



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

FORM

IN-51902 (11-16-2011)

2012 ECONOMIC CENSUS

Internet Publishing and Broadcasting

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-51902

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

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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"/>
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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"/>
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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"/>
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<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.

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"/>
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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).

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 ☐

Mark "X" if None

2012

Number

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Mark "X" if None

2012

\$ Bil.

Mil.

Thou.

8-18 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.

Internet publishing, broadcasting, and web search portals

- 0700 519 130 10 1 ☐ Internet publisher, publishing exclusively on the Internet (Include newspapers, books, periodicals, greeting cards, databases, directories, maps, etc.)
- 519 130 10 3 ☐ Internet broadcasting - providing access to "webcasts" of concerts, sporting events, radio/television broadcasts, music, video, games, and related content "exclusively" over the Internet
- 519 130 20 2 ☐ Web search portals - engaged in operating websites that enable users to search the Internet

Other publishing and broadcasting

- 777 511 01 5 ☐ Print publishers, including publishing and printing combined (Include newspapers, books, periodicals, greeting cards, databases, directories, maps, etc.) - Describe type
- 0701 777 510 00 8 ☐ Printing plant, not engaged in publishing activities (Include offset, commercial, quick, etc.) - Describe type of printing process
- 0701 777 515 00 2 ☐ Broadcasting - Describe type
- 0701

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Other publishing and broadcasting - Continued

Electronic shopping, auctions, and markets

0701

Other kind of business or activity

Other kind of business or activity

0701

20 and **21** Not Applicable.

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
<input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/>		<input type="text"/> 3 <input type="text"/>

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 1a - Report receipts from newspapers published on the Internet in a digital file that can be accessed or downloaded and may contain text links to other sources or publications. Include publications issued daily or more frequently, consisting mainly of current news of all types. Include newspapers, as well as portions of newspapers, such as headlines e-mailed daily or more frequently, that are paid for by subscription or by single copy access fees.

Line 1b - Report receipts from periodicals published on the Internet in a digital file that can be accessed or downloaded and may contain text links to other sources or publications. Include publications whose main content is updated at fixed intervals, less often than daily and more often than annually, usually on a weekly or monthly basis. Include periodicals and periodic newsletters that are paid for by subscription or by single copy access fees.

Line 1c - Report receipts from books (single, non-periodic publications) published on the Internet in a digital file that can be accessed or downloaded and may contain text links to other sources or publications.

Line 1d - Report receipts from collections of systematically organized contact information published on the Internet in a digital file that can be accessed, searched, or downloaded and may contain text links to other sources or publications. Include descriptive information on persons.

Line 1e - Report receipts from collections of data or information published on the Internet in a digital file that can be accessed, searched, or downloaded and may contain text links to other sources or publications. Include online access to collections of public domain materials, such as legal cases and annual reports of publicly traded companies; past newspaper and periodical articles; audio and video clips; and compilations of other collections that are paid for through subscriptions, fixed fees, or fees for downloads.

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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

Line 1f - Report receipts from games that are intended to be played on the Internet. Examples include card, action, children's, role-playing, and strategy games. Include games paid for by various methods, such as subscriptions and pay-per-play.

Line 1g - Report receipts from adult content published or broadcast over the Internet. Include graphics, prerecorded video, live feeds, interactive performances, and virtual activities. Include content paid for by various methods, such as subscriptions, membership fees, and pay-per-view.

Line 1h - Report receipts from other online content not elsewhere included, such as greeting cards, jokes, cartoons, graphics, maps, educational content, streaming news, music, video, and chat rooms. Include content paid for by various methods, such as pay-per-play, pay-per-view, subscriptions, and access fees.

Line 8 - Report receipts from granting permission to use content protected by copyright or 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		2012			
		Report in thousands of dollars OR whole percents. Estimates are acceptable.			
		\$ Bil.	M	Thou.	Percent
1.	Internet publishing and broadcasting - Subscriptions and sales				
a.	Internet newspaper publishing 36301				
b.	Internet periodical publishing 36302				
c.	Internet book publishing 36303				
d.	Internet directories publishing 36304				
e.	Internet databases and other collections publishing 36305				
f.	Internet gaming 36306				
g.	Internet adult content (Include mature and sexually explicit material.) 36307				
h.	Other Internet content - Describe 				
	<div style="border: 1px solid black; height: 30px; width: 400px;"></div> 36308				
2.	Sale of advertising space - Internet				
a.	Sale of search and textual advertising space - Internet . . . 36341				
b.	Sale of display and other advertising space - Internet . . . 36342				
c.	Add lines 2a and 2b 36340				

CONTINUE WITH **22** ON PAGE 6

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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
3. Other publishing - Subscriptions and sales				
a. Print publishing - <i>Describe type of content</i> ↴				
<div style="border: 1px solid black; height: 30px; width: 400px;"></div> 36290	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
b. Electronic and other media - <i>Describe type of content</i> ↴				
<div style="border: 1px solid black; height: 30px; width: 400px;"></div> 36300	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
4. Other publishing - Sale of advertising space				
a. Print 36330	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
b. Electronic and other media 36350	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
5. Rental or sale of mailing lists 36460	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
6. Website hosting services 36120	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
7. Internet access services				
a. Broadband (<i>i.e., always-on</i>)				
(1) Residential 36191	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
(2) Business 36192	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
(3) Add lines 7a(1) and 7a(2) 36190	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
b. Narrowband (<i>i.e., dial-up</i>) 36200	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
8. Licensing of rights to use intellectual property 39400	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
9. Resale of computer hardware and software 39607	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
10. Resale of other merchandise (<i>Exclude computer hardware and software.</i>) - <i>Describe</i> ↴				
<div style="border: 1px solid black; height: 30px; width: 400px;"></div> 39618	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>


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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
11. All other receipts - Describe if more than 10 percent of total receipts  <div style="border: 1px solid black; height: 30px; width: 450px; margin-top: 5px;"></div> <div style="text-align: right; margin-top: 5px;">39718</div>				
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 or 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

2012		
\$ Bil.	Mil.	Thou.

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

26-29 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

<div style="border: 1px solid black; height: 30px; width: 100%;"></div>				<div style="border: 1px solid black; height: 30px; width: 100%;"></div>				
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.

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