

Memorandum

432.0130

To : Mr. Glenn A. Bystrom,
Deputy Director
Sales and Use Tax Department
MIC:43

Date: June 26, 1996

From : Ronald L. Dick
Senior Staff Counsel

Subject: Printed Sales Messages

At a recent sales tax appeals hearing, the Board decided that freestanding cardboard printed matter (commonly known as “standees”) which are placed at retailers’ places of business to advertise products qualify as printed sales messages, since the items are functionally equivalent to posters. At the Board’s June 25, 1996 Business Taxes Committee meeting, the Committee decided that hanging mobile cardboard advertisements (the “mobiles” made of cardboard, dowels, and string which generally are hung from ceilings by a string) are also functionally equivalent to posters and qualify as printed sales messages.

In accordance with the Committee’s direction, please annotate this opinion. We suggest the following wording:

Freestanding cardboard printed matter (sometimes known as “standees”) and hanging mobile cardboard printed matter commonly placed in businesses and printed for the principal purpose of advertising or promoting goods or services qualify as printed sales messages.

RLD:sr

cc: Mr. Robert Nunes - MIC:40