



2007 ECONOMIC CENSUS

Greeting Card and Other Miscellaneous Publishing

DUE DATE
FEBRUARY 12, 2008

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

IN-51104

**INFORMATION COPY
DO NOT USE TO REPORT**

(Please correct any errors in this mailing address.)

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

Need help or have questions about filling out this form?

Visit www.census.gov/econhelp

Call 1-800-233-6136, between 8:00 a.m. and 6:00 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.

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 ballpoint pen.
 - Do not use pencil or felt-tip pen.
 - Place an "X" inside the box.
 - Please center numbers in their respective boxes.
 - Do not put slashes through 0 or 7.
- Examples: 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 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 2007 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021 Yes - Go to **2** 0022 No - Enter current EIN (9 digits) → 0025 -

2 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 - Go to line B

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"/>

B. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.? (Mark "X" only ONE box.)

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

C. In what type of municipality is this establishment physically located? (Mark "X" only ONE box.)

0046 City, village, or borough 0047 Town or township 0048 Other 0024 Do not know

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3 OPERATIONAL STATUS

Which ONE of the following best describes this establishment's operational status at the end of 2007?
(Mark "X" only ONE box.)

0011 In operation 0013 Temporarily or seasonally inactive

0014 Ceased operation - Give date at right _____ →

Month	Day	Year

0015 Sold or leased to another operator - Give date at right _____ →

Month	Day	Year

AND enter name and address of new owner or operator and Employer Identification Number (EIN) below ↴

0060 Name of new owner or operator	0061 EIN (9 digits)
	-

0062 Mailing address (Number and street, P.O. Box, etc.)

0063 City, town, village, etc.	0064 State	0065 ZIP Code
		-

0016 Other - Specify _____ → 0815 _____

4 MONTHS IN OPERATION

Mark "X" if None

2007
Number

Number of months in operation during 2007 (If none, mark "X" and go to 50.) 0002

HOW TO REPORT DOLLAR FIGURES	▶	Dollar figures should be rounded to thousands of dollars.	Mark "X" if None	2007			
		If a figure is \$1,025,628.79 :	Report → <input type="checkbox"/>	\$ Bil.	Mil.	Thou.	Dol.
		If a value is "0" (or less than \$500.00):	Report → <input checked="" type="checkbox"/>		1 0 2 6		

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None

2007
Number

Operating receipts 0100

6 Not Applicable.

7 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 1.
- Exclude:**
- Temporary staffing obtained from a staffing service.
 - Contractors, subcontractors, or independent contractors.
 - Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.
 - 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.

For further clarification, see information sheet(s).

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

B. Payroll before deductions (Exclude employer's cost for fringe benefits.)											2007			
										Mark "X" if None	\$ Bil.	Mil.	Thou.	Dol.
										1. Annual payroll 0300 <input type="checkbox"/>				
2. First quarter payroll (January-March, 2007) 0310 <input type="checkbox"/>														

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

8 Not Applicable.

9 VALUE OF INVENTORIES

A. Did this establishment own inventories, regardless of where held, at the end of 2007 and/or 2006?

0486 Yes - Go to line B

0487 No - Go to 19

B. Report inventories owned by this establishment as of December 31.

	Mark "X" if None	End of 2007				Mark "X" if None	End of 2006				
		\$ Bil.	Mil.	Thou.	Dol.		\$ Bil.	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 before Last-in, First-out (LIFO) adjustment (if any) (Add lines B1 through B3) 0460	<input type="checkbox"/>					0470	<input type="checkbox"/>				
5. LIFO reserve (if any) 0466	<input type="checkbox"/>					0476	<input type="checkbox"/>				
6. Total inventories after LIFO adjustment (Line B4 minus line B5) 0468	<input type="checkbox"/>					0469	<input type="checkbox"/>				

10 INVENTORIES BY VALUATION METHOD

Report how much of the inventory reported in 9, line B4 for 2007 is subject to the following valuation methods.

	Mark "X" if None	2007			
		\$ Bil.	Mil.	Thou.	Dol.
A. LIFO valuation method before adjustment 0244	<input type="checkbox"/>				
B. First-in, First-out (FIFO) 0491	<input type="checkbox"/>				
C. Average cost 0492	<input type="checkbox"/>				
D. Standard cost 0493	<input type="checkbox"/>				
E. Other valuation method - Specify method ↴					
0895 <input type="text"/>	<input type="checkbox"/>				
F. TOTAL (Add lines A through E. Total should equal 9, line B4.) 0490	<input type="checkbox"/>				

11-18 Not Applicable.

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19 KIND OF BUSINESS OR ACTIVITY

Which ONE of the following best describes this establishment's principal kind of business or activity in 2007?
(Mark "X" only ONE box.)

Greeting card publishing, excluding Internet publishing

0700 511 191 00 1 Greeting card publishers, including publishing and printing combined (Exclude publishing exclusively on the Internet.)

Other publishing and Internet publishing

511 130 30 1 Atlas/map publishers, including publishing and printing combined (Exclude publishing exclusively on the Internet.)

511 120 30 1 Shopping news publishers, including publishing and printing combined (Exclude publishing exclusively on the Internet.)

511 199 00 1 Pattern publishing, including clothing patterns

511 199 00 2 Miscellaneous publishers, excluding newspaper, magazine, book, directory, database, music, software, and greeting card publishers - Specify type of content ↴

0701

516 110 00 6 Internet publishers, publishing exclusively on the Internet (Include newspapers, books, periodicals, greeting cards, databases, directories, maps, etc.)

Other kind of business or activity

777 510 00 8 Printing plant, not engaged in publishing activities (Include offset, commercial, quick, etc.) - Specify type of printing process ↴

0701

453 220 00 2 Greeting card store

561 410 00 3 Document preparation services, including editing, typing, and transcription

541 840 20 2 Independent publishers' advertising representatives

773 000 00 2 Other kind of business or activity - Specify ↴

0701

20 and 21 Not Applicable.

HOW TO REPORT PERCENTS



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

Report whole percents

2007				
Estimates are acceptable. Report dollars OR percents.				
\$ Bil.	Mil.	Thou.	Dol.	Percent
				39

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 5). 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 - Include receipts from print, Internet, and other media.

Line 1b - Report receipts from other consumer publishing. Report newspaper, periodical, book, directory, database, and music publishing on **line 3**.

Line 1b(8) - Report receipts from publishing discount coupon books and all other consumer publications that are intended mainly for personal or household use.

CONTINUE WITH 2 ON PAGE 5

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

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

Line 4 - Report receipts from publishing books, periodicals, journals, etc., for others (including self-publishing writers) who maintain copyright and editorial control. Include services related to publishing, such as editing, proofreading, content development, research, writing, and word processing. Include printing and distribution if these activities are provided in combination with the activities listed above.

Line 5 - Report receipts from the printing of books, periodicals, newspapers, journals, newsletters, posters, etc., for others.

Line 6 - Report receipts from granting permission to use content protected by copyright owned or controlled by this establishment. 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	2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Miscellaneous publishing						
a. Greeting cards						
(1) Single cards	34761					
(2) Multiple cards (Include boxed cards)	34762					
(3) Sum lines 1a(1) and 1a(2)	34760					
b. Consumer publishing (Exclude newspapers, periodicals, books, etc.)						
(1) Art prints	34771					
(2) Posters (Exclude advertising posters)	34772					
(3) Calendars (Exclude desktop calendars)	34773					
(4) Postcards	34774					
(5) Coloring books	34775					
(6) Patterns	34776					
(7) Yearbooks	34777					
(8) All other consumer publishing (Include trading cards and sports cards) - Specify type ↴						
	34778					
(9) Sum lines 1b(1) through 1b(8)	34770					
c. Business, trade, and professional publications (Exclude newspapers, periodicals, books, etc.)						
(1) Catalogs	34781					
(2) Diaries and time schedulers	34782					

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CONTINUE WITH  ON PAGE 6

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

Description of sales, shipments, receipts, or revenue	Cen- sus use	2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Miscellaneous publishing - Continued						
c. Business, trade, and professional publications - Continued						
(3) All other business, trade, and professional publications - <i>Specify type</i> ↴						
	34783					
(4) Sum lines 1c(1) through 1c(3)	34780					
2. Sale of advertising space	34790					
3. Other publications, including newspapers, books, periodicals, etc.						
a. Subscriptions and sales - <i>Specify type of publication on line 3b</i>	34974					
b. Sale of advertising space - <i>Specify type of publication</i> ↴						
	34984					
4. Publishing service for others - <i>Specify type of content</i> ↴						
	35550					
5. Printing services for others	35560					
6. Licensing of rights to use intellectual property protected by copyright	39401					
7. Resale of merchandise						
a. Software	39604					
b. Other merchandise	39605					
8. All other receipts - <i>Specify if more than 10 percent of total receipts</i> ↴						
	39704					
9. TOTAL RECEIPTS - Sum of lines should equal ⑤ if reporting in dollars	39850					1 0 0

23 and **24** Not Applicable.

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

25 EXPORTS OF GOODS AND SERVICES

NOTE - An export is a tangible or intangible product (e.g., 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). Include products transferred to, sold to, or services performed for unaffiliated and affiliated foreign firms (e.g., foreign parent firms, subsidiaries, branches). Exclude products provided to domestic subsidiaries of foreign firms.

A. Did the receipts or revenue (reported in **5**) include any amounts for exported goods or services?

0911 Yes - Go to line B

0912 No - Go to **30**

2007			
\$ Bil.	Mil.	Thou.	Dol.

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

26-29 Not Applicable.

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?

Yes No - Enter time period covered →

FROM	Month	Year	TO	Month	Year

Name of person to contact regarding this report	Title

Telephone	Area code	Number		Extension	Fax	Area code	Number	
			-					-

Internet e-mail address	Date completed	Month	Day	Year

Thank you for completing your 2007 ECONOMIC CENSUS form.
PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.

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