



# 2007 ECONOMIC CENSUS

## Advertising and Related Services

**DUE DATE**  
**FEBRUARY 12, 2008**

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

PS-54110

**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](http://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

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

**5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE**

Mark "X" if None 

2007
Number

Operating receipts (Advertising agencies should report operating income, not gross billings.) . . . . . 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>B.</b> Payroll before deductions (Exclude employer's cost for fringe benefits.)		Mark "X" if None	2007			
		1. Annual payroll . . . . . 0300 <input type="checkbox"/>	\$ Bil.	Mil.	Thou.	Dol.
		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 - 13 Not Applicable.

**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.)

**Advertising agencies and related services**

- 0700 541 810 00 1  Advertising agencies - creating advertising campaigns and placing advertising with media
- 541 850 00 1  Outdoor advertising display services, including bulletins, posters, wall murals, and spectaculars
- 541 850 00 2  Transit advertising display services
- 541 850 00 3  Out of home advertising services
- 541 820 00 1  Public relations agencies
- 541 820 00 2  Lobbying services
- 541 830 00 1  Media buying services - purchasing advertising time or space from media and reselling to advertising agencies or direct to individual companies
- 541 840 10 2  Radio and television advertising representatives - independent of media owners
- 541 840 20 1  Publishers' advertising representatives - independent of media owners
- 777 541 10 2  Advertising sales office of broadcasting or publishing company - *Specify type of media company* ↴

0701

- 511 140 00 6  Mailing list compiler/publisher
- 541 860 00 1  Direct mail advertising services, excluding mailing list services
- 541 860 00 2  Advertising material preparation services for mailing or other direct distribution
- 541 870 00 1  Advertising material distributor (delivery of advertising samples), excluding by mail
- 541 890 20 1  Advertising specialties goods distributor (*Sells goods featuring advertising or promotional messages, such as pens, calendars, and key chains to clients.*)
- 541 890 30 1  Sign painting and lettering shops
- 541 890 80 1  Welcoming services (*Provides coupons and advertising materials to new residents of a community.*)
- 541 890 80 2  Other advertising related services - *Specify* ↴

0701

**Other kind of business or activity**

- 541 922 00 1  Commercial photography services
- 541 910 00 1  Marketing research and public opinion polling services
- 541 613 00 4  Marketing consulting services, providing advice and counsel to clients on marketing strategy, pricing, new product development, etc.
- 541 430 00 1  Graphic design services

CONTINUE WITH 19 ON PAGE 4

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**19** KIND OF BUSINESS OR ACTIVITY - Continued

**Other kind of business or activity - Continued**

- 0700 541 430 00 2  Commercial art services
- 777 541 10 1  Printing (regardless of process) - *Specify* ↴
- 0701  [Blank]
- 773 000 00 1  Other kind of business or activity - *Specify* ↴
- 0701  [Blank]

**20** CLASS OF CUSTOMER

Estimate the percentage of receipts (reported in 5) by class of customer.

		2007	
		Whole percent of receipts	
1.	Business firms and farms . . . . .	3108	%
2.	Not-for-profit organizations (Include religious organizations) . . . . .	3107	%
3.	Federal government . . . . .	3105	%
4.	State and local governments . . . . .	3106	%
5.	Individuals (Include receipts from individually owned businesses on line 1.) . . . . .	3100	%
6.	<b>TOTAL</b> . . . . .	1 0 0	%

**21** SUPPORT SERVICES

Was this establishment primarily engaged in providing management, administrative, or support services to other establishments of your enterprise (rather than for the general public or other business firms) in 2007?

- 0998  Yes
- 0999  No

**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
				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 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** - Report receipts from placing advertising in media, materials supplied and services performed by other business organizations, and services performed by this agency, such as consultations, special services performed in-agency, and other service fees.
- Line 2** - Report receipts from the specialized activity of creating the basic idea for an advertisement. Include drafting the words or copy that will appear in the ad or be spoken by an actor, designing the layout for a print ad, or the filming sequence of a television commercial.
- Line 3** - Report receipts from developing plans for specific promotional activities or campaigns to stimulate consumer purchasing and improve distribution efficiency. Include implementing the campaign.
- Line 6** - Report receipts from providing a full range of public relation services (i.e., developing and implementing communications strategies with segments of the public to influence their attitudes and opinions).
- Line 7** - Report receipts from media planning and selection, negotiating media prices and placement, managing the flow of finished advertisements, monitoring performance, post campaign analysis, and acquiring advertising time or space from broadcast, print, and other media owners on behalf of advertisers or advertising agencies.

CONTINUE WITH 2 ON PAGE 5

CONTINUE ON PAGE 5

54110044



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 8** - Report receipts from the sale of advertising space or time on behalf of media companies.

**Line 9** - Report receipts from leasing display advertising media space. Include installation, maintenance, and removal of advertising substrate and related services.

**Line 10d** - Report receipts from printing the mailing pieces for a direct mail advertising package, such as letters, flyers, brochures, coupons, advertisements, envelopes, shipping labels, etc.

**Line 10e** - Report receipts from preparing the letters and delivering them to a mail facility or other distribution center, using a mailing list rented to the client by the direct mail advertising agency. Include folding, addressing and personalizing, inserting, and affixing postage.

**Line 10f** - Report receipts from picking, packaging, and mailing merchandise ordered through response to a direct mail advertising campaign.

**Line 12** - Report receipts from sale of advertising specialties (e.g., key chains, magnets) bearing the name or logo of a business to promote its products or services. Include the design of the specialty item and/or the coordination of production.

**Line 17a** - Report receipts from granting permission to use content protected by copyright owned or controlled by this establishment. Exclude outright sale of rights in perpetuity.

**Line 17b** - Report receipts from granting permission to use content protected as industrial property (i.e., by patent or trademark) owned or controlled by this establishment. Exclude outright sale of rights in perpetuity.

Description of sales, shipments, receipts, or revenue	Census use	2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
<b>1.</b> Advertising agency services . . . . .	37650					
<b>2.</b> Advertising creative services <i>(Include graphic design services)</i> . . . . .	37660					
<b>3.</b> Sales promotion services . . . . .	37670					
<b>4.</b> Direct marketing services . . . . .	37680					
<b>5.</b> Marketing research services . . . . .	37810					
<b>6.</b> Public relations services						
<b>a.</b> Full public relations services . . . . .	37701					
<b>b.</b> Media relations services . . . . .	37702					
<b>c.</b> Crisis management services . . . . .	37703					
<b>d.</b> Lobbying services . . . . .	37704					
<b>e.</b> Event management services . . . . .	37705					
<b>f.</b> Media monitoring and analysis . . . . .	37706					
<b>g.</b> Development and/or fundraising services . . . . .	37707					
<b>h. Sum lines 6a through 6g</b> . . . . .	37700					
<b>7.</b> Media planning and/or buying services . . . . .	37710					
<b>8.</b> Media representation services						
<b>a.</b> Sales agent services for advertising space in print media . . . . .	37721					
<b>b.</b> Sales agent services for advertising time on television . . . . .	37722					

CONTINUE WITH  ON PAGE 6

CONTINUE ON PAGE 6

54110051



**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
<b>8.</b> Media representation services - Continued						
<b>c.</b> Sales agent services for advertising time on radio . . . . .	37723					
<b>d.</b> Sales agent services for advertising time or space in media, excluding print, television, and radio . . . . .	37724					
<b>e. Sum lines 8a through 8d</b> . . . . .	37720					
<b>9.</b> Display advertising services						
<b>a.</b> Leased display advertising media space, large format . . . . .	37731					
<b>b.</b> Leased display advertising media space, transit . . . . .	37732					
<b>c.</b> Leased display advertising media space, street furniture and other urban fixtures . . . . .	37733					
<b>d.</b> Leased display advertising media space, other . . . . .	37734					
<b>e. Sum lines 9a through 9d</b> . . . . .	37730					
<b>10.</b> Direct mail advertising services						
<b>a.</b> Full direct mail services . . . . .	37741					
<b>b.</b> Concept development services for a direct mail advertising campaign	37742					
<b>c.</b> Mailing list support services . . . . .	37743					
<b>d.</b> Print services for direct mail advertising materials . . . . .	37744					
<b>e.</b> Letter shop services . . . . .	37745					
<b>f.</b> Fulfillment services . . . . .	37746					
<b>g.</b> Other direct mail advertising services . . . . .	37747					
<b>h. Sum lines 10a through 10g</b> . . . . .	37740					
<b>11.</b> Distribution of advertising materials, other than by mail						
<b>a.</b> Door-to-door . . . . .	37751					
<b>b.</b> In public locations . . . . .	37752					
<b>c.</b> Other, excluding mail, door-to-door, and in public locations . . . . .	37753					
<b>d. Sum lines 11a through 11c</b> . . . . .	37750					
<b>12.</b> Coordination of production and delivery of premiums (advertising specialties) . . . . .	37760					
<b>13.</b> Product or merchandise demonstrations . . . . .	37770					
<b>14.</b> Display lettering services . . . . .	37780					

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CONTINUE WITH **22** ON PAGE 7

CONTINUE 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	2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
<b>15.</b> Signs, custom fabrication, including banners, a-frame, neon, and outdoor	37790					
<b>16.</b> Other services related to advertising - Specify $\nabla$	37800					
<b>17.</b> Licensing of rights to use intellectual property						
<b>a.</b> Protected by copyright	39401					
<b>b.</b> Protected as industrial property	39402					
<b>18.</b> Resale of merchandise - Specify if more than 10 percent of total receipts $\nabla$	39626					
<b>19.</b> All other operating receipts - Specify if more than 10 percent of total receipts $\nabla$	39726					
<b>20. TOTAL OPERATING RECEIPTS - Sum of lines should equal 5 if reporting in dollars</b>	39850					1 0 0

**23 and 24** Not Applicable.

**25** EXPORTED SERVICES

**NOTE** - An exported service is a product (e.g., service performed, license agreement) that is performed for, or 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 provided to 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 services?

0911  Yes - Go to line B

0912  No - Go to 26

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

2007			
\$ Bil.	Mil.	Thou.	Dol.

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**26** SPECIAL INQUIRIES

**A. GROSS BILLINGS**

(To be completed only by advertising agencies.)

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

Mark "X" if None

- 1. Sales of (billings for) advertising media . . . . . 3030
- 2. Billings for advertising materials and other outside production services . . . . . 3031
- 3. Cost of advertising media in line 1 above . . . . . 3032
- 4. Purchases of advertising materials and services in line 2 above . . . . . 3033

2007			
\$ Bil.	Mil.	Thou.	Dol.

**B. FRANCHISE**

Was this establishment operating under a trademark authorized by a franchisor in 2007?  
(Mark "X" only ONE box.)

- 0237  Yes - franchisee owned establishment
- 0238  Yes - franchisor owned establishment
- 0239  No

**27-29** 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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