



2002 ECONOMIC CENSUS ADVERTISING AND RELATED SERVICES

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

PS-54110

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 Mark "X" if None

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

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		
0036 City, town, village, etc.	0037 State	0038 ZIP Code

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



54110010

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):

Report

Report

Mark "X" if None

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

4 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None

Operating receipts (Advertising agencies should report operating income, not gross billings.) 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**

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

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

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

2002	
Number	

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

Mark "X" if None

2002		
\$ Mil.	Thou.	Dol.

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

1. Annual payroll 0300

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



54110028

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 **13**

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.

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

Mark "X" if None

2002		
\$ Mil.	Thou.	Dol.

8 - 17 Not Applicable.

18 KIND OF BUSINESS OR ACTIVITY

Principal kind of business or activity in 2002
(Mark "X" only ONE box.)

Advertising agencies and related services

- 0700
- 541 810 00 11 Advertising agencies - creating advertising campaigns and placing advertising with media
 - 541 850 00 12 Outdoor advertising display services, including bulletins, posters, wall murals, and spectaculars
 - 541 850 00 20 Transit advertising display services
 - 541 850 00 38 Out of home advertising services
 - 541 820 00 19 Public relations agencies
 - 541 820 00 27 Lobbying services
 - 541 830 00 17 Media buying services - purchasing advertising time or space from media and reselling to advertising agencies or direct to individual companies
 - 541 840 10 21 Radio and television advertising representatives - independent of media owners
 - 541 840 20 11 Publishers' advertising representatives - independent of media owners
 - 777 541 10 23 Advertising sales office of broadcasting or publishing company - Specify type of media company ↴

0701

511 140 10 47 Mailing list compiler/publisher

CONTINUE WITH **18** ON PAGE 4

CONTINUE ON PAGE 4

54110036

18 KIND OF BUSINESS OR ACTIVITY - Continued

Advertising agencies and related services - Continued

- 0700 541 860 00 10 Direct mail advertising services, excluding mailing list services
- 541 860 00 28 Advertising material preparation services for mailing or other direct distribution
- 541 870 00 18 Advertising material distributor (delivery of advertising samples), excluding by mail
- 541 890 20 10 Advertising specialties goods distributor (*Sells goods featuring advertising or promotional messages such as pens, calendars, and key chains to clients*)
- 541 890 30 18 Sign painting and lettering shops
- 541 890 10 12 Welcoming services (*Provides coupons and advertising materials to new residents of community.*)
- 541 890 90 15 Other advertising related services - *Specify* ↴

0701

Other kind of business or activity

- 541 922 00 16 Commercial photography service
- 541 910 00 10 Marketing research and public opinion polling services
- 541 613 00 44 Marketing consulting services, providing advice and counsel to clients on marketing strategy, pricing, new product development, etc.
- 541 430 00 11 Graphic design services
- 541 430 00 29 Commercial art services
- 777 541 10 15 Printing (regardless of process) - *Specify* ↴

0701

- 773 000 00 10 Other kind of business or activity - *Specify* ↴

0701

19 CLASS OF CUSTOMER

Estimate the percentage of receipts (reported in 4) by class of customer.

2002	
Whole percent of receipts	
	%
	%
	%
	%
1 0 0	%

- 1. Business firms, farms, and not-for-profit organizations. 3108
- 2. Federal government 3105
- 3. State and local governments 3106
- 4. Individuals (*Include receipts from individually owned businesses on line 1.*) 3100
- 5. **TOTAL** (*Sum lines 1 through 4*)

20-21 Not Applicable.



54110044

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

HOW TO REPORT PERCENTS

If figure is **38.76%** of total sales:

Report whole percents

2002

Estimates are acceptable. Report dollars OR percents.

\$ Mil.	Thou.	Dol.	Percent
			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.)

Line 1 - Report commissions and/or negotiated fees for placing advertising in media; commissions or fees for materials supplied and services performed by other business organizations; and fees for services performed by this agency such as consultant fees, charges for special services performed in-agency, and other service fees.

Line 2 - Report fees from the specialized activity of creating the basic idea for an advertisement, which includes drafting the words or copy that will appear in the ad or be spoken by an actor; designing the layout for a print ad or the filming sequence of a television commercial. When such services are part of integrated or multiple ad agency services, report commissions and fees from the combined activities on line 1.

Line 3 - Report fees from providing a full range of public relations services (i.e. developing and implementing communications strategies with segments of the public to influence their attitudes and opinions) on line 3a. Include receipts from providing specialized services on lines 3b through 3f.

Line 4 - Include commissions and fees from purchasing advertising space or time from media and reselling to advertising agencies or others.

Line 5 - Report sale of advertising space or time on behalf of media companies.

Line 6 - Report receipts from leasing display advertising media space, including receipts from installation, maintenance, and removal of advertising substrate and related services.

Line 7 - Report receipts from providing services for direct mail advertising campaigns. Include receipts from providing a full-service campaign on line 7a. Include receipts from providing specialized services on lines 7b through 7e.

Line 8 - Report receipts from developing plans for specific promotional activities or campaigns to stimulate consumer purchasing and improve distribution efficiency, including fees for implementing the campaign.

Line 9 - Report receipts from developing strategies to send promotional messages directly to consumers, rather than via the mass media, such as by direct mail or telemarketing. Report receipts from developing and implementing direct mail campaigns on line 7.

Line 15 - Report sale of advertising specialties (key chains, magnets, etc.) bearing the name or logo of a business to promote its products or services. Include fees from the design of the specialty item and/or the coordination of production.

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
1. Advertising agency services - providing any combination of advertising services such as creative and production services, media planning and buying, research, marketing, and promotion services - along with placing advertising with media	36500				
2. Advertising creative services	36510				
3. Public relations services					
a. Full public relations services	36521				
b. Media relations services	36522				
c. Crisis management services	36523				
d. Lobbying services	36524				

CONTINUE WITH 22 ON PAGE 6

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

0723	Description of sales, shipments, receipts, or revenue	Cen- sus use	2002			
			Estimates are acceptable. Report dollars OR percents.			
			\$ Mil.	Thou.	Dol.	Percent
			0720	0721		0722
3.	Public relations services - Continued					
	e. Event management services	36525				
	f. Development/fundraising services	36526				
	g. Sum lines 3a through 3f	36520				
4.	Media planning and/or buying services	36530				
5.	Media representation services					
	a. Sale of advertising space in print media	36841				
	b. Sale of advertising time on television	36842				
	c. Sale of advertising time on radio	36843				
	d. Sale of advertising space in media other than print, television, or radio	36844				
	e. Sum lines 5a through 5d	36840				
6.	Display advertising services					
	a. Leased display advertising media space, large format (<i>e.g., bulletins, posters, wall murals, spectaculars</i>)	36541				
	b. Leased display advertising media space, transit	36542				
	c. Leased display advertising media space, street furniture and other urban fixtures	36543				
	d. Leased display advertising media space, other	36544				
	e. Sum lines 6a through 6d	36540				
7.	Direct mail advertising services					
	a. Full direct mail services	36551				
	b. Concept development for a direct mail advertising campaign services	36552				
	c. Mailing list support services	36553				
	d. Print services for direct mail advertising materials	36554				
	e. Letter shop services	36555				
	f. Sum lines 7a through 7e	36550				
8.	Sales promotion services	36560				
9.	Direct marketing services	36570				

CONTINUE WITH **22** ON PAGE 7

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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
10. Market research and public opinion polling services					
a. Market research services	36251				
b. Public opinion polling services	36252				
c. Sum lines 10a and 10b	36250				
11. Media monitoring and analysis services	36600				
12. Fulfillment services	36610				
13. Rental or sale of mailing lists	31180				
14. Distribution of advertising materials, other than by mail	36630				
15. Coordination of production and delivery of premiums (advertising specialties)	36640				
16. Display lettering services (sign painting)	36650				
17. Signs, custom fabrication, include banners, a-frame, neon, outdoor, etc..	36590				
18. Other services related to advertising - <i>Specify</i> ↴					
	36660				
19. Sales of merchandise - <i>Specify if more than 10 percent of total receipts</i> ↴					
	39053				
20. All other operating receipts - <i>Specify if more than 10 percent of total receipts</i> ↴					
	39548				
21. TOTAL OPERATING RECEIPTS - Sum of lines should equal 4 if reporting in dollars	39690				1 0 0

23-24 Not Applicable.

25 EXPORTED SERVICES

NOTE - An exported service is a service performed for 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). Services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.) are included. Services provided to domestic subsidiaries of foreign firms are excluded.

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

0911 Yes - Go to line B

0912 No

B. Amount of receipts or revenue for exported services 0914

2002		
\$ Mil.	Thou.	Dol.

54110077

26 SPECIAL INQUIRIES

A. SUPPORT SERVICES

Was this establishment primarily engaged in providing management, administrative, or support services to other establishments of the same company (rather than for the general public or other business firms) in 2002?

0998 Yes

0999 No

B. GROSS BILLINGS

(To be completed only by advertising agencies.)

Gross billings and costs associated with receipts reported in **22**, line 1.

Mark "X" if None

2002		
\$ Mil.	Thou.	Dol.

1. Sales of (billings for) advertising media 3030

2. Billings for advertising materials and other outside production services 3031

3. Cost of advertising media in line 1 above 3032

4. Purchases of advertising materials and services in line 2 above 3033

27-28 Not Applicable.

29 OPERATIONAL STATUS

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

0011 In operation

0014 Ceased operation - Give date at right →

0018	Month	Day	Year

0013 Temporarily or seasonally inactive

0015 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

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 Yes 0079 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.



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