



2002 ECONOMIC CENSUS NEWSPAPER PUBLISHING

FORM
IN-51101

OMB No. 0607-0887: Approval Expires 09/30/2004

DUE DATE
FEBRUARY 12, 2003

Mail your completed form to:
U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47134-0001

IN-51101

Please read the accompanying information sheet(s) before answering the questions.

Need help or have questions about filling out this form?

Visit our Web site at www.census.gov/econhelp

Call 1-800-233-6136, between 8:00 a.m. and 8:00 p.m., Eastern time, Monday through Friday.

- OR -

Write to the address above. Include your 11-digit Census File Number (CFN) printed in the mailing address.

**INFORMATION COPY
DO NOT USE TO REPORT**

(Please correct any errors in this mailing address.)

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

- Use blue or black ink.
- Do not use pencil.
- Place an "X" inside the box.
- Please center numbers in their respective boxes. Examples:
- Do not put slashes through 0 or 7.

<input checked="" type="checkbox"/>	0	1	2	3	4	5	6	7	8	9
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The reporting unit for this form is an establishment. An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. For further clarification, see information sheet(s).

1 MONTHS IN OPERATION

Number of months in operation during 2002 (If none, mark "X" and go to 29.) 0002

Mark "X" if None		2002	
		Number of months	

2 EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification Number (EIN) shown in the mailing address the same as the one used for this establishment on its latest 2002 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021 Yes 0022 No - Enter current EIN (9 digits) → 0025 -

3 PHYSICAL LOCATION

A. Is this establishment's physical location the same as shown in the mailing address? (P.O. box and rural route addresses are not physical locations.)

0031 Yes

0032 No - Enter physical location →

0035 Number and street		
<input type="text"/>		
0036 City, town, village, etc.	0037 State	0038 ZIP Code
<input type="text"/>	<input type="text"/>	<input type="text"/>

B. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?

0041 Yes 0042 No 0043 No legal boundaries 0044 Do not know

C. Type of municipality where this establishment is physically located

0046 City, village, or borough 0047 Town or township 0048 Other or do not know



51101012

HOW TO REPORT DOLLAR FIGURES

Dollar figures should be rounded to thousands of dollars.

If a figure is \$1,025,628.79:

If a value is "0" (or less than \$500.00):

Mark "X" if None

Report

Report

2002		
\$ Mil.	Thou.	Dol.
1	0 2 6	

4 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None

Operating receipts. 0100

2002		
\$ Mil.	Thou.	Dol.

5 E-COMMERCE SALES, SHIPMENTS, RECEIPTS, OR REVENUE

A. Did this establishment have any e-commerce sales, receipts, and/or revenue in 2002? (E-commerce includes sales, receipts, and/or revenue from any transaction completed over an Internet, Extranet, Electronic Data Interchange (EDI) network, electronic mail, or other online system. Transactions are agreements between buyers and sellers to transfer ownership of, or rights to use, goods or services. Payment for these goods or services may or may not be made online. Please see the information sheet(s) for further clarification.)

0181 Yes - Go to line B

0182 No - Go to **6**

B. E-commerce sales, receipts, and/or revenue of this establishment (Include e-commerce sales, receipts, and/or revenue in **4**. Exclude sales taxes.) 0185

2002		
Estimates are acceptable		
\$ Mil.	Thou.	Dol.

6 EMPLOYMENT AND PAYROLL

Include:

- Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return, and filed under the Employer Identification Number (EIN) shown in the mailing address or corrected in **2**.

Exclude:

- Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.
- Temporary staffing obtained from a staffing service.

For further clarification, see information sheet(s).

Mark "X" if None

A. Number of employees for pay period including March 12 0320

2002	
Number	

B. Payroll before deductions (Exclude employer's cost for fringe benefits.)

Mark "X" if None

1. Annual payroll 0300

2. First quarter payroll (January-March, 2002). 0310

2002		
\$ Mil.	Thou.	Dol.



51101020

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

7 LEASED EMPLOYMENT AND PAYROLL

A. Did this establishment have any full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN?

Exclude:

- Temporary staffing obtained from a staffing service.
- Contractors, subcontractors, or independent contractors.
- Purchased or managed services, such as janitorial, guard, or landscape services.
- Professional or technical services purchased from another firm, such as software consulting, computer programming, engineering, or accounting services.
- Employees already reported in **6**.

For further clarification, see information sheet(s).

0241 Yes - Go to line B

0242 No - Go to **10**

Mark "X" if None

2002		
Number		

B. Number of leased employees for pay period including March 12 0370

C. Payroll for leased employees before deductions (Exclude employer's cost for fringe benefits.)

1. Annual payroll for leased employees 0350

2002		
\$ Mil.	Thou.	Dol.

Mark "X" if None

2. First quarter payroll for leased employees (January-March, 2002) 0360

2002		
\$ Mil.	Thou.	Dol.

8 - 9 Not Applicable.



51101038

10 INVENTORIES

(Report inventories using generally accepted accounting practices.)

A. Did this establishment have inventories at the end of 2001 or 2002?

0486 Yes - Go to line B

0487 No - Go to 11

B. Were inventories of this establishment subject to the Last-in, First-out (LIFO) method of valuation?

0481 Yes - Use the sum of the LIFO amount (E2) plus the LIFO reserve (E1) for completing lines C and D2. If you changed to LIFO for calendar year 2002, specify in the REMARKS section.

0482 No - Complete only lines C1 through D1. Line D1 should equal line C4.

C. Inventory by category	Mark "X" if None	End of 2002			Mark "X" if None	End of 2001			
		\$ Mil.	Thou.	Dol.		\$ Mil.	Thou.	Dol.	
1. Finished goods 0461	<input type="checkbox"/>				0471	<input type="checkbox"/>			
2. Work-in-process 0463	<input type="checkbox"/>				0473	<input type="checkbox"/>			
3. Materials, supplies, fuels, etc. 0462	<input type="checkbox"/>				0472	<input type="checkbox"/>			
4. Total inventories (Sum lines C1 through C3). 0460	<input type="checkbox"/>				0470	<input type="checkbox"/>			
D. Of the value on line C4 report:									
1. Amount not subject to LIFO costing (Report detail in 11). 0464	<input type="checkbox"/>				0474	<input type="checkbox"/>			
2. Amount subject to LIFO costing (gross) 0465	<input type="checkbox"/>				0475	<input type="checkbox"/>			
E. Of the value on line D2 report:									
1. Amount of LIFO reserve 0466	<input type="checkbox"/>				0476	<input type="checkbox"/>			
2. Amount of LIFO value (net) 0467	<input type="checkbox"/>				0477	<input type="checkbox"/>			

Note - The sum of lines D1 and D2 should equal line C4. The sum of lines E1 and E2 should equal line D2.

11 INVENTORY VALUATION

Methods of valuation for inventories not subject to LIFO costing at the end of 2002 (Using the inventory value reported in 10, line D1 above, report the breakdown of the value for end of 2002 according to the inventory valuation methods shown below.)

A. First-in, First-out (FIFO) 0491	Mark "X" if None	End of 2002		
		\$ Mil.	Thou.	Dol.
B. Average cost. 0492	<input type="checkbox"/>			
C. Standard cost 0493	<input type="checkbox"/>			
D. Other methods - Specify ↴				
0895 <input type="text"/>	<input type="checkbox"/>			
E. TOTAL (Sum of lines A through D should equal the value reported in 10, line D1 for end of 2002.) 0490	<input type="checkbox"/>			

12-17 Not Applicable.

51101046

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

18 KIND OF BUSINESS OR ACTIVITY
Principal kind of business or activity in 2002
(Mark "X" only ONE box.)

Newspaper publishing

- 0700 511 110 10 19 Newspaper publishers, including publishing and printing combined (Exclude publishing exclusively on the Internet.)
- 511 110 20 17 Internet newspaper publishers, publishing newspapers exclusively on the Internet
- 511 110 10 27 Advertising sales offices of newspaper publishing companies
- 511 110 10 35 Other newspaper branch offices - Specify ↴

0701

Other publishing, excluding newspaper publishing

- 777 511 01 12 Publishers, including shopping news, magazine, directory, map, book, etc. (Exclude publishing exclusively on the Internet.) - Specify type of content ↴

0701

- 777 510 00 30 Internet publishers, publishing exclusively on the Internet - Specify type of content ↴

0701

Other kind of business or activity

- 777 510 00 14 Printing plant, not engaged in publishing activities - Specify type of printing process ↴

0701

- 514 110 00 15 News syndicates, supplying the news media with information, such as news, reports, and pictures
- 711 510 00 B1 Journalist, including columnist and photographer
- 541 840 20 29 Independent publishers' advertising representatives
- 422 920 00 29 Wholesaling books, periodicals, or newspapers
- 773 000 00 28 Other kind of business or activity - Specify ↴

0701

19-21 Not Applicable.



51101053

HOW TO REPORT PERCENTS		2002			
		Estimates are acceptable. Report dollars OR percents.			
		\$ Mil.	Thou.	Dol.	Percent
If figure is 38.76% of total sales:		Report whole percents		3	9

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE
(Report receipts by source either as a dollar figure or as a whole percent of total receipts (reported in 4). See HOW TO REPORT DOLLAR FIGURES on page 2 and HOW TO REPORT PERCENTS above. Do not combine data for two or more receipts lines.)

Lines 1, 2, 3, 4, 5, and 6 - General newspapers - Include receipts from newspapers with a broad audience, and community newspapers.

Lines 1, 2, 3, 4, 5, and 6 - Specialized newspapers - Include receipts from newspapers that focus on a specific topic or theme. Exclude shopper's newspapers containing only consumer advertising.

Lines 1, 2, 3, 4, 5, and 6 - Daily - Include receipts from newspapers published at least four times a week.

Lines 1, 2, 3, 4, 5, and 6 - Other than daily - Include receipts from newspapers published less than four times a week.

Line 7 - Includes printing of books, magazines, newspapers, journals, brochures, newsletters, posters, etc.

Line 10 - Include receipts from the collecting, recording, and analyzing of data related to the marketing of goods and services.

Line 11a - Include receipts from the provision of access to review back issues of the newspaper.

Line 11b - Include receipts from the sale of back issues of newspapers.

Line 12 - Include receipts from the right to reproduce or adapt to another format, medium, language, or territory. Exclude outright sale of rights in perpetuity.

Line 13 - Rental or sale of lists including names, addresses, and other contact information created to market or promote to a specific group, such as those sharing a common interest, purchase history, etc. These lists are usually rented or sold for one time or limited use. Include receipts from services that may also be rendered through list brokers.

Line 14 - Merchandise purchased on own account for resale, either retail or wholesale.

Line 15 - Include receipts that may be generated from any of the following: sale of products, advertising, sponsorship, admissions, or management fees.

Line 16 - Include self-publishing authors, vanity book publishing, and technical services related to publishing, such as editing, proofreading, content development, research and writing, and word processing. The services may be bundled or separate. Printing and distribution services provided in combination with activities listed above are included. Exclude graphic design services.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2002			
		Estimates are acceptable. Report dollars OR percents.			
		\$ Mil.	Thou.	Dol.	Percent
0723	0720	0721		0722	
1. Newspapers - Print - Subscriptions and sales					
a. General newspapers					
(1) Daily	31001				
(2) Other than daily	31002				
(3) Sum lines 1a(1) and 1a(2)	31000				
b. Specialized newspapers					
(1) Daily	31011				
(2) Other than daily	31012				
(3) Sum lines 1b(1) and 1b(2)	31010				

CONTINUE WITH 22 ON PAGE 7

51101061

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Census use	2002			
		Estimates are acceptable. Report dollars OR percents.			
		\$ Mil.	Thou.	Dol.	Percent
0723	0720	0721			0722
2. Newspapers - Internet - Subscriptions and sales					
a. General newspapers					
(1) Daily	31021				
(2) Other than daily	31022				
(3) Sum lines 2a(1) and 2a(2)	31020				
b. Specialized newspapers					
(1) Daily	31031				
(2) Other than daily	31032				
(3) Sum lines 2b(1) and 2b(2)	31030				
3. Newspapers - Other media, including CD-ROM, diskette, audio cassette, and microform - Subscriptions and sales <i>(Exclude print and Internet.)</i>					
a. General newspapers					
(1) Daily	31041				
(2) Other than daily	31042				
(3) Sum lines 3a(1) and 3a(2)	31040				
b. Specialized newspapers					
(1) Daily	31051				
(2) Other than daily	31052				
(3) Sum lines 3b(1) and 3b(2)	31050				
4. Sale of print advertising space - Newspapers					
a. General newspapers					
(1) Daily	31061				
(2) Other than daily	31062				
(3) Sum lines 4a(1) and 4a(2)	31060				
b. Specialized newspapers					
(1) Daily	31071				
(2) Other than daily	31072				
(3) Sum lines 4b(1) and 4b(2)	31070				

CONTINUE WITH 22 ON PAGE 8

CONTINUE ON PAGE 8

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22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2002			
		Estimates are acceptable. Report dollars OR percents.			
		\$ Mil.	Thou.	Dol.	Percent
0723	0720	0721			0722
5. Sale of Internet advertising space - Newspapers					
a. General newspapers					
(1) Daily	31081				
(2) Other than daily	31082				
(3) Sum lines 5a(1) and 5a(2)	31080				
b. Specialized newspapers					
(1) Daily	31091				
(2) Other than daily	31092				
(3) Sum lines 5b(1) and 5b(2)	31090				
6. Sale of advertising space for other media - Newspapers					
a. General newspapers					
(1) Daily	31101				
(2) Other than daily	31102				
(3) Sum lines 6a(1) and 6a(2)	31100				
b. Specialized newspapers					
(1) Daily	31111				
(2) Other than daily	31112				
(3) Sum lines 6b(1) and 6b(2)	31110				
7. Printing services for others	31120				
8. Distribution of flyers, inserts, samples, etc., for others	31130				
9. Graphic design services	34600				
10. Market research services	36251				
11. Archival services					
a. Archival research	31161				
b. Archival material	31162				
c. Sum lines 11a and 11b	31160				
12. Sale or licensing of rights to content	31170				
13. Rental or sale of mailing lists	31180				

CONTINUE WITH **23** ON PAGE 9

CONTINUE ON PAGE 9

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If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Census use	2002			
		Estimates are acceptable. Report dollars OR percents.			
		\$ Mil.	Thou.	Dol.	Percent
0723	0720	0721			0722
14. Resale of merchandise	39029				
15. Convention, trade shows, and other special event production and/or management	37820				
16. Publishing services for others - <i>Specify</i> ↴ _____	31200				
17. Rental or lease of goods and/or equipment	39250				
18. Other Internet/web content publishing - <i>Specify type of content</i> ↴ _____	33851				
19. Other publishing, excluding newspaper publishing - <i>Specify type of content</i> ↴ _____	33801				
20. All other receipts - <i>Specify if more than 10 percent of total receipts</i> ↴ _____	39522				
21. TOTAL RECEIPTS - Sum of lines should equal 4 if reporting in dollars	39690				1 0 0

23-24 Not Applicable.

25 EXPORTS OF GOODS AND SERVICES

NOTE - An export is a tangible or intangible product (i.e., good, license agreement, reproduction right, service) that is sold or transferred to a customer or client (individual, government, business establishment, etc.) located **outside** the United States (i.e., outside the 50 States, District of Columbia, U.S. Commonwealth Territories, or U.S. possessions). Products transferred to, sold to, or services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.) are included. Products provided to domestic subsidiaries of foreign firms are excluded.

A. Did the receipts (reported in 4) include any amounts for exported goods or services?

0911 Yes - Go to line B

0912 No

B. Amount of receipts for exported goods or services. 0914

2002		
\$ Mil.	Thou.	Dol.

26-28 Not Applicable.



51101095

29 OPERATIONAL STATUS

Activity that best describes this establishment's status at the end of 2002
(Mark "X" only ONE box.)

0011 <input type="checkbox"/> In operation	0014 <input type="checkbox"/> Ceased operation - Give date at right →	0018	Month	Day	Year
0013 <input type="checkbox"/> Temporarily or seasonally inactive	0015 <input type="checkbox"/> Sold or leased to another operator - Give date at right AND enter new name and mailing address below ↴				

0060 Name of new owner or operator		0061 Employer Identification Number			
		Enter EIN of new owner (9 digits) →		-	
0062 Mailing address (number and street, P.O. Box, etc.)					
0063 City, town, village, etc.			0064 State	0065 ZIP Code	
				-	

Remarks (Please use this space for any explanations that may be essential in understanding your reported data.)

30 CERTIFICATION - This report is substantially accurate and was prepared in accordance with the instructions.

Is the time period covered by this report a calendar year?

0078 <input type="checkbox"/> Yes	0079 <input type="checkbox"/> No - Enter time period covered →	FROM	Month	Year	TO	Month	Year
		0070			0071		

0072 Name of person to contact regarding this report				0073 Title			

Telephone	Area code	Number		Extension	Fax	Area code	Number	
0074		-			0075		-	

0076 Internet e-mail address			Date completed	Month	Day	Year
			0069			

Thank you for completing your 2002 Economic Census form.
PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.

51101103