



2002 ECONOMIC CENSUS

DIRECTORY AND MAILING LIST PUBLISHING

FORM
IN-51105

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

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.

IN-51105

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
-------------------------------------	---	---	---	---	---	---	---	---	---	---

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

2002	
Number of months	

Mark "X" if None

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



51105013

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

Mark "X" if None

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

4 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

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).

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

Mark "X" if None

2002	
Number	

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

1. Annual payroll 0300

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

Mark "X" if None

2002		
\$ Mil.	Thou.	Dol.



51105021

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	2002		
	\$ Mil.	Thou.	Dol.

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

8 - 9 Not Applicable.



51105039

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.

51105047

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.)

Directory, database, and mailing list publishing -- publishing collections on compilations of facts

- 0700 511 140 10 13 Directory and database publishers, including publishing and printing combined (Exclude publishing exclusively on the Internet.)
- 511 140 20 11 Internet directory and database publishers, publishing directories and databases exclusively on the Internet
- 511 140 10 21 Mailing list publishers, including publishing and printing combined (Exclude publishing exclusively on the Internet.)
- 511 140 20 29 Internet mailing list publishers, publishing mailing lists exclusively on the Internet
- 511 140 10 39 Advertising sales offices of directory and database publishing companies

Other publishing, excluding directory, database, and mailing list publishing

- 511 130 10 31 Encyclopedia publishers, including publishing and printing combined (Exclude publishing exclusively on the Internet.)
- 511 130 20 21 Internet encyclopedia publishers, publishing encyclopedias exclusively on the Internet
- 777 511 05 18 Other publishers, including newspaper, magazine, book, map, shopping news, etc. (Exclude publishing exclusively on the Internet.) - Specify type of content ↴

0701

- 777 510 00 63 Other Internet publishers, publishing exclusively on the Internet - Specify type of content ↴

0701

Internet service providers, web search portals, and other Internet-related services

- 514 191 00 17 Internet service providers (ISPs) - providing clients with access to the Internet
- 514 199 20 15 Web search portals - primarily engaged in operating web sites that enable Internet users to search the World Wide Web
- 514 199 10 17 Internet broadcasting - providing access to "webcasts" of concerts, sporting events, radio/television broadcasts, music, video, games, and related content "exclusively" over the Internet
- 514 210 00 63 Web site hosting services
- 514 210 00 71 Internet streaming services - providing media streaming services to Internet broadcasters and others on a contract basis
- 777 510 00 48 Other Internet-related services - Specify ↴

0701

Other kind of business or activity

- 561 410 00 39 Document preparation services, including editing, typing, and transcription
- 511 210 00 36 Computer software publisher

CONTINUE WITH 18 ON PAGE 6

18 KIND OF BUSINESS OR ACTIVITY - Continued

Other kind of business or activity - Continued

0700	541 840 20 29	<input type="checkbox"/>	Independent publishers' advertising representatives
	777 510 00 14	<input type="checkbox"/>	Printing plant, not engaged in publishing activities - <i>Specify type of printing process</i> ↘
0701	<input type="text"/>		
	773 000 00 28	<input type="checkbox"/>	Other kind of business or activity - <i>Specify</i> ↘
0701	<input type="text"/>		

19-21 Not Applicable.

HOW TO REPORT PERCENTS	If figure is 38.76% of total sales:	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** - 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 2** - Collections of systematically organized contact information. Include book format, printout, fax, or 3x5 cards. Include those with descriptive information on persons, organizations, publications, or other entities.
- Line 3** - Primary content is other than contact information. Include custom designed databases.
- Line 4** - Include receipts from the right to reproduce or adapt to another format, medium, language, or territory. Exclude outright sale of rights in perpetuity.
- Line 5** - 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.
- Line 6** - Includes printing of books, magazines, newspapers, journals, brochures, newsletters, posters, etc.
- Line 8** - Merchandise purchased on own account for resale, either retail or wholesale.

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. Mailing lists, rental or sale	31180				
2. Directories					
a. Directories - Print - Subscriptions and sales	31840				
b. Sale of advertising space in directories - Print					
(1) Telephone directories	31851				
(2) Other directories	31852				
(3) Sum lines 2b(1) and 2b(2)	31850				
c. Directories - Internet - Subscriptions and sales	31860				

CONTINUE WITH 22 ON PAGE 7

CONTINUE ON PAGE 7

51105062

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. Directories - Continued					
d. Sale of advertising space in directories - Internet	31870				
e. Directories - Other media, including CD-ROM, diskette, audio cassette, and microform - Subscriptions and sales (Exclude print and Internet.)	31880				
f. Sale of advertising space in directories - Other media, including CD-ROM, diskette, audio cassette, and microform (Exclude print and Internet.)	31890				
3. Databases and other collections of information					
a. Print - Subscriptions and sales	31900				
b. Sale of advertising space - Print	31910				
c. Internet - Subscriptions and sales	31920				
d. Sale of advertising space - Internet	31930				
e. Other media, including CD-ROM, diskette, audio cassette, and microform - Subscriptions and sales (Exclude print and Internet.)	31940				
f. Sale of advertising space - Other media, including CD-ROM, diskette, audio cassette, and microform (Exclude print and Internet.)	31950				
4. Sale or licensing of rights to content	31170				
5. Publishing services for others - Specify ↴					
	31200				
6. Printing services for others	31980				
7. Rental or lease of goods and/or equipment	39250				
8. Resale of merchandise	39034				
9. Other Internet/web content publishing - Specify type of content ↴					
	33855				
10. Other publishing - Specify type of content ↴					
	33805				
11. All other receipts - Specify if more than 10 percent of total receipts ↴					
	39526				
12. TOTAL RECEIPTS - Sum of lines should equal ④ if reporting in dollars	39690				1 0 0



51105070

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

2002		
\$ Mil.	Thou.	Dol.

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

26-28 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	

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 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.

51105088