



## WISCONSIN LEGISLATIVE COUNCIL ACT MEMO

**2017 Wisconsin Act 22**  
[2017 Assembly Bill 56]

**Advertising Motor Fuel Prices  
by the Half-Gallon**

Prior law, generally retained by 2017 Wisconsin Act 22, requires motor fuel prices to be advertised by the gallon. [s. 100.18 (6) and (8), Stats.]

The Act provides a limited exception to that general requirement. Specifically, the Act authorizes a person who sells or distributes less than 15,000 gallons of motor fuel per year in this state to show the half-gallon unit price. The Act retains prior law regarding whether applicable taxes must be included in the advertised price.

*Effective date:* June 25, 2017

*Prepared by:* Anna Henning, Senior Staff Attorney

July 10, 2017

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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.wisconsin.gov>.