

# Advertising and Related Services: 2002

Issued October 2004

EC02-54I-08

## 2002 Economic Census

*Professional, Scientific, and Technical Services*

Industry Series



**USCENSUSBUREAU**

*Helping You Make Informed Decisions*

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU



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-- Not applicable for this report.

**Table 1. Summary Statistics for the United States: 2002**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	Kind of business	Estab-lishments (number)	Receipts/ revenue (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts/ revenue—	
							From admini-strative records <sup>1</sup>	Estimated <sup>2</sup>
5418	Advertising and related services .....	38 274	58 499 250	19 641 482	4 898 088	407 992	16.4	8.3
54181	Advertising agencies .....	12 415	21 881 122	9 729 113	2 459 837	156 648	8.0	8.2
541810	Advertising agencies .....	12 415	21 881 122	9 729 113	2 459 837	156 648	8.0	8.2
54182	Public relations agencies .....	6 860	6 245 456	2 676 453	643 818	45 143	28.9	11.4
541820	Public relations agencies .....	6 860	6 245 456	2 676 453	643 818	45 143	28.9	11.4
54183	Media buying services .....	953	1 180 996	467 433	113 960	8 028	13.9	9.5
541830	Media buying services .....	953	1 180 996	467 433	113 960	8 028	13.9	9.5
54184	Media representatives .....	2 436	2 859 013	883 551	220 371	19 078	27.2	9.8
541840	Media representatives .....	2 436	2 859 013	883 551	220 371	19 078	27.2	9.8
54185	Display advertising .....	2 589	4 525 208	910 979	225 818	22 239	15.7	6.6
541850	Display advertising .....	2 589	4 525 208	910 979	225 818	22 239	15.7	6.6
54186	Direct mail advertising .....	3 753	11 075 701	2 710 821	671 025	75 992	18.2	8.5
541860	Direct mail advertising .....	3 753	11 075 701	2 710 821	671 025	75 992	18.2	8.5
54187	Advertising material distribution services .....	656	1 308 078	323 868	78 130	9 024	14.2	5.1
541870	Advertising material distribution services .....	656	1 308 078	323 868	78 130	9 024	14.2	5.1
54189	Other services related to advertising .....	8 612	9 423 676	1 939 264	485 129	71 840	22.9	6.8
541890	Other services related to advertising .....	8 612	9 423 676	1 939 264	485 129	71 840	22.9	6.8

<sup>1</sup>Includes receipts/revenue information obtained from administrative records of other federal agencies.

<sup>2</sup>Includes receipts/revenue information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

**Table 2. Comparative Statistics for the United States (1997 NAICS Basis): 2002 and 1997**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 and 1997 Economic Censuses. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census.]

1997 NAICS code	Kind of business	Establishments (number)	Receipts/revenue (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)	
5418	Advertising and related services.....	2002..	38 274	58 499 250	19 641 482	407 992
		1997..	38 832	49 290 082	16 012 117	417 214
54181	Advertising agencies .....	2002..	12 415	21 881 122	9 729 113	156 648
541810	Advertising agencies .....	1997..	13 390	16 871 520	7 556 880	139 486
		2002..	12 415	21 881 122	9 729 113	156 648
54182	Public relations agencies .....	1997..	13 390	16 871 520	7 556 880	139 486
		2002..	6 860	6 245 456	2 676 453	45 143
541820	Public relations agencies .....	1997..	6 513	4 771 957	1 951 633	38 735
		2002..	6 860	6 245 456	2 676 453	45 143
54183	Media buying services .....	1997..	6 513	4 771 957	1 951 633	38 735
		2002..	953	1 180 996	467 433	8 028
541830	Media buying services .....	1997..	882	1 056 713	422 027	8 534
		2002..	953	1 180 996	467 433	8 028
541830	Media buying services .....	1997..	882	1 056 713	422 027	8 534
		2002..	2 436	2 859 013	883 551	19 078
54184	Media representatives .....	1997..	2 686	3 308 665	1 060 529	26 437
		2002..	2 436	2 859 013	883 551	19 078
541840	Media representatives .....	1997..	2 686	3 308 665	1 060 529	26 437
		2002..	2 589	4 525 208	910 979	22 239
54185	Display advertising .....	1997..	2 261	4 638 974	823 063	41 357
		2002..	2 589	4 525 208	910 979	22 239
541850	Display advertising .....	1997..	2 261	4 638 974	823 063	41 357
		2002..	3 753	11 075 701	2 710 821	75 992
54186	Direct mail advertising .....	1997..	3 454	8 672 214	2 426 572	85 669
		2002..	3 753	11 075 701	2 710 821	75 992
541860	Direct mail advertising .....	1997..	3 454	8 672 214	2 426 572	85 669
		2002..	656	1 308 078	323 868	9 024
54187	Advertising material distribution services .....	1997..	560	829 683	174 956	9 642
		2002..	656	1 308 078	323 868	9 024
541870	Advertising material distribution services .....	1997..	560	829 683	174 956	9 642
		2002..	8 612	9 423 676	1 939 264	71 840
54189	Other services related to advertising .....	1997..	9 086	9 140 356	1 596 457	67 354
		2002..	8 612	9 423 676	1 939 264	71 840
541890	Other services related to advertising .....	1997..	9 086	9 140 356	1 596 457	67 354

Note: The data in this table are based on the 2002 and 1997 Economic Censuses. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

**Table 3. Product Lines by Kind of Business for the United States: 2002**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts/revenue			Response coverage <sup>2</sup> (percent)
			Number	Total receipts/revenue (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All estab-lishments <sup>1</sup>	
5418		Advertising and related services .....	38 274	X	58 499 250	X	100.0	64.2
	31180	Mailing lists, rental or sale .....	506	689 175	27 236	4.0	Z	X
	36250	Market research and public opinion polling services .....	1 062	1 571 166	76 127	4.8	.1	62.8
	36251	Market research services .....	938	1 495 899	65 830	4.4	.1	X
	36252	Public opinion polling services .....	398	406 867	10 297	2.5	Z	X
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media .....	13 679	23 257 108	19 237 880	82.7	32.9	X
	36510	Advertising creative services .....	4 928	4 846 783	1 049 966	21.7	1.8	X
	36520	Public relations services .....	10 021	10 024 424	6 314 976	63.0	10.8	59.1
	36521	Full public relations services .....	7 570	8 437 580	4 440 545	52.6	7.6	X
	36522	Media relations services .....	2 099	2 299 932	466 510	20.3	.8	X
	36523	Crisis management services .....	1 334	1 554 349	167 550	10.8	.3	X
	36524	Lobbying services .....	2 063	1 655 202	970 787	58.7	1.7	X
	36525	Event management services .....	1 482	1 524 616	196 700	12.9	.3	X
	36526	Development/fundraising services .....	459	388 825	62 030	16.0	.1	X
	36530	Media planning and/or buying services .....	2 857	3 456 855	1 389 006	40.2	2.4	X
	36540	Display advertising services .....	3 414	5 263 033	4 467 968	84.9	7.6	46.0
	36541	Leased display advertising media space, large format .....	2 782	4 504 176	3 500 226	77.7	6.0	X
	36542	Leased display advertising media space, transit .....	590	1 932 627	478 077	24.7	.8	X
	36543	Leased display advertising media space, street furniture and other urban fixtures .....	230	134 713	54 113	40.2	.1	X
	36544	Leased display advertising media space, other .....	327	535 073	435 552	81.4	.7	X
	36550	Direct mail advertising services .....	6 233	13 482 105	10 596 521	78.6	18.1	52.1
	36551	Full direct mail services .....	3 783	9 847 342	7 242 162	73.5	12.4	X
	36552	Concept development for a direct mail advertising campaign services .....	2 190	2 581 042	412 438	16.0	.7	X
	36553	Mailing list support services .....	1 479	2 363 076	473 794	20.1	.8	X
	36554	Print services for direct mail advertising materials .....	2 150	3 578 405	909 904	25.4	1.6	X
	36555	Letter shop services .....	1 650	3 322 381	1 558 223	46.9	2.7	X
	36560	Sales promotion services .....	1 366	1 635 402	254 138	15.5	.4	X
	36570	Direct marketing services .....	1 091	1 681 410	250 048	14.9	.4	X
	36590	Signs, custom fabrication, include banners, a-frame, neon, outdoor, etc. ....	3 140	1 758 157	743 570	42.3	1.3	X
	36600	Media monitoring and analysis services .....	433	360 214	31 409	8.7	.1	X
	36610	Fulfillment services .....	743	1 630 685	307 169	18.8	.5	X
	36630	Distribution of advertising materials, other than by mail .....	1 009	1 815 480	1 373 531	75.7	2.3	X
	36640	Coordination of production and delivery of premiums (advertising specialties) .....	5 292	7 236 224	6 173 134	85.3	10.6	X
	36650	Display lettering services (sign painting) .....	1 389	446 676	215 138	48.2	.4	X
	36660	Other services related to advertising .....	2 694	4 049 646	2 023 543	50.0	3.5	X
	36840	Media representation services .....	4 584	4 780 130	3 238 947	67.8	5.5	61.5
	36841	Sale of advertising space in print media .....	3 098	3 114 900	1 535 388	49.3	2.6	X
	36842	Sale of advertising time on television .....	1 693	2 359 300	1 204 675	51.1	2.1	X
	36843	Sale of advertising time on radio .....	1 545	1 584 492	329 625	20.8	.6	X
	36844	Sale of advertising space in media other than print, television, or radio .....	737	841 706	169 259	20.1	.3	X
	39000	Merchandise sales .....	1 160	1 302 302	320 820	24.6	.5	61.1
	39053	Sales of merchandise, not specified by type .....	1 160	1 302 302	320 820	24.6	.5	X
	39500	All other receipts .....	2 360	3 698 310	406 506	11.0	.7	61.1
	39548	All other operating receipts .....	2 360	3 698 310	406 506	11.0	.7	X
54181		Advertising agencies .....	12 415	X	21 881 122	X	100.0	64.8
	31180	Mailing lists, rental or sale .....	252	176 528	3 709	2.1	Z	X
	36250	Market research and public opinion polling services .....	818	1 286 977	46 478	3.6	.2	63.3
	36251	Market research services .....	768	1 256 965	42 328	3.4	.2	X
	36252	Public opinion polling services .....	291	312 285	4 150	1.3	Z	X
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media .....	12 341	21 881 122	18 934 441	86.5	86.5	X
	36510	Advertising creative services .....	3 819	3 815 764	952 041	25.0	4.4	X
	36520	Public relations services .....	2 875	3 490 201	367 681	10.5	1.7	63.4
	36521	Full public relations services .....	2 418	3 248 784	289 699	8.9	1.3	X
	36522	Media relations services .....	475	702 787	47 031	6.7	.2	X
	36523	Crisis management services .....	149	183 585	4 820	2.6	Z	X
	36524	Lobbying services .....	102	64 359	4 559	7.1	Z	X
	36525	Event management services .....	455	473 167	16 965	3.6	.1	X
	36526	Development/fundraising services .....	102	62 544	4 607	7.4	Z	X
	36530	Media planning and/or buying services .....	1 543	1 792 997	228 682	12.8	1.0	X
	36540	Display advertising services .....	753	698 695	27 276	3.9	.1	63.6
	36541	Leased display advertising media space, large format .....	626	628 204	21 645	3.4	.1	X
	36542	Leased display advertising media space, transit .....	131	114 188	1 876	1.6	Z	X
	36543	Leased display advertising media space, street furniture and other urban fixtures .....	60	9 859	355	3.6	Z	X
	36544	Leased display advertising media space, other .....	26	28 605	3 400	11.9	Z	X
	36550	Direct mail advertising services .....	1 938	1 865 877	248 320	13.3	1.1	63.8
	36551	Full direct mail services .....	927	1 157 329	112 539	9.7	.5	X
	36552	Concept development for a direct mail advertising campaign services .....	1 254	868 920	62 142	7.2	.3	X
	36553	Mailing list support services .....	298	251 614	12 808	5.1	.1	X
	36554	Print services for direct mail advertising materials .....	752	532 577	56 860	10.7	.3	X
	36555	Letter shop services .....	127	160 839	3 971	2.5	Z	X
	36560	Sales promotion services .....	725	911 445	112 595	12.4	.5	X
	36570	Direct marketing services .....	537	978 216	80 083	8.2	.4	X
	36590	Signs, custom fabrication, include banners, a-frame, neon, outdoor, etc. ....	364	436 630	20 730	4.7	.1	X
	36600	Media monitoring and analysis services .....	112	156 454	15 929	10.2	.1	X
	36610	Fulfillment services .....	314	286 068	18 229	6.4	.1	X
	36630	Distribution of advertising materials, other than by mail .....	82	178 056	14 620	8.2	.1	X

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts/revenue			Response coverage <sup>2</sup> (percent)
			Number	Total receipts/revenue (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments <sup>1</sup>	
54181		Advertising agencies—Con.						
	36640	Coordination of production and delivery of premiums (advertising specialties).....	680	590 028	17 675	3.0	.1	X
	36650	Display lettering services (sign painting).....	134	57 606	655	1.1	Z	X
	36660	Other services related to advertising.....	686	1 111 976	113 468	10.2	.5	X
	36840	Media representation services.....	1 608	1 588 320	467 620	29.4	2.1	63.3
	36841	Sale of advertising space in print media.....	1 367	1 388 176	202 664	14.6	.9	X
	36842	Sale of advertising time on television.....	822	1 109 203	133 731	12.1	.6	X
	36843	Sale of advertising time on radio.....	1 031	1 237 635	114 035	9.2	.5	X
	36844	Sale of advertising space in media other than print, television, or radio.....	507	561 312	17 190	3.1	.1	X
	39000	Merchandise sales.....	415	435 320	53 898	12.4	.2	62.7
	39053	Sales of merchandise, not specified by type.....	415	435 320	53 898	12.4	.2	X
	39500	All other receipts.....	698	1 135 979	156 892	13.8	.7	63.7
	39548	All other operating receipts.....	698	1 135 979	156 892	13.8	.7	X
541810		Advertising agencies.....	12 415	X	21 881 122	X	100.0	64.8
	31180	Mailing lists, rental or sale.....	252	176 528	3 709	2.1	Z	X
	36250	Market research and public opinion polling services.....	818	1 286 977	46 478	3.6	.2	63.3
	36251	Market research services.....	768	1 256 965	42 328	3.4	.2	X
	36252	Public opinion polling services.....	291	312 285	4 150	1.3	Z	X
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media.....	12 341	21 881 122	18 934 441	86.5	86.5	X
	36510	Advertising creative services.....	3 819	3 815 764	952 041	25.0	4.4	X
	36520	Public relations services.....	2 875	3 490 201	367 681	10.5	1.7	63.4
	36521	Full public relations services.....	2 418	3 248 784	289 699	8.9	1.3	X
	36522	Media relations services.....	475	702 787	47 031	6.7	.2	X
	36523	Crisis management services.....	149	183 585	4 820	2.6	Z	X
	36524	Lobbying services.....	102	64 359	4 559	7.1	Z	X
	36525	Event management services.....	455	473 167	16 965	3.6	.1	X
	36526	Development/fundraising services.....	102	62 544	4 607	7.4	Z	X
	36530	Media planning and/or buying services.....	1 543	1 792 997	228 682	12.8	1.0	X
	36540	Display advertising services.....	753	698 695	27 276	3.9	.1	63.6
	36541	Leased display advertising media space, large format.....	626	628 204	21 645	3.4	.1	X
	36542	Leased display advertising media space, transit.....	131	114 188	1 876	1.6	Z	X
	36543	Leased display advertising media space, street furniture and other urban fixtures.....	60	9 859	355	3.6	Z	X
	36544	Leased display advertising media space, other.....	26	28 605	3 400	11.9	Z	X
	36550	Direct mail advertising services.....	1 938	1 865 877	248 320	13.3	1.1	63.8
	36551	Full direct mail services.....	927	1 157 329	112 539	9.7	.5	X
	36552	Concept development for a direct mail advertising campaign services.....	1 254	868 920	62 142	7.2	.3	X
	36553	Mailing list support services.....	298	251 614	12 808	5.1	.1	X
	36554	Print services for direct mail advertising materials.....	752	532 577	56 860	10.7	.3	X
	36555	Letter shop services.....	127	160 839	3 971	2.5	Z	X
	36560	Sales promotion services.....	725	911 445	112 595	12.4	.5	X
	36570	Direct marketing services.....	537	978 216	80 083	8.2	.4	X
	36590	Signs, custom fabrication, include banners, a-frame, neon, outdoor, etc.....	364	436 630	20 730	4.7	.1	X
	36600	Media monitoring and analysis services.....	112	156 454	15 929	10.2	.1	X
	36610	Fulfillment services.....	314	286 068	18 329	6.4	.1	X
	36630	Distribution of advertising materials, other than by mail.....	82	178 056	14 620	8.2	.1	X
	36640	Coordination of production and delivery of premiums (advertising specialties).....	680	590 028	17 675	3.0	.1	X
	36650	Display lettering services (sign painting).....	134	57 606	655	1.1	Z	X
	36660	Other services related to advertising.....	686	1 111 976	113 468	10.2	.5	X
	36840	Media representation services.....	1 608	1 588 320	467 620	29.4	2.1	63.3
	36841	Sale of advertising space in print media.....	1 367	1 388 176	202 664	14.6	.9	X
	36842	Sale of advertising time on television.....	822	1 109 203	133 731	12.1	.6	X
	36843	Sale of advertising time on radio.....	1 031	1 237 635	114 035	9.2	.5	X
	36844	Sale of advertising space in media other than print, television, or radio.....	507	561 312	17 190	3.1	.1	X
	39000	Merchandise sales.....	415	435 320	53 898	12.4	.2	62.7
	39053	Sales of merchandise, not specified by type.....	415	435 320	53 898	12.4	.2	X
	39500	All other receipts.....	698	1 135 979	156 892	13.8	.7	63.7
	39548	All other operating receipts.....	698	1 135 979	156 892	13.8	.7	X
54182		Public relations agencies.....	6 860	X	6 245 456	X	100.0	62.9
	36250	Market research and public opinion polling services.....	198	227 959	27 542	12.1	.4	61.9
	36251	Market research services.....	142	196 843	22 270	11.3	.4	X
	36252	Public opinion polling services.....	75	79 296	5 272	6.6	.1	X
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media.....	672	598 252	123 473	20.6	2.0	X
	36510	Advertising creative services.....	474	368 482	33 850	9.2	.5	X
	36520	Public relations services.....	6 838	6 245 456	5 878 787	94.1	94.1	57.2
	36521	Full public relations services.....	5 110	5 110 407	4 117 168	80.6	65.9	X
	36522	Media relations services.....	1 571	1 581 974	418 624	26.5	6.7	X
	36523	Crisis management services.....	1 182	1 370 628	162 723	11.9	2.6	X
	36524	Lobbying services.....	1 961	1 590 843	966 228	60.7	15.5	X
	36525	Event management services.....	942	925 327	156 668	16.9	2.5	X
	36526	Development/fundraising services.....	354	323 202	57 376	17.8	.9	X
	36530	Media planning and/or buying services.....	214	192 985	21 797	11.3	.3	X

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts/revenue			Response coverage <sup>2</sup> (percent)
			Number	Total receipts/revenue (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All estab-lishments <sup>1</sup>	
54182		Public relations agencies—Con.						
	36550	Direct mail advertising services .....	236	192 298	22 733	11.8	.4	62.9
	36551	Full direct mail services .....	70	80 609	10 332	12.8	.2	X
	36552	Concept development for a direct mail advertising campaign services .....	128	99 508	4 874	4.9	.1	X
	36553	Mailing list support services .....	103	53 495	4 154	7.8	.1	X
	36554	Print services for direct mail advertising materials .....	29	19 332	3 368	17.4	.1	X
	36560	Sales promotion services .....	187	83 127	11 242	13.5	.2	X
	36570	Direct marketing services .....	112	105 860	10 867	10.3	.2	X
	36590	Signs, custom fabrication, include banners, a-frame, neon, outdoor, etc.....	43	75 570	6 620	8.8	.1	X
	36600	Media monitoring and analysis services .....	283	176 621	13 927	7.9	.2	X
	36640	Coordination of production and delivery of premiums (advertising specialties) .....	61	32 789	1 436	4.4	Z	X
	36660	Other services related to advertising .....	76	92 308	7 869	8.5	.1	X
	36840	Media representation services .....	211	114 604	14 989	13.1	.2	62.6
	36841	Sale of advertising space in print media .....	156	80 223	4 165	5.2	.1	X
	36842	Sale of advertising time on television .....	89	64 208	6 004	9.4	.1	X
	36843	Sale of advertising time on radio .....	85	61 573	4 458	7.2	.1	X
	36844	Sale of advertising space in media other than print, television, or radio .....	37	13 618	362	2.7	Z	X
	39000	Merchandise sales .....	11	10 992	125	1.1	Z	62.9
	39053	Sales of merchandise, not specified by type .....	11	10 992	125	1.1	Z	X
	39500	All other receipts .....	647	519 559	70 199	13.5	1.1	62.0
	39548	All other operating receipts .....	647	519 559	70 199	13.5	1.1	X
541820		Public relations agencies .....	6 860	X	6 245 456	X	100.0	62.9
	36250	Market research and public opinion polling services .....	198	227 959	27 542	12.1	.4	61.9
	36251	Market research services .....	142	196 843	22 270	11.3	.4	X
	36252	Public opinion polling services .....	75	79 296	5 272	6.6	.1	X
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media .....	672	598 252	123 473	20.6	2.0	X
	36510	Advertising creative services .....	474	368 482	33 850	9.2	.5	X
	36520	Public relations services .....	6 838	6 245 456	5 878 787	94.1	94.1	57.2
	36521	Full public relations services .....	5 110	5 110 407	4 117 168	80.6	65.9	X
	36522	Media relations services .....	1 571	1 581 974	418 624	26.5	6.7	X
	36523	Crisis management services .....	1 182	1 370 628	162 723	11.9	2.6	X
	36524	Lobbying services .....	1 961	1 590 843	966 228	60.7	15.5	X
	36525	Event management services .....	942	925 327	156 668	16.9	2.5	X
	36526	Development/fundraising services .....	354	323 202	57 376	17.8	.9	X
	36530	Media planning and/or buying services .....	214	192 985	21 797	11.3	.3	X
	36550	Direct mail advertising services .....	236	192 298	22 733	11.8	.4	62.9
	36551	Full direct mail services .....	70	80 609	10 332	12.8	.2	X
	36552	Concept development for a direct mail advertising campaign services .....	128	99 508	4 874	4.9	.1	X
	36553	Mailing list support services .....	103	53 495	4 154	7.8	.1	X
	36554	Print services for direct mail advertising materials .....	29	19 332	3 368	17.4	.1	X
	36560	Sales promotion services .....	187	83 127	11 242	13.5	.2	X
	36570	Direct marketing services .....	112	105 860	10 867	10.3	.2	X
	36590	Signs, custom fabrication, include banners, a-frame, neon, outdoor, etc.....	43	75 570	6 620	8.8	.1	X
	36600	Media monitoring and analysis services .....	283	176 621	13 927	7.9	.2	X
	36640	Coordination of production and delivery of premiums (advertising specialties) .....	61	32 789	1 436	4.4	Z	X
	36660	Other services related to advertising .....	76	92 308	7 869	8.5	.1	X
	36840	Media representation services .....	211	114 604	14 989	13.1	.2	62.6
	36841	Sale of advertising space in print media .....	156	80 223	4 165	5.2	.1	X
	36842	Sale of advertising time on television .....	89	64 208	6 004	9.4	.1	X
	36843	Sale of advertising time on radio .....	85	61 573	4 458	7.2	.1	X
	36844	Sale of advertising space in media other than print, television, or radio .....	37	13 618	362	2.7	Z	X
	39000	Merchandise sales .....	11	10 992	125	1.1	Z	62.9
	39053	Sales of merchandise, not specified by type .....	11	10 992	125	1.1	Z	X
	39500	All other receipts .....	647	519 559	70 199	13.5	1.1	62.0
	39548	All other operating receipts .....	647	519 559	70 199	13.5	1.1	X
54183		Media buying services .....	953	X	1 180 996	X	100.0	61.0
	36250	Market research and public opinion polling services .....	35	44 181	1 335	3.0	.1	61.0
	36251	Market research services .....	21	32 140	692	2.2	.1	X
	36252	Public opinion polling services .....	28	13 188	643	4.9	.1	X
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media .....	115	74 604	30 056	40.3	2.5	X
	36510	Advertising creative services .....	21	18 105	213	1.2	Z	X
	36520	Public relations services .....	56	26 773	2 551	9.5	.2	59.6
	36521	Full public relations services .....	26	6 736	311	4.6	Z	X
	36522	Media relations services .....	30	6 411	640	10.0	.1	X
	36525	Event management services .....	43	24 583	1 600	6.5	.1	X
	36530	Media planning and/or buying services .....	945	1 180 996	1 085 087	91.9	91.9	X
	36540	Display advertising services .....	24	18 683	543	2.9	Z	61.0
	36541	Leased display advertising media space, large format .....	24	18 683	543	2.9	Z	X
	36560	Sales promotion services .....	21	9 920	1 027	10.4	.1	X
	36570	Direct marketing services .....	21	4 488	980	21.8	.1	X
	36600	Media monitoring and analysis services .....	14	5 846	1 039	17.8	.1	X
	36630	Distribution of advertising materials, other than by mail .....	14	16 109	1 252	7.8	.1	X
	36640	Coordination of production and delivery of premiums (advertising specialties) .....	10	5 126	201	3.9	Z	X
	36660	Other services related to advertising .....	10	26 336	4 783	18.2	.4	X

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

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2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts/revenue			Response coverage <sup>2</sup> (percent)
			Number	Total receipts/revenue (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments <sup>1</sup>	
54183		Media buying services—Con.						
	36840	Media representation services	129	34 461	8 078	23.4	.7	61.0
	36841	Sale of advertising space in print media	7	491	123	25.1	Z	X
	36842	Sale of advertising time on television	101	27 750	7 401	26.7	.6	X
	36843	Sale of advertising time on radio	14	5 540	410	7.4	Z	X
	36844	Sale of advertising space in media other than print, television, or radio	14	1 147	144	12.6	Z	X
	39500	All other receipts	21	302 323	42 835	14.2	3.6	61.0
	39548	All other operating receipts	21	302 323	42 835	14.2	3.6	X
541830		Media buying services	953	X	1 180 996	X	100.0	61.0
	36250	Market research and public opinion polling services	35	44 181	1 335	3.0	.1	61.0
	36251	Market research services	21	32 140	692	2.2	.1	X
	36252	Public opinion polling services	28	13 188	643	4.9	.1	X
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media	115	74 604	30 056	40.3	2.5	X
	36510	Advertising creative services	21	18 105	213	1.2	Z	X
	36520	Public relations services	56	26 773	2 551	9.5	.2	59.6
	36521	Full public relations services	26	6 736	311	4.6	Z	X
	36522	Media relations services	30	6 411	640	10.0	.1	X
	36525	Event management services	43	24 583	1 600	6.5	.1	X
	36530	Media planning and/or buying services	945	1 180 996	1 085 087	91.9	91.9	X
	36540	Display advertising services	24	18 683	543	2.9	Z	61.0
	36541	Leased display advertising media space, large format	24	18 683	543	2.9	Z	X
	36560	Sales promotion services	21	9 920	1 027	10.4	.1	X
	36570	Direct marketing services	21	4 488	980	21.8	.1	X
	36600	Media monitoring and analysis services	14	5 846	1 039	17.8	.1	X
	36630	Distribution of advertising materials, other than by mail	14	16 109	1 252	7.8	.1	X
	36640	Coordination of production and delivery of premiums (advertising specialties)	10	5 126	201	3.9	Z	X
	36660	Other services related to advertising	10	26 336	4 783	18.2	.4	X
	36840	Media representation services	129	34 461	8 078	23.4	.7	61.0
	36841	Sale of advertising space in print media	7	491	123	25.1	Z	X
	36842	Sale of advertising time on television	101	27 750	7 401	26.7	.6	X
	36843	Sale of advertising time on radio	14	5 540	410	7.4	Z	X
	36844	Sale of advertising space in media other than print, television, or radio	14	1 147	144	12.6	Z	X
	39500	All other receipts	21	302 323	42 835	14.2	3.6	61.0
	39548	All other operating receipts	21	302 323	42 835	14.2	3.6	X
54184		Media representatives	2 436	X	2 859 013	X	100.0	53.8
	31180	Mailing lists, rental or sale	25	17 563	2 594	14.8	.1	X
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media	85	109 687	17 069	15.6	.6	X
	36510	Advertising creative services	59	77 653	16 573	21.3	.6	X
	36520	Public relations services	60	108 128	45 605	42.2	1.6	X
	36530	Media planning and/or buying services	42	100 946	4 514	4.5	.2	X
	36550	Direct mail advertising services	131	39 742	6 038	15.2	.2	48.7
	36551	Full direct mail services	11	22 238	694	3.1	Z	X
	36552	Concept development for a direct mail advertising campaign services	126	28 519	4 620	16.2	.2	X
	36554	Print services for direct mail advertising materials	10	15 944	724	4.5	Z	X
	36560	Sales promotion services	37	17 454	2 024	11.6	.1	X
	36570	Direct marketing services	11	32 310	9 660	29.9	.3	X
	36600	Media monitoring and analysis services	19	17 746	450	2.5	Z	X
	36610	Fulfillment services	13	27 586	3 265	11.8	.1	X
	36630	Distribution of advertising materials, other than by mail	11	14 331	2 937	20.5	.1	X
	36640	Coordination of production and delivery of premiums (advertising specialties)	23	17 636	2 627	14.9	.1	X
	36660	Other services related to advertising	74	120 127	19 833	16.5	.7	X
	36840	Media representation services	2 436	2 859 013	2 712 249	94.9	94.9	50.8
	36841	Sale of advertising space in print media	1 404	1 479 156	1 302 508	88.1	45.6	X
	36842	Sale of advertising time on television	677	1 147 116	1 054 033	91.9	36.9	X
	36843	Sale of advertising time on radio	409	278 383	210 653	75.7	7.4	X
	36844	Sale of advertising space in media other than print, television, or radio	143	248 753	145 055	58.3	5.1	X
	39000	Merchandise sales	24	25 543	6 198	24.3	.2	53.8
	39053	Sales of merchandise, not specified by type	24	25 543	6 198	24.3	.2	X
	39500	All other receipts	104	123 199	7 361	6.0	.3	53.8
	39548	All other operating receipts	104	123 199	7 361	6.0	.3	X
541840		Media representatives	2 436	X	2 859 013	X	100.0	53.8
	31180	Mailing lists, rental or sale	25	17 563	2 594	14.8	.1	X
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media	85	109 687	17 069	15.6	.6	X
	36510	Advertising creative services	59	77 653	16 573	21.3	.6	X
	36520	Public relations services	60	108 128	45 605	42.2	1.6	X
	36530	Media planning and/or buying services	42	100 946	4 514	4.5	.2	X
	36550	Direct mail advertising services	131	39 742	6 038	15.2	.2	48.7
	36551	Full direct mail services	11	22 238	694	3.1	Z	X
	36552	Concept development for a direct mail advertising campaign services	126	28 519	4 620	16.2	.2	X
	36554	Print services for direct mail advertising materials	10	15 944	724	4.5	Z	X
	36560	Sales promotion services	37	17 454	2 024	11.6	.1	X
	36570	Direct marketing services	11	32 310	9 660	29.9	.3	X
	36600	Media monitoring and analysis services	19	17 746	450	2.5	Z	X

See footnotes at end of table.



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			Number	Total receipts/revenue (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments <sup>1</sup>	
541840		Media representatives—Con.						
	36610	Fulfillment services	13	27 586	3 265	11.8	.1	X
	36630	Distribution of advertising materials, other than by mail	11	14 331	2 937	20.5	.1	X
	36640	Coordination of production and delivery of premiums (advertising specialties)	23	17 636	2 627	14.9	.1	X
	36660	Other services related to advertising	74	120 127	19 833	16.5	.7	X
	36840	Media representation services	2 436	2 859 013	2 712 249	94.9	94.9	50.8
	36841	Sale of advertising space in print media	1 404	1 479 156	1 302 508	88.1	45.6	X
	36842	Sale of advertising time on television	677	1 147 116	1 054 033	91.9	36.9	X
	36843	Sale of advertising time on radio	409	278 383	210 653	75.7	7.4	X
	36844	Sale of advertising space in media other than print, television, or radio	143	248 753	145 055	58.3	5.1	X
	39000	Merchandise sales	24	25 543	6 198	24.3	.2	53.8
	39053	Sales of merchandise, not specified by type	24	25 543	6 198	24.3	.2	X
	39500	All other receipts	104	123 199	7 361	6.0	.3	53.8
	39548	All other operating receipts	104	123 199	7 361	6.0	.3	X
54185		Display advertising	2 589	X	4 525 208	X	100.0	51.6
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media	169	56 067	6 969	12.4	.2	X
	36510	Advertising creative services	99	99 871	5 838	5.8	.1	X
	36520	Public relations services	49	6 607	226	3.4	Z	X
	36540	Display advertising services	2 586	4 525 208	4 437 101	98.1	98.1	34.2
	36541	Leased display advertising media space, large format	2 093	3 842 083	3 475 669	90.5	76.8	X
	36542	Leased display advertising media space, transit	445	1 815 921	475 968	26.2	10.5	X
	36543	Leased display advertising media space, street furniture and other urban fixtures	168	124 262	53 734	43.2	1.2	X
	36544	Leased display advertising media space, other	293	502 072	431 730	86.0	9.5	X
	36550	Direct mail advertising services	21	5 340	226	4.2	Z	51.6
	36555	Letter shop services	21	5 340	226	4.2	Z	X
	36590	Signs, custom fabrication, include banners, a-frame, neon, outdoor, etc.	173	228 478	17 694	7.7	.4	X
	36630	Distribution of advertising materials, other than by mail	16	7 783	2 806	36.1	.1	X
	36640	Coordination of production and delivery of premiums (advertising specialties)	21	19 413	815	4.2	Z	X
	36660	Other services related to advertising	25	71 363	16 924	23.7	.4	X
	36840	Media representation services	62	11 720	3 846	32.8	.1	51.6
	36841	Sale of advertising space in print media	33	2 418	423	17.5	Z	X
	36844	Sale of advertising space in media other than print, television, or radio	29	9 300	3 423	36.8	.1	X
	39000	Merchandise sales	107	48 193	8 462	17.6	.2	29.3
	39053	Sales of merchandise, not specified by type	107	48 193	8 462	17.6	.2	X
	39500	All other receipts	388	609 138	23 712	3.9	.5	49.8
	39548	All other operating receipts	388	609 138	23 712	3.9	.5	X
541850		Display advertising	2 589	X	4 525 208	X	100.0	51.6
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media	169	56 067	6 969	12.4	.2	X
	36510	Advertising creative services	99	99 871	5 838	5.8	.1	X
	36520	Public relations services	49	6 607	226	3.4	Z	X
	36540	Display advertising services	2 586	4 525 208	4 437 101	98.1	98.1	34.2
	36541	Leased display advertising media space, large format	2 093	3 842 083	3 475 669	90.5	76.8	X
	36542	Leased display advertising media space, transit	445	1 815 921	475 968	26.2	10.5	X
	36543	Leased display advertising media space, street furniture and other urban fixtures	168	124 262	53 734	43.2	1.2	X
	36544	Leased display advertising media space, other	293	502 072	431 730	86.0	9.5	X
	36550	Direct mail advertising services	21	5 340	226	4.2	Z	51.6
	36555	Letter shop services	21	5 340	226	4.2	Z	X
	36590	Signs, custom fabrication, include banners, a-frame, neon, outdoor, etc.	173	228 478	17 694	7.7	.4	X
	36630	Distribution of advertising materials, other than by mail	16	7 783	2 806	36.1	.1	X
	36640	Coordination of production and delivery of premiums (advertising specialties)	21	19 413	815	4.2	Z	X
	36660	Other services related to advertising	25	71 363	16 924	23.7	.4	X
	36840	Media representation services	62	11 720	3 846	32.8	.1	51.6
	36841	Sale of advertising space in print media	33	2 418	423	17.5	Z	X
	36844	Sale of advertising space in media other than print, television, or radio	29	9 300	3 423	36.8	.1	X
	39000	Merchandise sales	107	48 193	8 462	17.6	.2	29.3
	39053	Sales of merchandise, not specified by type	107	48 193	8 462	17.6	.2	X
	39500	All other receipts	388	609 138	23 712	3.9	.5	49.8
	39548	All other operating receipts	388	609 138	23 712	3.9	.5	X
54186		Direct mail advertising	3 753	X	11 075 701	X	100.0	73.3
	31180	Mailing lists, rental or sale	229	495 084	20 933	4.2	.2	X
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media	115	346 116	65 236	18.8	.6	X
	36510	Advertising creative services	170	294 281	33 227	11.3	.3	X
	36520	Public relations services	64	32 341	4 652	14.4	Z	X
	36530	Media planning and/or buying services	23	175 218	46 961	26.8	.4	X

See footnotes at end of table.

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			Number	Total receipts/revenue (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments <sup>1</sup>	
54186		Direct mail advertising—Con.						
	36550	Direct mail advertising services .....	3 724	11 075 701	10 285 006	92.9	92.9	57.0
	36551	Full direct mail services .....	2 700	8 522 863	7 101 560	83.3	64.1	X
	36552	Concept development for a direct mail advertising campaign services .....	653	1 403 624	337 968	24.1	3.1	X
	36553	Mailing list support services .....	1 062	2 046 457	456 556	22.3	4.1	X
	36554	Print services for direct mail advertising materials .....	1 310	2 953 889	842 453	28.5	7.6	X
	36555	Letter shop services .....	1 446	3 130 325	1 546 469	49.4	14.0	X
	36560	Sales promotion services .....	181	257 510	48 955	19.0	.4	X
	36570	Direct marketing services .....	286	447 458	121 500	27.2	1.1	X
	36590	Signs, custom fabrication, include banners, a-frame, neon, outdoor, etc. ....	18	44 081	1 329	3.0	Z	X
	36610	Fulfillment services .....	216	858 367	228 492	26.6	2.1	X
	36630	Distribution of advertising materials, other than by mail .....	128	227 052	34 224	15.1	.3	X
	36640	Coordination of production and delivery of premiums (advertising specialties) .....	35	58 147	15 174	26.1	.1	X
	36660	Other services related to advertising .....	206	476 809	36 882	7.7	.3	X
	36840	Media representation services .....	78	145 867	27 911	19.1	.3	68.3
	36841	Sale of advertising space in print media .....	78	145 867	24 405	16.7	.2	X
	39000	Merchandise sales .....	41	149 743	44 303	29.6	.4	73.3
	39053	Sales of merchandise, not specified by type .....	41	149 743	44 303	29.6	.4	X
	39500	All other receipts .....	126	538 722	60 916	11.3	.6	72.9
	39548	All other operating receipts .....	126	538 722	60 916	11.3	.6	X
541860		Direct mail advertising .....	3 753	X	11 075 701	X	100.0	73.3
	31180	Mailing lists, rental or sale .....	229	495 084	20 933	4.2	.2	X
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media .....	115	346 116	65 236	18.8	.6	X
	36510	Advertising creative services .....	170	294 281	33 227	11.3	.3	X
	36520	Public relations services .....	64	32 341	4 652	14.4	Z	X
	36530	Media planning and/or buying services .....	23	175 218	46 961	26.8	.4	X
	36550	Direct mail advertising services .....	3 724	11 075 701	10 285 006	92.9	92.9	57.0
	36551	Full direct mail services .....	2 700	8 522 863	7 101 560	83.3	64.1	X
	36552	Concept development for a direct mail advertising campaign services .....	653	1 403 624	337 968	24.1	3.1	X
	36553	Mailing list support services .....	1 062	2 046 457	456 556	22.3	4.1	X
	36554	Print services for direct mail advertising materials .....	1 310	2 953 889	842 453	28.5	7.6	X
	36555	Letter shop services .....	1 446	3 130 325	1 546 469	49.4	14.0	X
	36560	Sales promotion services .....	181	257 510	48 955	19.0	.4	X
	36570	Direct marketing services .....	286	447 458	121 500	27.2	1.1	X
	36590	Signs, custom fabrication, include banners, a-frame, neon, outdoor, etc. ....	18	44 081	1 329	3.0	Z	X
	36610	Fulfillment services .....	216	858 367	228 492	26.6	2.1	X
	36630	Distribution of advertising materials, other than by mail .....	128	227 052	34 224	15.1	.3	X
	36640	Coordination of production and delivery of premiums (advertising specialties) .....	35	58 147	15 174	26.1	.1	X
	36660	Other services related to advertising .....	206	476 809	36 882	7.7	.3	X
	36840	Media representation services .....	78	145 867	27 911	19.1	.3	68.3
	36841	Sale of advertising space in print media .....	78	145 867	24 405	16.7	.2	X
	39000	Merchandise sales .....	41	149 743	44 303	29.6	.4	73.3
	39053	Sales of merchandise, not specified by type .....	41	149 743	44 303	29.6	.4	X
	39500	All other receipts .....	126	538 722	60 916	11.3	.6	72.9
	39548	All other operating receipts .....	126	538 722	60 916	11.3	.6	X
54187		Advertising material distribution services .....	656	X	1 308 078	X	100.0	68.0
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media .....	16	4 382	249	5.7	Z	X
	36550	Direct mail advertising services .....	13	17 463	4 696	26.9	.4	X
	36560	Sales promotion services .....	46	23 127	889	3.8	.1	X
	36570	Direct marketing services .....	46	13 735	5 285	38.5	.4	X
	36630	Distribution of advertising materials, other than by mail .....	655	1 308 078	1 283 956	98.2	98.2	X
	36660	Other services related to advertising .....	20	10 059	1 975	19.6	.2	X
	39500	All other receipts .....	33	47 182	7 391	15.7	.6	68.0
	39548	All other operating receipts .....	33	47 182	7 391	15.7	.6	X
541870		Advertising material distribution services .....	656	X	1 308 078	X	100.0	68.0
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media .....	16	4 382	249	5.7	Z	X
	36550	Direct mail advertising services .....	13	17 463	4 696	26.9	.4	X
	36560	Sales promotion services .....	46	23 127	889	3.8	.1	X
	36570	Direct marketing services .....	46	13 735	5 285	38.5	.4	X
	36630	Distribution of advertising materials, other than by mail .....	655	1 308 078	1 283 956	98.2	98.2	X
	36660	Other services related to advertising .....	20	10 059	1 975	19.6	.2	X
	39500	All other receipts .....	33	47 182	7 391	15.7	.6	68.0
	39548	All other operating receipts .....	33	47 182	7 391	15.7	.6	X
54189		Other services related to advertising .....	8 612	X	9 423 676	X	100.0	62.1
	36250	Market research and public opinion polling services .....	11	12 049	772	6.4	Z	62.1
	36251	Market research services .....	7	9 951	540	5.4	Z	X
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media .....	166	186 878	60 387	32.3	.6	X
	36510	Advertising creative services .....	286	172 627	8 224	4.8	.1	X
	36520	Public relations services .....	76	114 683	15 356	13.4	.2	30.6
	36525	Event management services .....	11	59 474	7 732	13.0	.1	X

See footnotes at end of table.

**Table 3. Product Lines by Kind of Business for the United States: 2002—Con.**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts/revenue			Response coverage <sup>2</sup> (percent)
			Number	Total receipts/revenue (\$1,000)	Amount <sup>1</sup> (\$1,000)	As percent of total receipts/revenue of—		
						Establishments with the product line	All establishments <sup>1</sup>	
54189		Other services related to advertising—Con.						
	36530	Media planning and/or buying services .....	86	13 577	1 965	14.5	Z	X
	36540	Display advertising services .....	51	20 447	3 048	14.9	Z	62.1
	36541	Leased display advertising media space, large format .....	39	15 206	2 369	15.6	Z	X
	36542	Leased display advertising media space, transit .....	14	2 518	233	9.3	Z	X
	36544	Leased display advertising media space, other .....	8	4 396	422	9.6	Z	X
	36550	Direct mail advertising services .....	170	285 684	29 502	10.3	.3	61.6
	36551	Full direct mail services .....	75	64 303	17 037	26.5	.2	X
	36552	Concept development for a direct mail advertising campaign services .....	29	180 471	2 834	1.6	Z	X
	36553	Mailing list support services .....	12	9 959	256	2.6	Z	X
	36554	Print services for direct mail advertising materials .....	45	55 689	6 410	11.5	.1	X
	36555	Letter shop services .....	50	10 527	2 965	28.2	Z	X
	36560	Sales promotion services .....	165	331 552	76 908	23.2	.8	X
	36570	Direct marketing services .....	74	98 076	21 673	22.1	.2	X
	36590	Signs, custom fabrication, include banners, a-frame, neon, outdoor, etc. ....	2 537	969 969	697 168	71.9	7.4	X
	36610	Fulfillment services .....	193	447 422	56 850	12.7	.6	X
	36630	Distribution of advertising materials, other than by mail .....	103	64 071	33 736	52.7	.4	X
	36640	Coordination of production and delivery of premiums (advertising specialties) .....	4 462	6 513 085	6 135 206	94.2	65.1	X
	36650	Display lettering services (sign painting) .....	1 252	386 859	214 470	55.4	2.3	X
	36660	Other services related to advertising .....	1 597	2 140 668	1 821 809	85.1	19.3	X
	36840	Media representation services .....	60	26 145	4 254	16.3	Z	57.9
	36841	Sale of advertising space in print media .....	53	18 569	1 100	5.9	Z	X
	36843	Sale of advertising time on radio .....	6	1 361	69	5.1	Z	X
	36844	Sale of advertising space in media other than print, television, or radio .....	7	7 576	3 085	40.7	Z	X
	39000	Merchandise sales .....	556	616 740	203 467	33.0	2.2	58.9
	39053	Sales of merchandise, not specified by type .....	556	616 740	203 467	33.0	2.2	X
	39500	All other receipts .....	343	422 208	37 200	8.8	.4	42.1
	39548	All other operating receipts .....	343	422 208	37 200	8.8	.4	X
541890		Other services related to advertising .....	8 612	X	9 423 676	X	100.0	62.1
	36250	Market research and public opinion polling services .....	11	12 049	772	6.4	Z	62.1
	36251	Market research services .....	7	9 951	540	5.4	Z	X
	36500	Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing, & promotion serv - along w/ placing advertising w/ media .....	166	186 878	60 387	32.3	.6	X
	36510	Advertising creative services .....	286	172 627	8 224	4.8	.1	X
	36520	Public relations services .....	76	114 683	15 356	13.4	.2	30.6
	36525	Event management services .....	11	59 474	7 732	13.0	.1	X
	36530	Media planning and/or buying services .....	86	13 577	1 965	14.5	Z	X
	36540	Display advertising services .....	51	20 447	3 048	14.9	Z	62.1
	36541	Leased display advertising media space, large format .....	39	15 206	2 369	15.6	Z	X
	36542	Leased display advertising media space, transit .....	14	2 518	233	9.3	Z	X
	36544	Leased display advertising media space, other .....	8	4 396	422	9.6	Z	X
	36550	Direct mail advertising services .....	170	285 684	29 502	10.3	.3	61.6
	36551	Full direct mail services .....	75	64 303	17 037	26.5	.2	X
	36552	Concept development for a direct mail advertising campaign services .....	29	180 471	2 834	1.6	Z	X
	36553	Mailing list support services .....	12	9 959	256	2.6	Z	X
	36554	Print services for direct mail advertising materials .....	45	55 689	6 410	11.5	.1	X
	36555	Letter shop services .....	50	10 527	2 965	28.2	Z	X
	36560	Sales promotion services .....	165	331 552	76 908	23.2	.8	X
	36570	Direct marketing services .....	74	98 076	21 673	22.1	.2	X
	36590	Signs, custom fabrication, include banners, a-frame, neon, outdoor, etc. ....	2 537	969 969	697 168	71.9	7.4	X
	36610	Fulfillment services .....	193	447 422	56 850	12.7	.6	X
	36630	Distribution of advertising materials, other than by mail .....	103	64 071	33 736	52.7	.4	X
	36640	Coordination of production and delivery of premiums (advertising specialties) .....	4 462	6 513 085	6 135 206	94.2	65.1	X
	36650	Display lettering services (sign painting) .....	1 252	386 859	214 470	55.4	2.3	X
	36660	Other services related to advertising .....	1 597	2 140 668	1 821 809	85.1	19.3	X
	36840	Media representation services .....	60	26 145	4 254	16.3	Z	57.9
	36841	Sale of advertising space in print media .....	53	18 569	1 100	5.9	Z	X
	36843	Sale of advertising time on radio .....	6	1 361	69	5.1	Z	X
	36844	Sale of advertising space in media other than print, television, or radio .....	7	7 576	3 085	40.7	Z	X
	39000	Merchandise sales .....	556	616 740	203 467	33.0	2.2	58.9
	39053	Sales of merchandise, not specified by type .....	556	616 740	203 467	33.0	2.2	X
	39500	All other receipts .....	343	422 208	37 200	8.8	.4	42.1
	39548	All other operating receipts .....	343	422 208	37 200	8.8	.4	X

<sup>1</sup>Product line receipts/revenue and product line percents may not sum to total due to exclusion of selected lines to avoid disclosing data for individual companies, due to rounding, and/or due to exclusion of lines that did not meet publication criteria.

<sup>2</sup>Receipts/revenue of establishments reporting product lines as percent of total receipts/revenue.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

**Table 4. Concentration by Largest Firms for the United States: 2002**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only firms and establishments of firms with payroll. Excludes data for corporate, subsidiary, and regional managing offices and establishments of these firms that are classified in other categories than those specified in this table. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For method of assignment to categories shown, see Appendix C. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	Kind of business and largest firms based on receipts/revenue	Establishments (number)	Receipts/revenue		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
5418	Advertising and related services						
	All firms .....	38 274	58 499 250	100.0	19 641 482	4 898 088	407 992
	4 largest firms .....	844	9 442 380	16.1	4 004 875	1 045 475	54 938
	8 largest firms .....	1 164	12 288 501	21.0	4 543 579	1 191 033	63 309
	20 largest firms .....	1 478	16 742 224	28.6	5 924 130	1 573 961	84 788
	50 largest firms .....	1 758	20 094 944	34.4	6 875 214	1 807 590	105 653
54181	Advertising agencies						
	All firms .....	12 415	21 881 122	100.0	9 729 113	2 459 837	156 648
	4 largest firms .....	611	7 363 692	33.7	3 464 337	914 806	44 529
	8 largest firms .....	651	9 017 313	41.2	4 061 544	1 079 921	52 087
	20 largest firms .....	799	10 560 307	48.3	4 753 747	1 258 200	61 695
	50 largest firms .....	886	11 606 696	53.0	5 206 936	1 369 377	68 868
541810	Advertising agencies						
	All firms .....	12 415	21 881 122	100.0	9 729 113	2 459 837	156 648
	4 largest firms .....	611	7 363 692	33.7	3 464 337	914 806	44 529
	8 largest firms .....	651	9 017 313	41.2	4 061 544	1 079 921	52 087
	20 largest firms .....	799	10 560 307	48.3	4 753 747	1 258 200	61 695
	50 largest firms .....	886	11 606 696	53.0	5 206 936	1 369 377	68 868
54182	Public relations agencies						
	All firms .....	6 860	6 245 456	100.0	2 676 453	643 818	45 143
	4 largest firms .....	146	1 090 425	17.5	572 853	147 287	7 487
	8 largest firms .....	173	1 317 912	21.1	686 825	177 145	8 999
	20 largest firms .....	212	1 700 121	27.2	811 384	204 100	10 411
	50 largest firms .....	287	2 114 615	33.9	989 872	246 000	13 829
541820	Public relations agencies						
	All firms .....	6 860	6 245 456	100.0	2 676 453	643 818	45 143
	4 largest firms .....	146	1 090 425	17.5	572 853	147 287	7 487
	8 largest firms .....	173	1 317 912	21.1	686 825	177 145	8 999
	20 largest firms .....	212	1 700 121	27.2	811 384	204 100	10 411
	50 largest firms .....	287	2 114 615	33.9	989 872	246 000	13 829
54183	Media buying services						
	All firms .....	953	1 180 996	100.0	467 433	113 960	8 028
	4 largest firms .....	68	347 450	29.4	127 890	33 144	2 271
	8 largest firms .....	94	450 895	38.2	173 791	45 351	3 118
	20 largest firms .....	109	580 218	49.1	226 597	58 489	3 884
	50 largest firms .....	140	756 036	64.0	306 484	75 955	4 790
541830	Media buying services						
	All firms .....	953	1 180 996	100.0	467 433	113 960	8 028
	4 largest firms .....	68	347 450	29.4	127 890	33 144	2 271
	8 largest firms .....	94	450 895	38.2	173 791	45 351	3 118
	20 largest firms .....	109	580 218	49.1	226 597	58 489	3 884
	50 largest firms .....	140	756 036	64.0	306 484	75 955	4 790
54184	Media representatives						
	All firms .....	2 436	2 859 013	100.0	883 551	220 371	19 078
	4 largest firms .....	107	482 668	16.9	171 570	40 888	2 734
	8 largest firms .....	204	750 987	26.3	259 050	68 486	3 801
	20 largest firms .....	266	1 070 345	37.4	380 800	98 872	5 912
	50 largest firms .....	334	1 392 573	48.7	452 181	116 905	7 227
541840	Media representatives						
	All firms .....	2 436	2 859 013	100.0	883 551	220 371	19 078
	4 largest firms .....	107	482 668	16.9	171 570	40 888	2 734
	8 largest firms .....	204	750 987	26.3	259 050	68 486	3 801
	20 largest firms .....	266	1 070 345	37.4	380 800	98 872	5 912
	50 largest firms .....	334	1 392 573	48.7	452 181	116 905	7 227
54185	Display advertising						
	All firms .....	2 589	4 525 208	100.0	910 979	225 818	22 239
	4 largest firms .....	306	2 039 684	45.1	290 822	73 837	6 123
	8 largest firms .....	336	2 312 637	51.1	337 950	86 260	6 962
	20 largest firms .....	364	2 714 172	60.0	445 787	115 020	8 906
	50 largest firms .....	435	3 099 143	68.5	536 895	136 446	10 716
541850	Display advertising						
	All firms .....	2 589	4 525 208	100.0	910 979	225 818	22 239
	4 largest firms .....	306	2 039 684	45.1	290 822	73 837	6 123
	8 largest firms .....	336	2 312 637	51.1	337 950	86 260	6 962
	20 largest firms .....	364	2 714 172	60.0	445 787	115 020	8 906
	50 largest firms .....	435	3 099 143	68.5	536 895	136 446	10 716
54186	Direct mail advertising						
	All firms .....	3 753	11 075 701	100.0	2 710 821	671 025	75 992
	4 largest firms .....	69	2 271 546	20.5	254 537	72 656	6 121
	8 largest firms .....	104	2 882 723	26.0	436 288	118 980	10 570
	20 largest firms .....	126	3 841 903	34.7	693 450	184 930	16 585
	50 largest firms .....	186	5 080 916	45.9	1 027 621	268 832	25 189

See footnotes at end of table.

**Table 4. Concentration by Largest Firms for the United States: 2002—Con.**

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only firms and establishments of firms with payroll. Excludes data for corporate, subsidiary, and regional managing offices and establishments of these firms that are classified in other categories than those specified in this table. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For method of assignment to categories shown, see Appendix C. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	Kind of business and largest firms based on receipts/revenue	Establishments (number)	Receipts/revenue		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
541860	Direct mail advertising						
	All firms .....	3 753	11 075 701	100.0	2 710 821	671 025	75 992
	4 largest firms .....	69	2 271 546	20.5	254 537	72 656	6 121
	8 largest firms .....	104	2 882 723	26.0	436 288	118 980	10 570
	20 largest firms .....	126	3 841 903	34.7	693 450	184 930	16 585
	50 largest firms .....	186	5 080 916	45.9	1 027 621	268 832	25 189
54187	Advertising material distribution services						
	All firms .....	656	1 308 078	100.0	323 868	78 130	9 024
	4 largest firms .....	64	566 954	43.3	151 607	34 912	2 698
	8 largest firms .....	70	692 243	52.9	179 115	41 672	3 632
	20 largest firms .....	103	893 975	68.3	227 816	53 025	5 027
	50 largest firms .....	140	1 067 254	81.6	266 877	65 061	6 457
541870	Advertising material distribution services						
	All firms .....	656	1 308 078	100.0	323 868	78 130	9 024
	4 largest firms .....	64	566 954	43.3	151 607	34 912	2 698
	8 largest firms .....	70	692 243	52.9	179 115	41 672	3 632
	20 largest firms .....	103	893 975	68.3	227 816	53 025	5 027
	50 largest firms .....	140	1 067 254	81.6	266 877	65 061	6 457
54189	Other services related to advertising						
	All firms .....	8 612	9 423 676	100.0	1 939 264	485 129	71 840
	4 largest firms .....	29	704 904	7.5	65 259	17 809	1 225
	8 largest firms .....	81	1 091 783	11.6	147 460	37 303	6 632
	20 largest firms .....	235	1 766 516	18.7	290 347	73 567	15 130
	50 largest firms .....	312	2 682 974	28.5	492 566	126 832	21 795
541890	Other services related to advertising						
	All firms .....	8 612	9 423 676	100.0	1 939 264	485 129	71 840
	4 largest firms .....	29	704 904	7.5	65 259	17 809	1 225
	8 largest firms .....	81	1 091 783	11.6	147 460	37 303	6 632
	20 largest firms .....	235	1 766 516	18.7	290 347	73 567	15 130
	50 largest firms .....	312	2 682 974	28.5	492 566	126 832	21 795

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.