



U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

FORM

IN-51101 (03-13-2012)

2012 ECONOMIC CENSUS

Newspaper Publishing

OMB No. 0607-0934: Approval Expires 12/31/2013

DUE DATE
FEBRUARY 12, 2013

(Please correct any errors in this mailing address.)

Need help or have questions?

- **Read** the accompanying information sheet(s) before answering the questions.
- **Visit** econhelp.census.gov
- **Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

IN-51101

INFORMATION COPY
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Report Online - It's fast and secure!
Go to: econhelp.census.gov

- **OR** -

Mail your
completed
form to:

U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47134-0001

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.
- Do not put slashes through 0 or 7.
- Please center numbers in their respective boxes.
- Place an "X" inside the box.

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 to the left of the mailing address the same as the one used for this establishment on its latest 2012 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

-

CONTINUE WITH **2** ON PAGE 2

PENALTY FOR FAILURE TO REPORT

CONTINUE ON PAGE 2

51101012

2 PHYSICAL LOCATION - Continued

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

3 OPERATIONAL STATUS

Which ONE of the following best describes this establishment's operational status at the end of 2012?
(Mark "X" only ONE box.)

0011 ☐ In operation

0013 ☐ Temporarily or seasonally inactive

0014 ☐ Ceased operation - Give date at right

0015 ☐ Sold or leased to another corporation - Give date at right
AND enter name and address of new owner or operator
and Employer Identification Number (EIN) below

Month	Day	Year

0060 Name of new owner or operator

0061 EIN (9 digits)

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

0063 City, town, village, etc.

0064 State

0065 ZIP Code

					-				
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0016 ☐ Other - Specify

0815

4 MONTHS IN OPERATION

Mark "X" if None

2012 Number

Number of months in operation during 2012 (If none, mark "X" and go to 30.) 0002

☐

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HOW TO REPORT DOLLAR FIGURES

Dollar figures should be **rounded to thousands** of dollars.

If a figure is **\$2,035,628.79**:

Report

Mark "X" if None

☐

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

Report

☒

2012 \$ Bil. Mil. Thou.

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EXAMPLE

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None

2012 \$ Bil. Mil. Thou.

Operating receipts 0100

☐

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6 Not Applicable.

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

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 to the left of 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).

Mark "X"
if None

2012

Number

A. Number of employees for pay period including March 12, 2012 0000 ☐

B. Payroll before deductions (Exclude employer's cost for fringe benefits.) Mark "X" if None

2012

\$ Bil.

Mil.

Thou.

1. Annual payroll 0300 ☐

2. First quarter payroll (January-March 2012) 0310 ☐

8 Not Applicable.

9 VALUE OF INVENTORIES

A. Did this establishment own inventories, regardless of where held, at the end of 2012 and/or 2011?

0486 ☐ Yes - Go to line B

0487 ☐ No - Go to **19**

B. Report inventories owned by this establishment as of December 31 before Last-in, First-out (LIFO) adjustment (if any).

Mark "X"
if None

End of 2012

\$ Bil.

Mil.

Thou.

Mark "X"
if None

End of 2011

\$ Bil.

Mil.

Thou.

1. Finished goods ☐ 0461

2. Work-in-process ☐ 0463

3. Materials, supplies, fuels, etc. ☐ 0462

4. Total inventories
(Add lines B1 through B3.) ☐ 0460

5. LIFO reserve (if any) ☐ 0466

6. Total inventories after LIFO adjustment
(Line B4 minus line B5.) ☐ 0468

10 INVENTORIES BY VALUATION METHODReport how much of the inventory reported in **9**, line B4 for 2012 is subject to the following valuation methods:Mark "X"
if None**A.** LIFO valuation method before adjustment 0244 ☐**B.** First-in, First-out (FIFO) 0491 ☐**C.** Average cost 0492 ☐**D.** Standard cost 0493 ☐**E.** Other valuation method - *Specify method* ↴

0895

F. TOTAL (Sum of lines **A** through **E** should equal **9**, line B4.) 0490 ☐

2012		
\$ Bil.	Mil.	Thou.

11-18 Not Applicable.**19** KIND OF BUSINESS OR ACTIVITYWhich **ONE** of the following best describes this establishment's principal kind of business or activity in 2012?

If none of the provided selections seem appropriate, provide a specific description of the primary business activity.

Mark "X" only ONE box.**Newspaper publishing, excluding Internet publishing**0700 511 110 00 5 ☐ Newspaper publishers, including publishing and printing combined (Exclude publishing exclusively on the Internet.)511 110 00 6 ☐ Advertising sales offices of newspaper publishing companies511 110 00 3 ☐ Other newspaper branch offices - *Describe* ↴

0701

Other publishing and Internet publishing777 511 01 4 ☐ Publishers, including magazine, directory, map, book, etc. (Exclude publishing exclusively on the Internet.) - *Describe type of content* ↴

0701

511 120 30 1 ☐ Shopping news publishers, including publishing and printing combined (Exclude publishing exclusively on the Internet.)519 130 10 1 ☐ Internet publisher, publishing exclusively on the Internet (Include newspapers, books, periodicals, greeting cards, databases, directories, maps, etc.)CONTINUE WITH **19** ON PAGE 5

CONTINUE ON PAGE 5

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

19 KIND OF BUSINESS OR ACTIVITY - Continued

Other kind of business or activity

0700	711 510 00 B	☐	Journalist, including columnist and photographer
	777 510 00 8	☐	Printing plant, not engaged in publishing activities (Include offset, commercial, quick, etc.) - Describe type of printing process
0701			
	519 110 00 1	☐	News syndicates - supplying the news media with information such as news, reports, and pictures
	541 840 20 2	☐	Independent publishers' advertising representatives
	773 000 00 2	☐	Other kind of business or activity - Describe type of business or activity
0701			

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20 and 21 Not Applicable.

**HOW TO
REPORT
PERCENTS**

Percents should be **rounded to whole** percents.

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

2012

Report thousands of dollars OR whole percents.
Estimates are acceptable.

\$ Bil.	Mil.	Thou.	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 and line 2 - Include receipts from print, Internet, and other media.

Line 1a and line 2a - Report receipts from newspapers with a broad audience and community newspapers.

Line 1b and line 2b - Report receipts from newspapers that focus on a specific topic or theme. Exclude shoppers newspapers containing only consumer advertising.

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. Report graphic design services on **line 7**.

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

Line 6 - Report receipts from distributing publications and other products for others. Examples include flyers, periodicals, books, newsletters, calendars, newspaper delivery, and product samples.

Line 9 - Report receipts from granting permission to use content 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.

CONTINUE WITH **22** ON PAGE 6

51101053

CONTINUE ON PAGE 6

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

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
1. Newspapers - Subscriptions and sales				
a. General newspapers				
(1) Daily (<i>Published at least four times a week.</i>) 34511				
(2) Other than daily (<i>Published less than four times a week.</i>) 34512				
(3) Add lines 1a(1) and 1a(2) 34510				
b. Specialized newspapers 34510				
2. Newspapers - Sale of advertising space				
a. General newspapers				
(1) Daily (<i>Published at least four times a week.</i>) 34541				
(2) Other than daily (<i>Published less than four times a week.</i>) 34542				
(3) Add lines 2a(1) and 2a(2) 34540				
b. Specialized newspapers 34550				
3. Other publishing, excluding newspaper publishing				
a. Subscriptions and sales - <i>Describe type of publication on line 3b</i> 34971				
b. Sale of advertising space - <i>Describe type of publication</i> ↴				
34981				
4. Publishing service for others - <i>Describe type of content</i> ↴				
35550				
5. Printing services for others 35560				
6. Distribution services for others 35570				
7. Graphic design services 38550				

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CONTINUE WITH **23** ON PAGE 7

CONTINUE ON PAGE 7

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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

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
8. Convention and trade show organization services 35590				
9. Licensing of rights to use intellectual property 39400				
10. Resale of merchandise 39601				
11. All other receipts - Describe if more than 10 percent of total receipts 				
39701				
12. TOTAL RECEIPTS - Sum of lines should equal 5 if reporting in dollars 39850				100

23 and **24** Not Applicable.

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 **26**

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

2012		
\$ Bil.	Mil.	Thou.

51101079



26 SPECIAL INQUIRIES

MEDIA

1. Estimate the percent of receipts from subscriptions and sales reported in **22**, line 1, by type of dissemination media used to deliver product to client:

a. Print 3794

b. Internet (Include downloads.) 3795

c. Other media, including CD-ROM/DVD-ROM, diskette or cassette, and microform 3796

d. **TOTAL**

2012			
Percent			
			%
			%
			%
1	0	0	%

2. Estimate the percent of receipts from advertising reported in **22**, line 2, by type of dissemination media used to deliver product to client:

a. Print 3797

b. Internet (Include downloads.) 3798

c. Other media, including CD-ROM/DVD-ROM, diskette or cassette, and microform 3799

d. **TOTAL**

2012			
Percent			
			%
			%
			%
1	0	0	%

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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

Area code	Number	Extension

Tele-
phone

Area code	Number

Fax

E-mail address

Date completed	Month	Day	Year

Thank you for completing your 2012 ECONOMIC CENSUS form.
PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.

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