



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

FORM

IN-51105 (11-16-2011)

2012 ECONOMIC CENSUS

Directory and Mailing List 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-51105

INFORMATION COPY
DO NOT USE TO REPORT

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

51105013



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

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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

☐

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

<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"/>

EXAMPLE

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None

2012 \$ Bil. Mil. Thou.

Operating receipts 0100

☐

<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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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.
<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.**Directory, database, and mailing list publishing, excluding Internet publishing**

0700

511 140 00 5

☐

Advertising sales offices of directory and database publishing companies

511 140 00 3

☐Directory and database publishers, including publishing and printing combined (*Exclude publishing exclusively on the Internet.*)

511 140 00 4

☐Mailing list publishers, including publishing and printing combined (*Exclude publishing exclusively on the Internet.*)**Other publishing and Internet publishing**

777 511 05 1

☐Other publishers, including newspaper, magazine, book, map, shopping news, etc. (*Exclude publishing exclusively on the Internet.*) - *Describe type of content* ↴

0701

519 130 10 1

☐Internet publisher, publishing exclusively on the Internet (*Include newspapers, books, periodicals, greeting cards, databases, directories, maps, etc.*)**Other kind of business or activity**

561 410 00 3

☐

Document preparation services, including editing, typing, and transcription

541 840 20 2

☐

Independent publishers' advertising representatives

CONTINUE WITH **19** ON PAGE 5

CONTINUE ON PAGE 5

51105047

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

0701

773 000 00 2 ☐ Other kind of business or activity - Describe type of business or activity ↴

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** →

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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. Report receipts from collections of systematically organized contact information. Descriptive information on persons, organizations, publications, or other entities is often included. Some examples are telephone directories, business and trade directories, and city directories.

Line 2 - Include receipts from print, Internet, and other media. Report receipts from collections of data or information in which the primary content is something other than contact information. These are usually compiled and organized for rapid retrieval by computer. Include custom designed databases.

Line 4 - 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.

1. Directories

a. Subscriptions and sales 34820

b. Sale of advertising space

(1) Telephone 34831

(2) Other - Describe ↴

34832




(3) Add lines 1b(1) and 1b(2) 34830

CONTINUE WITH **22** ON PAGE 6

CONTINUE ON PAGE 6

51105054

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
2. Databases and other collections of information				
a. Subscriptions and sales 34850				
b. Sale of advertising space 34860				
3. Other publishing, excluding directory and database publishing				
a. Subscriptions and sales - <i>Describe type of publication on line 3b</i> 3495				
b. Sale of advertising space - <i>Describe type of publication</i>  34985				
4. Printing services for others 35560				
5. Rental or sale of mailing lists 36460				
6. Licensing of rights to use intellectual property protected by copyright 39401				
7. Resale of merchandise 39606				
8. All other receipts - <i>Describe if more than 10 percent of total receipts</i>   39705				
9. 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 B0912 ☐ No - Go to **26****B.** Amount of receipts or revenue for exported goods or services 0914

2012		
\$ Bil.	Mil.	Thou.

CONTINUE ON PAGE 7

51105062

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

26 SPECIAL INQUIRIES**MEDIA**

- 1.** Estimate the percent of receipts from subscriptions and sales reported in **22**, line 1a and/or line 2a, by type of dissemination media used to deliver product to client:

a. Print 3794

b. Internet 3795

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

d. TOTAL

2012	
Percent	
<input type="text"/>	<input type="text"/> %
<input type="text"/>	<input type="text"/> %
<input type="text"/>	<input type="text"/> %
100	%

- 2.** Estimate the percent of receipts from advertising reported in **22**, line 1b and/or line 2b, by type of dissemination media used to deliver product to client:

a. Print 3797

b. Internet 3798

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

d. TOTAL

2012	
Percent	
<input type="text"/>	<input type="text"/> %
<input type="text"/>	<input type="text"/> %
<input type="text"/>	<input type="text"/> %
100	%

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

Name of person to contact regarding this report

Title

Area code	Number	Extension
<input type="text"/>	<input type="text"/>	<input type="text"/>

Tele-
phone

Area code	Number
<input type="text"/>	<input type="text"/>

Fax

E-mail address

Date completed	Month	Day	Year
	<input type="text"/>	<input type="text"/>	<input type="text"/>

Thank you for completing your 2012 ECONOMIC CENSUS form.

PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.

51105070