



# 2002 ECONOMIC CENSUS

## GREETING CARD AND OTHER MISCELLANEOUS PUBLISHING

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](http://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-51104

**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**

Mark "X" if None  
2002  
Number of months

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

**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	
<input type="text"/>	<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

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.



51104024

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.



51104032

**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. <b>Total inventories</b> (Sum lines C1 through C3). . . . . 0460	<input type="checkbox"/>				0470	<input type="checkbox"/>			
<b>D.</b> Of the value on line C4 report:									
1. Amount not subject to LIFO costing (Report detail in <b>11</b> ). . . . . 0464	<input type="checkbox"/>				0474	<input type="checkbox"/>			
2. Amount subject to LIFO costing (gross) . . . . . 0465	<input type="checkbox"/>				0475	<input type="checkbox"/>			
<b>E.</b> 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 $\nabla$				
0895 <input type="text"/>	<input type="checkbox"/>			
E. <b>TOTAL</b> (Sum of lines A through D should equal the value reported in <b>10</b> , line D1 for end of 2002.) . . . . . 0490	<input type="checkbox"/>			

**12-17** Not Applicable.

51104040

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.)

Greeting card publishing

- 0700 511 191 10 11  Greeting card publishers, including publishing and printing combined (Exclude publishing exclusively on the Internet.)
- 511 191 20 19  Internet greeting card publishers, publishing greeting cards exclusively on the Internet

Other publishing, excluding greeting card publishing

- 511 199 10 13  Atlas/map publishers, including publishing and printing combined (Exclude publishing exclusively on the Internet.)
- 511 199 30 19  Internet atlas/map publishers, publishing atlases/maps exclusively on the Internet
- 511 120 30 13  Shopping news publishers, including publishing and printing combined (Exclude publishing exclusively on the Internet.)
- 511 199 20 11  Pattern publishing, including clothing patterns
- 511 199 20 29  Miscellaneous publishers, excluding newspaper, magazine, book, directory, database, music, software, and greeting card publishers (Exclude publishing exclusively on the Internet.) - Specify type of content ↴

0701

- 511 199 30 27  Internet miscellaneous publishers, excluding newspaper, magazine, book, directory, database, music, software, and greeting card publishers (Include 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

- 453 220 00 21  Greeting card store
- 422 120 00 27  Wholesaling greeting cards
- 561 410 00 39  Document preparation services, including editing, typing, and transcription
- 541 840 20 29  Independent publishers' advertising representatives
- 773 000 00 28  Other kind of business or activity - Specify ↴

0701

19-21 Not Applicable.



51104057

<b>HOW TO REPORT PERCENTS</b>		2002			
		Estimates are acceptable. Report dollars OR percents.			
		\$ Mil.	Thou.	Dol.	Percent
If figure is <b>38.76%</b> of total sales:		<b>Report whole percents</b>		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, and 3 - Miscellaneous publishing** - Include all other publishing, except newspaper, periodical, book, directory, database, music, and Internet publishing.

**Lines 1, 2, and 3 - Patterns** - Include sewing and clothing patterns.

**Lines 1, 2, and 3 - Atlases and gazetteers** - Include geographical dictionaries and indexes.

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

**Line 8** - Publishing books, periodicals, journals, etc. for others (including self-publishing writers) who maintain copyright and editorial control. Include vanity book publishing as well as technical services related to publishing, such as editing, proofreading, content development, research and writing, and word processing. Include printing and distribution if these activities are provided in combination with the activities listed above.

**Line 9** - 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 10** - Merchandise purchased on own account for resale, either retail or wholesale.

**Line 11** - Include receipts from the right to reproduce or adapt to another format, medium, language, or territory. Exclude outright sale of rights in perpetuity.

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
<b>1. Miscellaneous publishing - Print</b>					
<b>a. Greeting cards</b> . . . . .	31750				
<b>b. Calendars</b> . . . . .	31770				
<b>c. Patterns</b> . . . . .	31780				
<b>d. Yearbooks</b> . . . . .	32820				
<b>e. Posters</b> . . . . .	32830				
<b>f. Maps</b> . . . . .	31231				
<b>g. Atlases and gazetteers</b> . . . . .	31232				
<b>h. Other cards, including postcards and sports cards</b> . . . . .	31760				
<b>2. Miscellaneous publishing - Internet</b>					
<b>a. Greeting cards</b> . . . . .	31390				
<b>b. Calendars</b> . . . . .	31400				
<b>c. Patterns</b> . . . . .	31410				
<b>d. Yearbooks</b> . . . . .	32840				
<b>e. Posters</b> . . . . .	32850				



51104065

CONTINUE WITH 22 ON PAGE 7

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
<b>2.</b> Miscellaneous publishing - Internet - Continued					
<b>f.</b> Maps . . . . .	31291				
<b>g.</b> Atlases and gazetteers . . . . .	31292				
<b>h.</b> Other cards, including postcards and sports cards . . . . .	31420				
<b>3.</b> Miscellaneous publishing - Other media, including CD-ROM, diskette, audio cassette, and microform (Exclude print and Internet.)					
<b>a.</b> Greeting cards . . . . .	31430				
<b>b.</b> Calendars . . . . .	31440				
<b>c.</b> Patterns . . . . .	31450				
<b>d.</b> Yearbooks . . . . .	32860				
<b>e.</b> Posters . . . . .	32870				
<b>f.</b> Maps . . . . .	31351				
<b>g.</b> Atlases and gazetteers . . . . .	31352				
<b>h.</b> Other cards, including postcards and sports cards . . . . .	31460				
<b>4.</b> Sale of print advertising space - Specify type of publishing ↴					
	31790				
<b>5.</b> Sale of Internet advertising space - Specify type of publishing ↴					
	31970				
<b>6.</b> Sale of advertising space for other media, including CD-ROM, diskette, audio cassette, and microform (Exclude print and Internet.) - Specify type of publishing ↴					
	31500				
<b>7.</b> Printing services for others . . . . .	31120				
<b>8.</b> Publishing services for others - Specify ↴					
	31200				
<b>9.</b> Rental or sale of mailing lists . . . . .	31180				
<b>10.</b> Resale of merchandise . . . . .	39033				

CONTINUE WITH **22** ON PAGE 8

CONTINUE ON PAGE 8

51104073

**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
<b>11.</b> Sale or licensing of rights to content . . . . .	31170				
<b>12.</b> Rental or lease of goods and/or equipment . . . . .	39250				
<b>13.</b> Other Internet/web content publishing - <i>Specify type of content</i> ↴  	33854				
<b>14.</b> Other publishing - <i>Specify type of content</i> ↴  	33804				
<b>15.</b> All other receipts - <i>Specify if more than 10 percent of total receipts</i> ↴  	39525				
<b>16. TOTAL RECEIPTS - Sum of lines should equal ④ if reporting in dollars</b>	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

2002		
\$ Mil.	Thou.	Dol.

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

**26-28** Not Applicable.



51104081



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

**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.**

51104099