Motor Fuel Price Posting

Motor fuel must be sold by the gallon or half-gallon (Wis. Stat. § 100.18(6)):

- All advertising must show the single gallon unit price, except that a person who sells less than 15,000 gallons of motor fuel in this state per year may show the half–gallon unit price.
- Posted prices must include all taxes, in one amount.
- All numerals which represent either the price or taxes must be of the same type and size except that fractions of a cent shall be shown in figures one- half the height, width, and prominence of whole numbers.

All grades of motor fuel must be advertised on conspicuous signs (Wis. Stat. § 100.18(8)):

- Signs must clearly display all prices per gallon including taxes for all grades of fuel that are being offered to the general public, except that a person who sells less than 15,000 gallons of motor fuel in this state per year may display the price per half–gallon.
- Stores can display some prices on a street sign, and the rest of the prices on a supplemental conspicuous sign posting.
- Conspicuous posting includes street signs, sandwich boards, or window signs.
- Signs can only include the price of motor fuel. Inclusion of other commodities or services, such as car washes, is prohibited.

Cash-credit/multi-tier pricing requirements (Wis. Stat. § 100.18(8)):

- If the store has multi-tier pricing for grades of fuel, all prices for all grades must be clearly displayed on the signs.
- If the store only displays the cash price for a grade of fuel on the street sign, and displays the credit price on the supplemental sign, the street sign needs to clearly include the words "Cash Only."

Motor fuel sales must be accurate (Wis. Stat. § 98.26(1)(c)):

- Retailers cannot represent a false sale quantity.
- Retailers cannot represent a false sale price.