

April 1, 2026

## KNOW YOUR PRINT INDUSTRY

In today's busy world it is hard to keep up-to-date on laws that have passed or potential legislation. You might not know about how laws and regulations could potentially affect your industry or how to share your thoughts with federal, state or local leadership. We encourage you to "Know Your Print Industry". Printing Industry Midwest (PIM) wants our membership to be prepared. From time to time, this email called "Know Your Print Industry" will be sent to members to help you know what is going on.

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### MINNESOTA

#### Tax on Advertising Services

A concerning bill is working its way through the Minnesota legislature that could seriously harm printers and graphic communications businesses in the state. The bill is [HF 4343](#) and would expand the state-wide sales tax to include "advertising services."

This includes all digital and non-digital advertising services related to advertising on billboards, in-store displays, point-of-sale advertising, signage at live events, and fixed signage advertising, among other areas as well. It includes design services including layout, graphic design, mechanical preparation, production supervision, advertising placement, advertising consulting and planning, and more.

Though there are exclusions for advertising in newspapers, magazines, and direct mail, the effect on many graphic communications businesses in Minnesota will be great. With already thin margins and intense competition from out-of-state and global providers, this tax would force businesses to raise prices, making Minnesota companies less competitive.

On March 25, 2026, the House Taxes Committee laid the bill over for possible inclusion in the Tax Omnibus Bill, which will eventually come to a vote on the House and Senate floors.

We strongly urge our members and those in the graphic communications industry in Minnesota to contact your legislators, those on the [House Taxes Committee](#), and especially the Co-Chairs ([Davids](#) and [Gomez](#)) and Co-Vice-Chairs ([Joy](#) and [Norris](#)), as well as the bill authors ([listed here](#)). Tell them, in your own words, exactly how this bill would affect your business, your employees, and your ability to compete. Personal stories and real-world impacts carry the most weight. Your voice matters. Quick, respectful, and specific outreach from those directly impacted can make a real difference.

*Any views, opinions and information presented in this email are solely to inform our readers and does not necessarily represent those of this organization. Printing Industry Midwest (PIM) is not requiring you to take action and is not pushing you towards a specific view or party. The information shared is provided to help keep you informed.*



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8011 34th Ave S., Suite 150, Bloomington, MN 55425  
612.400.6200 • [Contact PIM](#) • [www.pimw.org](http://www.pimw.org)

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