchaser that is available from the business records of the seller that are maintained in the ordinary course of the seller's business when use of this address does not constitute bad faith.
 - (2) To the jurisdictions where the direct mail is delivered if it is purchased pursuant to a direct pay permit issued under G.S. 105-164.27A(a1), or if it is

purchased with an exemption certificate claiming direct mail and bearing the direct mail permit number issued under G.S. 105-164.27A(a1).

- (c) **Relief From Liability.** – In the absence of bad faith, a seller is relieved of:
- (1) All obligations to collect, pay, or remit any tax on any direct mail transaction where the purchaser issues a direct pay permit issued under G.S. 105-164.27A(a1), or if it is purchased with an exemption certificate claiming direct mail and bearing the direct mail permit number issued under G.S. 105-164.27A(a1).
 - (2) Further obligation to collect any additional tax on the sale of advertising and promotional direct mail where the seller sourced the sale according to delivery information provided by the purchaser."

A person that purchases "advertising and promotional direct mail" or "other direct mail" **who is not engaged in business in this State** is not required to apply for a direct pay permit issued under N.C. Gen. Stat. § 105-164.27A(a1) solely because the direct mail retailer is engaged in business in this State. A person not engaged in business in this State may provide the direct mail retailer with a Form E-595E, Streamlined Sales and Use Tax Agreement Certificate of Exemption, and check Section 5, Box K, Direct Mail, as the reason for the exemption.

Assistance

Questions regarding this notice should be directed to the Taxpayer Assistance and Collection Center at telephone number 1-877-252-3052 (toll-free).