



2002 ECONOMIC CENSUS BOOK PUBLISHING

FORM
IN-51102

OMB No. 0607-0887: Approval Expires 09/30/2004

DUE DATE
FEBRUARY 12, 2003

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

IN-51102

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

Need help or have questions about filling out this form?

Visit our Web site at www.census.gov/econhelp

Call 1-800-233-6136, between 8:00 a.m. and 8:00 p.m., Eastern time, Monday through Friday.

- OR -

Write to the address above. Include your 11-digit Census File Number (CFN) printed in the mailing address.

**INFORMATION COPY
DO NOT USE TO REPORT**

(Please correct any errors in this mailing address.)

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

- Use blue or black ink.
- Do not use pencil.
- Place an "X" inside the box.
- Please center numbers in their respective boxes. Examples:
- Do not put slashes through 0 or 7.

<input checked="" type="checkbox"/>	0	1	2	3	4	5	6	7	8	9
-------------------------------------	---	---	---	---	---	---	---	---	---	---

The reporting unit for this form is an establishment. An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. For further clarification, see information sheet(s).

1 MONTHS IN OPERATION

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

2002	
Number of months	

Mark "X" if None

2 EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification Number (EIN) shown in the mailing address the same as the one used for this establishment on its latest 2002 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021 Yes 0022 No - Enter current EIN (9 digits) → 0025

3 PHYSICAL LOCATION

A. Is this establishment's physical location the same as shown in the mailing address? (P.O. box and rural route addresses are not physical locations.)

0031 Yes

0032 No - Enter physical location →

0035 Number and street		
0036 City, town, village, etc.	0037 State	0038 ZIP Code

B. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?

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

C. Type of municipality where this establishment is physically located

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



51102010

HOW TO REPORT DOLLAR FIGURES

Dollar figures should be rounded to thousands of dollars.

If a figure is \$1,025,628.79:

If a value is "0" (or less than \$500.00):

Mark "X" if None

Report

Report

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

4 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None

Operating receipts. 0100

2002		
\$ Mil.	Thou.	Dol.

5 E-COMMERCE SALES, SHIPMENTS, RECEIPTS, OR REVENUE

A. Did this establishment have any e-commerce sales, receipts, and/or revenue in 2002? (E-commerce includes sales, receipts, and/or revenue from any transaction completed over an Internet, Extranet, Electronic Data Interchange (EDI) network, electronic mail, or other online system. Transactions are agreements between buyers and sellers to transfer ownership of, or rights to use, goods or services. Payment for these goods or services may or may not be made online. Please see the information sheet(s) for further clarification.)

0181 Yes - Go to line B

0182 No - Go to 6

2002		
Estimates are acceptable		
\$ Mil.	Thou.	Dol.

B. E-commerce sales, receipts, and/or revenue of this establishment (Include e-commerce sales, receipts, and/or revenue in 4. Exclude sales taxes.) 0185

6 EMPLOYMENT AND PAYROLL

Include:

- Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return, and filed under the Employer Identification Number (EIN) shown in the mailing address or corrected in 2.

Exclude:

- Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.
- Temporary staffing obtained from a staffing service.

For further clarification, see information sheet(s).

Mark "X" if None

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

2002	
Number	

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

Mark "X" if None

1. Annual payroll 0300

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

2002		
\$ Mil.	Thou.	Dol.



51102028

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

7 LEASED EMPLOYMENT AND PAYROLL

A. Did this establishment have any full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN?

Exclude:

- Temporary staffing obtained from a staffing service.
- Contractors, subcontractors, or independent contractors.
- Purchased or managed services, such as janitorial, guard, or landscape services.
- Professional or technical services purchased from another firm, such as software consulting, computer programming, engineering, or accounting services.
- Employees already reported in **6**.

For further clarification, see information sheet(s).

0241 Yes - Go to line B

0242 No - Go to **10**

Mark "X" if None	2002		
	Number		

B. Number of leased employees for pay period including March 12 0370

C. Payroll for leased employees before deductions (Exclude employer's cost for fringe benefits.)

1. Annual payroll for leased employees 0350

2002		
\$ Mil.	Thou.	Dol.

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

Mark "X" if None	2002		
	\$ Mil.	Thou.	Dol.

8-9 Not Applicable.



51102036

10 INVENTORIES

(Report inventories using generally accepted accounting practices.)

A. Did this establishment have inventories at the end of 2001 or 2002?

0486 Yes - Go to line B

0487 No - Go to 11

B. Were inventories of this establishment subject to the Last-in, First-out (LIFO) method of valuation?

0481 Yes - Use the sum of the LIFO amount (E2) plus the LIFO reserve (E1) for completing lines C and D2. If you changed to LIFO for calendar year 2002, specify in the REMARKS section.

0482 No - Complete only lines C1 through D1. Line D1 should equal line C4.

C. Inventory by category	Mark "X" if None	End of 2002			Mark "X" if None	End of 2001			
		\$ Mil.	Thou.	Dol.		\$ Mil.	Thou.	Dol.	
1. Finished goods 0461	<input type="checkbox"/>				0471	<input type="checkbox"/>			
2. Work-in-process 0463	<input type="checkbox"/>				0473	<input type="checkbox"/>			
3. Materials, supplies, fuels, etc. 0462	<input type="checkbox"/>				0472	<input type="checkbox"/>			
4. Total inventories (Sum lines C1 through C3). 0460	<input type="checkbox"/>				0470	<input type="checkbox"/>			
D. Of the value on line C4 report:									
1. Amount not subject to LIFO costing (Report detail in 11). 0464	<input type="checkbox"/>				0474	<input type="checkbox"/>			
2. Amount subject to LIFO costing (gross) 0465	<input type="checkbox"/>				0475	<input type="checkbox"/>			
E. Of the value on line D2 report:									
1. Amount of LIFO reserve 0466	<input type="checkbox"/>				0476	<input type="checkbox"/>			
2. Amount of LIFO value (net) 0467	<input type="checkbox"/>				0477	<input type="checkbox"/>			

Note - The sum of lines D1 and D2 should equal line C4. The sum of lines E1 and E2 should equal line D2.

11 INVENTORY VALUATION

Methods of valuation for inventories not subject to LIFO costing at the end of 2002 (Using the inventory value reported in 10, line D1 above, report the breakdown of the value for end of 2002 according to the inventory valuation methods shown below.)

A. First-in, First-out (FIFO) 0491	Mark "X" if None	End of 2002		
		\$ Mil.	Thou.	Dol.
B. Average cost. 0492	<input type="checkbox"/>			
C. Standard cost 0493	<input type="checkbox"/>			
D. Other methods - Specify ↴				
0895 <input type="text"/>	0494	<input type="checkbox"/>		
E. TOTAL (Sum of lines A through D should equal the value reported in 10, line D1 for end of 2002.) 0490	<input type="checkbox"/>			

12-17 Not Applicable.

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

18 KIND OF BUSINESS OR ACTIVITY
Principal kind of business or activity in 2002
(Mark "X" only ONE box.)

Book publishing

- 0700 511 130 10 15 Book publishers, including publishing and printing combined (Exclude publishing exclusively on the Internet, university press publishing, music book publishing, and sheet music publishing.)
- 511 130 20 13 Internet book publishers, publishing books exclusively on the Internet
- 511 130 10 49 University press publishers
- 512 230 20 10 Music book publishers
- 512 230 10 12 Sheet music publishers
- 511 130 10 23 Advertising sales offices of book publishing companies

Other publishing, excluding book publishing

- 777 511 02 11 Publishers, including newspaper, magazine, directory, map, shopping news, etc. (Exclude publishing exclusively on the Internet.) - Specify type of content ↴
0701
- 777 510 00 30 Internet publishers, publishing exclusively on the Internet - Specify type of content ↴
0701

Other kind of business or activity

- 777 510 00 14 Printing plant, not engaged in publishing activities - Specify type of printing process ↴
0701
- 711 510 00 C9 Independent authors and writers
- 422 920 00 29 Wholesaling books, periodicals, or newspapers
- 561 410 00 39 Document preparation services, including editing, typing, and transcription
- 541 840 20 29 Independent publishers' advertising representatives
- 773 000 00 28 Other kind of business or activity - Specify ↴
0701

19-21 Not Applicable.



51102051

<p><i>HOW TO REPORT PERCENTS</i></p>	2002			
	Estimates are acceptable. Report dollars OR percents.			
	\$ Mil.	Thou.	Dol.	Percent
If figure is 38.76% of total sales:	Report whole percents			3 9

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE
(Report receipts by source either as a dollar figure or as a whole percent of total receipts (reported in 4). See HOW TO REPORT DOLLAR FIGURES on page 2 and HOW TO REPORT PERCENTS above. Do not combine data for two or more receipts lines.)

- Lines 1, 2, 3, and 4 - Textbooks** - Include workbooks, teacher’s manuals and resource materials, reference books done specifically for the educational system, as well as interactive materials. Exclude standardized tests.
- Lines 1, 2, and 3 - Elementary and secondary school textbooks** - Include preschool, large print, and Braille.
- Lines 1, 2, and 3 - Post-secondary school textbooks** - Include large print and Braille.
- Lines 1, 2, 3, and 4 - Children’s books** - Books published for children and young adults (up to age 15). Include picture books, children’s reference books, and educational books not intended for use in the classroom. Examples include fiction and non-fiction books, bundled book-and-toy kits, and talking books.
- Lines 1, 2, 3, and 4 - General reference books** - Include dictionaries, encyclopedias, thesauruses, and atlases. Exclude reference books done for the educational system, and specialized reference books.
- Lines 1, 2, and 3 - Atlases and gazetteers** - Include geographical dictionaries and indexes.
- Lines 1, 2, and 3 - Professional and technical books - Legal** - Specialized books containing research, advanced knowledge, and/or information used by individuals in the practice of specific occupations or professions, such as lawyers. Include specialized reference books.
- Lines 1, 2, and 3 - Professional and technical books - Medical** - Specialized books containing research, advanced knowledge, and/or information used by individuals in the practice of specific occupations or professions, such as doctors. Include specialized reference books.
- Lines 1, 2, and 3 - Professional and technical books - Other** - Specialized books containing research, advanced knowledge, and/or information used by individuals in the practice of specific occupations or professions (e.g., electricians, accountants, business or computer professionals). Include specialized reference books.
- Lines 1, 2, and 3 - Scholarly books** - Specialized books containing research, advanced knowledge and/or information aimed primarily at the academic community. These books are generally published by university presses, research institutes, and learned societies. Include specialized reference books.
- Lines 1, 2, 3, and 4 - Adult trade books** - Include literary fiction and non-fiction; poetry and drama; religious books, bibles and hymnals; non-fiction such as history, political, biographies, home and garden, how-to books, cook books, travel guides, etc.
- Line 4** - Includes the right to reproduce or adapt to another format, medium, language, or territory. Examples include the right to co-publish or translate books; anthology rights; serial rights; dramatization and documentary rights; merchandising rights; paperback rights; electronic publishing rights; audio rights. Exclude outright sale of rights in perpetuity.
- Line 5** - Include bound collections of musical notes, songs, tablature, lyric books, etc. Exclude sheet music and books about music, artists, or instruments in a text-based format.
- Line 6** - Include a single piece of music or small collection of musical notes, songs, tablature, lyrics, etc. Exclude music book publishing.
- Line 7** - Publishing books, periodicals, journals, etc. for others (including self-publishing writers) who maintain copyright and editorial control. Include vanity book publishing as well as technical services related to publishing, such as editing, proofreading, content development, research and writing, and word processing. Include printing and distribution if these activities are provided in combination with the activities listed above.
- Line 8** - Includes printing of books, magazines, newspapers, journals, brochures, newsletters, posters, etc.
- Line 9** - Resale of merchandise by way of wholesale (including exclusive agency/distribution) and retail. May include non-book items. Exclude the sale of the publisher’s own titles.
- Line 10** - Third party distribution services, done under contract, which normally includes warehousing, processing of orders, shipping, billing, and collection of money.
- Line 11** - Includes advice given on how to prepare a book.
- Line 12** - Includes workshops in relation to book publishing.
- Line 13** - Rental or sale of lists including names, addresses, and other contact information created to market or promote to a specific group, such as those sharing a common interest, purchase history, etc. These lists are usually rented or sold for one time or limited use. Include receipts from services that may also be rendered through list brokers.

CONTINUE WITH 22 ON PAGE 7

51102069

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

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

Description of sales, shipments, receipts, or revenue	Census use	2002			
		Estimates are acceptable. Report dollars OR percents.			
		\$ Mil.	Thou.	Dol.	Percent
0723	0720	0721			0722
1. Books - Print					
a. Textbooks					
(1) Elementary and secondary school textbooks	31211				
(2) Post-secondary textbooks	31212				
(3) Sum lines 1a(1) and 1a(2)	31210				
b. Children's books, excluding coloring activity books, sticker books, and water painting books	31220				
c. General reference books					
(1) Maps	31231				
(2) Atlases and gazetteers	31232				
(3) Other, including dictionaries, encyclopedias, thesauruses, etc.	31233				
(4) Sum lines 1c(1) through 1c(3)	31230				
d. Professional, technical, and scholarly books					
(1) Professional and technical books - Legal	31241				
(2) Professional and technical books - Medical	31242				
(3) Professional and technical books - Other	31243				
(4) Scholarly books	31244				
(5) Sum lines 1d(1) through 1d(4)	31240				
e. Adult trade books	31250				
f. Yearbooks	32820				
g. Posters	32830				
h. Sale of print advertising space - Books	31260				

CONTINUE WITH **22** ON PAGE 8

51102077

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

Description of sales, shipments, receipts, or revenue	Cen- sus use	2002			
		Estimates are acceptable. Report dollars OR percents.			
		\$ Mil.	Thou.	Dol.	Percent
0723	0720	0721			0722
2. Books - Internet					
a. Textbooks					
(1) Elementary and secondary school textbooks	31271				
(2) Post-secondary textbooks	31272				
(3) Sum lines 2a(1) and 2a(2)	31270				
b. Children's books, excluding coloring activity books, sticker books, and water painting books	31280				
c. General reference books					
(1) Maps	31291				
(2) Atlases and gazetteers	31292				
(3) Other, including dictionaries, encyclopedias, thesauruses, etc.	31293				
(4) Sum lines 2c(1) through 2c(3)	31290				
d. Professional, technical, and scholarly books					
(1) Professional and technical books - Legal	31301				
(2) Professional and technical books - Medical	31302				
(3) Professional and technical books - Other	31303				
(4) Scholarly books	31304				
(5) Sum lines 2d(1) through 2d(4)	31300				
e. Adult trade books	31310				
f. Yearbooks	32840				
g. Posters	32850				
h. Sale of Internet advertising space - Books	31320				
3. Books - Other media, including CD-ROM, diskette, audio cassette, and microform (Exclude print and Internet.)					
a. Textbooks					
(1) Elementary and secondary school textbooks	31331				
(2) Post-secondary textbooks	31332				
(3) Sum lines 3a(1) and 3a(2)	31330				
b. Children's books, excluding coloring activity books, sticker books, and water painting books	31340				

CONTINUE WITH 22 ON PAGE 9

CONTINUE ON PAGE 9

51102085

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

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

Description of sales, shipments, receipts, or revenue	Census use	2002			
		Estimates are acceptable. Report dollars OR percents.			
		\$ Mil.	Thou.	Dol.	Percent
0723	0720	0721			0722
3. Books - Other media, including CD-ROM, diskette, audio cassette, and microform (Exclude print and Internet.) - Continued					
c. General reference books					
(1) Maps	31351				
(2) Atlases and gazetteers	31352				
(3) Other, including dictionaries, encyclopedias, thesauruses, etc.	31353				
(4) Sum lines 3c(1) through 3c(3)	31350				
d. Professional, technical, and scholarly books					
(1) Professional and technical books - Legal	31361				
(2) Professional and technical books - Medical	31362				
(3) Professional and technical books - Other	31363				
(4) Scholarly books	31364				
(5) Sum lines 3d(1) through 3d(4)	31360				
e. Adult trade books					
(1) Audio	31371				
(2) Other media, excluding audio	31372				
(3) Sum lines 3e(1) and 3e(2)	31370				
f. Yearbooks	32860				
g. Posters	32870				
h. Sale of advertising space for other media - Books	31380				
4. Sale or licensing of rights to content					
a. Textbooks	31171				
b. Children's books	31172				
c. General reference books	31173				
d. Professional, technical, and scholarly books	31174				
e. Adult trade books	31175				
f. Other	31176				
g. Sum lines 4a through 4f	31170				

CONTINUE WITH **22** ON PAGE 10

CONTINUE ON PAGE 10

51102093

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

Description of sales, shipments, receipts, or revenue	Cen- sus use	2002			
		Estimates are acceptable. Report dollars OR percents.			
		\$ Mil.	Thou.	Dol.	Percent
0723	0720	0721			0722
5. Music book publishing	32110				
6. Sheet music publishing	32120				
7. Publishing services for others - <i>Specify</i> ↴ 	31200				
8. Printing services for others	31120				
9. Resale of merchandise	39031				
10. Fulfillment services (<i>Third party distributors of merchandise on a contract basis.</i>)	31470				
11. Consulting services (<i>Related to book publishers.</i>)	31480				
12. Training services (<i>Related to book publishers.</i>)	31490				
13. Rental or sale of mailing lists	31180				
14. Rental or lease of goods and/or equipment	39250				
15. Other Internet/web content publishing - <i>Specify type of content</i> ↴ 	33852				
16. Other publishing, excluding book publishing - <i>Specify type of content</i> ↴ 	33802				
17. All other receipts - <i>Specify if more than 10 percent of total receipts</i> ↴ 	39523				
18. TOTAL RECEIPTS - Sum of lines should equal ④ if reporting in dollars	39690				1 0 0

23-24 Not Applicable.



51102101

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 (i.e., good, license agreement, reproduction right, service) that is sold or transferred to a customer or client (individual, government, business establishment, etc.) located **outside** the United States (i.e., outside the 50 States, District of Columbia, U.S. Commonwealth Territories, or U.S. possessions). Products transferred to, sold to, or services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.) are included. Products provided to domestic subsidiaries of foreign firms are excluded.

A. Did the receipts (reported in **4**) include any amounts for exported goods or services?

0911 Yes - Go to line B

0912 No

2002		
\$ Mil.	Thou.	Dol.

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

26-28 Not Applicable.

29 OPERATIONAL STATUS

Activity that best describes this establishment's status at the end of 2002
(Mark "X" only ONE box.)

0011 In operation

0014 Ceased operation - Give date at right →

0013 Temporarily or seasonally inactive

0015 Sold or leased to another operator - Give date at right AND enter new name and mailing address below ↴

0018	Month	Day	Year

0060 Name of new owner or operator		0061 Employer Identification Number		
		Enter EIN of new owner (9 digits) →		
0062 Mailing address (number and street, P.O. Box, etc.)				
0063 City, town, village, etc.		0064 State	0065 ZIP Code	

Remarks (Please use this space for any explanations that may be essential in understanding your reported data.)

30 CERTIFICATION - This report is substantially accurate and was prepared in accordance with the instructions.

Is the time period covered by this report a calendar year?

0078 Yes 0079 No - Enter time period covered →

FROM	Month	Year	TO	Month	Year
0070			0071		

0072 Name of person to contact regarding this report		0073 Title			

Telephone	Area code	Number	Extension	Fax	Area code	Number
0074				0075		

0076 Internet e-mail address			Date completed	Month	Day	Year
			0069			

Thank you for completing your 2002 Economic Census form.
PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.

51102119