

# Printing & Publishing Industries & New Jersey Sales Tax

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## Registration

New Jersey law requires all businesses to register with the State for tax purposes at least 15 business days before starting business. To fulfill the registration obligation, you must file a **Business Registration Application (Form NJ-REG)**. You can file Form NJ-REG [online](#) through the Division of Revenue and Enterprise Services' NJ Business Gateway Services website. If your application indicates that the business will collect Sales Tax or purchase materials for resale, the Division of Revenue and Enterprise Services will send you a **New Jersey Certificate of Authority (Form CA-1)**, which is your authorization to collect New Jersey Sales Tax and accept exemption certificates. You **must** be registered with New Jersey to accept exemption certificates. You may also be required to make a Public Records Filing depending on the type of business ownership. More information on Public Records Filing is available in the New Jersey Complete Business Registration Package ([NJ REG](#)) or by calling 609-292-9292.

## Tax-Exempt Purchases

The New Jersey Sales and Use Tax Act specifically exempts from tax the sale of printing and publishing production machinery, apparatus, or equipment used directly and primarily in publishing newspapers. The exemption also applies to the sale of machinery, apparatus, or equipment used by a commercial printer in the production of tangible property for sale. Commercial printers include those businesses engaged in periodical, book, manifold business form, greeting card, or miscellaneous publishing and typesetting; photoengraving; electrotyping and stereotyping; and lithographic platemaking.

Printers and publishers may purchase machinery and equipment without paying Sales Tax by issuing an **Exempt Use Certificate (Form ST-4)** or **Streamlined Sales and Use Tax Agreement Certificate of Exemption (Form ST-SST)** to their supplier. Supplies used with the machinery as well as wrapping equipment and supplies are also exempt when purchased with [Form ST-4](#) or [Form ST-SST](#). However, charges for installation or maintenance contracts for such machinery and equipment are taxable.

Some examples of exempt supplies include:

Acids	Paper
Alcohol used as fountain solution	Plates
Blanket wash	Press blankets
Boxes	Press chemicals (etch)
Carbon tissue	Press chemicals (press wash)
Cartons	Printing plates (all types)
Color filters	Proof paper
Color separations	Proofs and proof processing (all types)
Custom dies and die cutting materials	Protective gloves
Dampener sleeves	Reducers
Dampening solution	Roller covering
Developer chemicals	Screen tints
Engravings	Shrink wrap
Film used to photograph printing copy	Thermopowder
Ink	Tissue overlays
Labels	Toners
Latex gum	Transparencies
Lettering	Varnishes
Masking paper	Veloxes
Offset plates	Wood mounts
Opaqueing ink	Wrapping paper
	Wrapping tape

**Sales and Use Tax Rate**

The New Jersey Sales and Use Tax rate will be reduced in two phases between 2017 and 2018 ([N.J.S.A. 54:32B-3](#)). The tax rate decreases from 7% to 6.875% for January 1 to December 31, 2017. The tax rate will decrease to 6.625% on and after January 1, 2018. Additional information about the Sales and Use Tax rate change is available [online](#).

**Taxable Purchases**

Supplies that are not used directly and primarily in the production process are taxable: for example, stripping knives used to trim negatives or masking paper, filing envelopes used to file negatives, and tape dispensers for wrapping tape.

**Out-of-State Purchases**

If a business brings taxable supplies purchased in another state into New Jersey for use in this State, the business must pay Use Tax if no sales tax was paid in the state where the supplies were purchased. If the tax paid on an out-of-State purchase was less than the [current](#) New Jersey Sales Tax rate, the business must pay the difference to the State of New Jersey as Use Tax. For more information on Use Tax, see [ANJ-7](#), *Use Tax in New Jersey*.

**Retail Sales**

Because printing and publishing services result in the production of tangible property, the seller must collect and pay Sales Tax to the State on the charges for these services. Printing and publishing services purchased by customers in another state for use outside New Jersey are not subject to New Jersey Sales or Use Tax if the seller delivers the finished product outside New Jersey. If the finished product is picked up in New Jersey, the sale is subject to Sales Tax. For more information on out-of-State sales, see [ANJ-10](#), *Out-of-State Sales & New Jersey Sales Tax*.

**Printed Advertising Material and Processing Services**

Although Sales Tax is not imposed on advertising services (creation and design), charges for printed advertising material and printed advertising mail processing services are subject to tax. Printed advertising material includes tangible personal property packaged with printed advertising material and delivered or distributed by United States mail or other delivery service to a mass audience or to addressees on a mailing list. Receipts from the sale of printed advertising material and the related printed advertising mail processing services performed on printed advertising material sent to addresses in New Jersey are taxable. However, charges for printed advertising material delivered to out-of-State recipients as well as the related printed advertising mail processing services performed on such material are exempt. Delivery charges, including postage, charged to the customer by the mailer are taxable if the processing service is taxable. For additional information, see "[Information for Sellers of Printed Advertising Material: Charges for Postage](#)."

**Sales for Resale**

When taxable printing or publishing services are purchased by a customer who intends to resell the printed tangible personal property, a seller is not required to collect Sales Tax if the purchaser issues an appropriate exemption certificate. A purchaser whose business is registered in New Jersey issues a fully completed **Resale Certificate (Form ST-3)** or **Streamlined Sales and Use Tax Agreement Certificate of Exemption (Form ST-SST)** when making purchases for resale.

**Qualified Out-of-State Sellers:** Qualified out-of-State sellers may make tax-exempt purchases in New Jersey of tangible personal property or services purchased for resale. When the qualified out-of-State seller picks up the tangible personal property from the seller's New Jersey location, or sends its own vehicle or messenger to pick up the item(s) in New Jersey, the qualified out-of-State seller may use the **Resale Certificate for Non-New Jersey Sellers (Form ST-3NR)** or **Streamlined Sales and Use Tax Agreement Certificate of Exemption (Form ST-SST)**. "Qualified out-of-State sellers" are sellers that (1) are not registered with New Jersey, (2) are not required to be registered with New Jersey, and (3) are registered with any other state. An out-of-State seller may not use an [ST-3NR](#) unless the purchase qualifies for exemption under New Jersey law. For more information on issuing and accepting exemption certificates, see Tax Topic Bulletin [S&U-6](#), *Sales Tax Exemption Administration*.

**For More Information**

For more information on printing and publishing industries and New Jersey Sales Tax, contact the Division's Customer Service Center at 609-292-6400, [email](#) us, or write to:

NEW JERSEY DIVISION OF TAXATION  
TECHNICAL INFORMATION UNIT  
P.O. BOX 281  
TRENTON N.J. 08695-0281

Many State tax forms and publications are available on our [website](#).