



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

FORM

**IN-51104** (11-16-2011)

## 2012 ECONOMIC CENSUS

### Greeting Card and Other Miscellaneous 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](http://econhelp.census.gov)
- **Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

**IN-51104**

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**Report Online** - It's fast and secure!  
**Go to:** [econhelp.census.gov](http://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

**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
<input type="text"/>	<input type="text"/>	<input type="text"/>

0060 Name of new owner or operator

0061 EIN (9 digits)

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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0062 Mailing address (Number and street, P.O. Box, etc.)

<input type="text"/>
----------------------

0063 City, town, village, etc.

0064 State

0065 ZIP Code

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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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

☐

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.

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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EXAMPLE

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

Mark "X" if None

2012

\$ Bil.

Mil.

Thou.

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Operating receipts . . . . . 0100

☐

**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

**1.** Annual payroll . . . . . 0300 ☐

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

2012		
\$ Bil.	Mil.	Thou.
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

**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			Mark "X" if None	End of 2011		
		\$ Bil.	Mil.	Thou.		\$ Bil.	Mil.	Thou.
<b>1.</b> Finished goods . . . . .	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
0461					0471			
<b>2.</b> Work-in-process . . . . .	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
0463					0473			
<b>3.</b> Materials, supplies, fuels, etc. . . . .	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
0462					0472			
<b>4. Total inventories</b> (Add lines B1 through B3.) . . . . .	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
0460					0470			
<b>5.</b> LIFO reserve (if any) . . . . .	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
0466					0476			
<b>6. Total inventories after LIFO adjustment</b> (Line B4 minus line B5.) . . . . .	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
0468					0469			

CONTINUE ON PAGE 4

51104032

**10 INVENTORIES BY VALUATION METHOD**

Report 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.
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

**11-18** 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 2012?

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

**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 - *Describe type of content* ↴

0701

**Other kind of business or activity**

519 130 10 1

☐

Internet publisher, publishing exclusively on the Internet (Include newspapers, books, periodicals, greeting cards, databases, directories, maps, etc.)

777 510 00 8

☐

Printing plant, not engaged in publishing activities (Include offset, commercial, quick, etc.) - *Describe type of printing process* ↴

0701

453 220 00 2

☐

Greeting card store

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 - Continued**

- 0700 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 - Describe type of business or activity **7**

0701

**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** - 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.

**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

2012

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

		\$ Bil.	Mil.	Thou.	Percent
<b>1.</b>	Miscellaneous publishing				
<b>a.</b>	Greeting cards				
<b>(1)</b>	Single cards . . . . .	34761			
<b>(2)</b>	Multiple cards (Include boxed cards.) . . . . .	34762			
<b>(3)</b>	Add lines 1a(1) and 1a(2) . . . . .	34760			

CONTINUE WITH **22** ON PAGE 6

CONTINUE ON PAGE 6

51104057

**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
<b>1. Miscellaneous publishing - Continued</b>				
<b>b. Consumer publishing</b> ( <i>Exclude newspapers, periodicals, books, etc.</i> )				
<b>(1)</b> Art prints . . . . . 34771				
<b>(2)</b> Posters ( <i>Exclude advertising posters.</i> ) . . . . . 34772				
<b>(3)</b> Calendars ( <i>Exclude desktop calendars.</i> ) . . . . . 34773				
<b>(4)</b> Postcards . . . . . 34774				
<b>(5)</b> Coloring books . . . . . 34775				
<b>(6)</b> Patterns . . . . . 34776				
<b>(7)</b> Yearbooks . . . . . 34777				
<b>(8)</b> All other consumer publishing ( <i>Include trading cards and sports cards.</i> ) - Describe type ↴				
<div style="border: 1px solid black; height: 30px; width: 100%;"></div> 34778				
<b>(9) Add lines 1b(1) through 1b(8)</b> . . . . . 34770				
<b>c. Business, trade, and professional publications</b> ( <i>Exclude newspapers, periodicals, books, etc.</i> )				
<b>(1)</b> Catalogs . . . . . 34781				
<b>(2)</b> Diaries and time schedulers . . . . . 34782				
<b>(3)</b> All other business, trade, and professional publications - Describe type ↴				
<div style="border: 1px solid black; height: 30px; width: 100%;"></div> 34783				
<b>(4) Add lines 1c(1) through 1c(3)</b> . . . . . 34780				
<b>2. Sale of advertising space</b> . . . . . 34790				

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CONTINUE WITH **22** ON PAGE 7

CONTINUE ON PAGE 7

51104065

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
<b>3.</b> Other publications, including newspapers, books, periodicals, etc.				
<b>a.</b> Subscriptions and sales - Describe type of publication on line 3b . . . . . 34974				
<b>b.</b> Sale of advertising space - Describe type of publication ↴				
<b>4.</b> Publishing service for others - Describe type of content ↴				
<b>5.</b> Printing services for others . . . . . 35560				
<b>6.</b> Licensing of rights to use intellectual property protected by copyright . . . . . 39401				
<b>7.</b> Resale of merchandise				
<b>a.</b> Software . . . . . 39604				
<b>b.</b> Other merchandise . . . . . 39605				
<b>8.</b> All other receipts - Describe if more than 10 percent of total receipts ↴				
<b>9. TOTAL RECEIPTS - Sum of lines should equal 5 if reporting in dollars</b> . . . . . 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 30

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

2012		
\$ Bil.	Mil.	Thou.

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51104073

**26-29** Not Applicable.

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

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**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

Tele-  
phone

Area code

Number

Extension

Fax

Area code

Number

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.**

51104081