



WISCONSIN LEGISLATIVE COUNCIL ACT MEMO

2011 Wisconsin Act 18
[2011 Senate Bill 12]

**Advertising of Discounts Equal to
State and Local Sales Taxes**

Prior to *2011 Wisconsin Act 18*, state law prohibited a retailer from advertising that applicable state and local sales taxes would be assumed or absorbed by the retailer or not added to the price of taxable goods and services.

2011 Wisconsin Act 18 repeals this prohibition. Under the Act, applicable sales taxes must still be paid by the retailer; however, the retailer may advertise that such taxes will be assumed by the retailer or not added to a sales price.

Effective date: 2011 Wisconsin Act 18 takes effect on June 8, 2011.

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SG:wu

This memo provides a brief description of the Act. For more detailed information, consult the text of the law and related legislative documents at the Legislature's Web site at: <http://www.legis.state.wi.us/>.