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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.

MINNESOTA

Tax on Advertising Services - Update

Last week we told you about a concerning bill that is working its way through the Minnesota legislature that could seriously harm printers and graphic communications businesses in the state. On March 25th, the bill was heard in the House Taxes Committee and laid over for possible inclusion in the Tax Omnibus Bill. This Wednesday, the bill's senate companion, [SF 4787](#), is getting a hearing in the Senate Taxes Committee at 8:30 am.

We strongly urge our members and those in the graphic communications industry in Minnesota to contact your legislators, especially those on the [Senate Taxes Committee](#), which includes the bill authors ([Rest](#) and [Dibble](#)). 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.

The bills mentioned above 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. Please take the time to contact state legislators in the House and Senate Taxes Committees to tell them your thoughts on this idea!

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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