## 2012 ECONOMIC CENSUS

**Internet Publishing and Broadcasting** 

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

**DUE DATE** 

**FEBRUARY 12, 2013** 

## 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.

(Please correct any errors in this mailing address.)

IN-51902

## 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:

X

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).

**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?

Yes - Go to 2 No - Enter current EIN (9 digits) -0022

-		

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.)

Yes - Go to line B No - Enter-

> physical location

0035 Number and street

City, town, village, etc.

0037 State 0038 **7IP** Code

CONTINUE WITH 2 ON PAGE 2

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2

Form	IN-5	5190	<b>02</b> (11-16-2	(011)															Page	; 2
2	PHY	'SICA	L LOCA	TION - Co	ntinue	ed														
				shment pl y ONE bo		lly lo	cated in	side the	e legal	boundarie	es of t	he city,	tow	n, villa	ige, et	c.?				
	0041		Yes		0042		No			0043	No I	egal bo	ound	laries	004	4	Do r	not kr	iow	
	<b>C</b> . I	n wh <i>Mark</i>	at type ok "X" onl	of municip y ONE bo	oality x.)	is this	s establi	shmen	t physic	cally locat	ed?									
	0046		City, vil or boro		0047		own or	towns	hip	0048	Othe	ər			002	4 🔲	Do r	not kr	iow	
3	Whi	ch O		TATUS e followin <i>NE box.)</i>	ıg bes	t des	cribes th									012?				
	0011		In opera	ation						- 11	C	OP	Y							
	0013		Tempor	arily or s	eason	ally ir	active	M	ATI	ON TO		-D	$\bigcirc$	RT	1					
	0014		Ceased	operation	1 - FI	t dat	e at righ	nt —	A	TO	R		Y	Month	1	Day		Ye	ar	
	0015		Sold or AND en	leased to ter nan e ployer la	ar o	ne o	ss of ne	w own	er or op	perator			018							
				me of new					,				0061	EIN (9	digits	)				
			0062 <b>M</b> a	niling addre	ess (Nu	ımber	and stre	et, P.O.	Box, etc	.)										
				-																
			0063 Cit	y, town, vi	llage, e	etc.					000	64 State	0065	ZIP Co	ode					
																-				
	0016		Other -	Specify		0815														
4	IOM	NTHS	S IN OPE	RATION													Mark if No		2012 Numbe	r
	Num	nber	of mont	hs in ope	ration	durin	g 2012	(If none	e, mark	"X" and g	go to (	<b>30</b> .) .				. 0002				
	нои	N TO	,	Dollar <b>thou</b> s	r figur <b>sands</b>	es sh	ould be ollars.	round	led to			Mark if No		\$ Bil.		20° Mil.	12	Т	hou.	
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				lf a va	alue is	s "O" (	or less t	han \$5	500.00):	Repo	rt —	→ ×			EX.	A٨	1P	LE		
5	SAL	ES, S	SHIPMEN	NTS, RECE	EIPTS,	OR F	REVENU	E					"Y"			201	12			-
												Mark if No		\$ Bil.		20° Mil.	12	Т	hou.	
	Ope	ratin	g receipt	ts							010	0								
6	Not	Appl	licable.																	

Form IN-51902 (11-16-2011) Page 3

If not shown, please e Number (CFN) from th					
7 EMPLOYMENT AN	ID PAYROLL				
Include:					
Service Form	-time employees working at this establishme 941, Employer's Quarterly Federal Tax Retui to the left of the mailing address or corrected	n, and filed under the	s reported on e Employer la	Internal Re lentification	evenue n Number
Exclude:	to the left of the mailing address of corrected	III <b>U</b> .			
	affing obtained from a staffing service.				
	subcontractors, or independent contractors.				
	ime leased employees whose payroll was file	ed under an employe	e leasing con	npany's EIN	I.
<ul> <li>Purchased or</li> </ul>	managed services, such as janitorial, guard,	or landscape service:	s.		
	or technical services purchased from another	firm, such as softwar	re consulting	computer	
programming	g, engineering, or accounting services.		1		
			Mark "X"		2012
For further clarifica	ation, see information sheet(s).	- ODY	if None	Nu	ımber
	-10	N CUP			
A. Number of emp	ployees for pay period including Marc & Code deductions for fringe penefits. USE Toyer's cost for fringe penefits.		(F) T		
	INFORMAL _	~ DFPU	12,		
<b>B.</b> Payroll before of	deductions	Mark "X"		2012	
(Exclude emplo	oyer's cost for fring a Dene fits.	if None	\$ Bil.	Mil.	Thou.
	UO MOI				
<b>1.</b> Annual payr	roll	0300			
11 / tillidai payi					
2. First quarter	r payroll <i>(January-March 2012)</i>	0310			
8-18 Not Applicable	e.				
19 KIND OF BUSINES	C OP ACTIVITY				
Which <b>ONE</b> of the	following best describes this establishment' rided selections seem appropriate, provide a <b>NE box.</b>			•	
Internet publish	hing, broadcasting, and web search port	als			
519 130 10 1	Internet publisher, publishing exclusive periodicals, greeting cards, databases, of	y on the Internet (Inc lirectories, maps, etc.	lude newspa .)	pers, books	5,
519 130 10 3	Internet broadcasting - providing access television broadcasts, music, video, gar	to "webcasts" of cor	ncerts, sporti	ng events, r	radio/
519 130 20 2	Web search portals - engaged in operat				
313 130 20 2	Web scaren portais engaged in operat	ing websites that end	ibic users to	scaron the	miornot
Other publishin	g and broadcasting				
777 511 01 5	Print publishers, including publishing a	nd printing combined	(Include new	rsnaners h	noks
777 311 01 3	periodicals, greeting cards, databases,	lirectories, maps, etc.	.) - Describe t	уре⊋	OOKS,
0701					
777 510 00 8	Printing plant, not engaged in publishin Describe type of printing process	g activities ( <i>Include d</i>	offset, comme	ercial, quick	c, etc.) -
	Describe type of printing process				
0701					
0,01					
777 515 00 2	☐ Broadcasting - Describe type →				
	,				
0701					

FORM IN-51902 (11-16-	2011)			Page 4
19 KIND OF BUSINE	SS O	R ACTIVITY - Continued		
Other publish	ing a	nd broadcasting - Continued		
<sup>0700</sup> 711 510 00 B		Journalist, including columnist and photograph	pher	
541 840 20 2		Independent publishers' advertising represent	atives	
Electronic sh	oppin	g, auctions, and markets		
454 111 10 3		Electronic shopping - general merchandise		
454 112 00 3		Electronic auctions - operating websites for be trade in new or used goods	usiness-to-consumer or consumer-to-consum	ner
773 000 00 6		Business-to-business electronic markets - Des		
0701		Internet Service Provider - broadband ISP (e.g.	COPY	
Other kind of	busi	ness or activity RMATION	PORT	
518 210 00 A		Internet streaming services arranding sire mon a contract basis	n ng services to Internet broadcasters and other	hers
517 110 30 1		I te e Service Provider - broadband ISP (e.g	ı., cable, DSL system provider)	
517 919 10 1		Internet Service Provider - ISP providing servicennections (i.e., dial-up)		
773 000 00 2		Other kind of business or activity - Describe t	ype of business or activity	
0701				
20 and 21 Not Ap	plicab	e.	2012	
нош то		ercents should be <b>rounded</b> to <b>rhole</b> percents.	Report thousands of dollars OR whole perce Estimates are acceptable.	nts.
REPORT PERCENTS			\$ Bil. Mil. Thou. Pe	ercent
TEHOENTO	lf	figure is <b>38.76</b> % of total sales: <b>Report</b> —		39
(Report receipts	by so	IPMENTS, RECEIPTS, OR REVENUE  urce either as a dollar figure or as a whole pero	cent of total receipts (reported in <b>5</b> ). See HO	)W TO

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.

CONTINUE WITH 22 ON PAGE 5



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

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.

		2012
	Description of sales, shipments, receipts, or revenue	re the usands of dollars OR whole percents.
	Description of sales, shipments, receipts, or revenue	Estimates are acceptable.
	TORMATION	\$ Bil. PORT Thou. Percent
1.	Internet publishing and broadching - Coscriptions and sales	REPORT
	a Internet newspaper statistics	
	a. Internet newspaper publishing N	
	<b>b.</b> Internet periodical publishing	
	a laternat haalonskiiskina	
	c. Internet book publishing	
	d. Internet directories publishing	
	a laternat databases and ather collections williaking	
	e. Internet databases and other collections publishing 36305	
	f. Internet gaming 36306	
	g. Internet adult content (Include mature and sexually explicit	
	material.)	
	h. Other Internet content - Describe	
	III Other meeries content Describe	
	36308	
2.	Sale of advertising space - Internet	
	a. Sale of search and textual advertising space - Internet 36341	
	are out of occurrent and toxidation and open of the most of the occurrence of the oc	
	<b>b.</b> Sale of display and other advertising space - Internet 36342	
	c. Add lines 2a and 2b	
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22	DETAIL OF SALES, SHIPMENTS, RECEIPT	S, OR REVENUE - Continue	d			
	Description of sales, shipments, receip	ots, or revenue	Repo		2012 dollars OR whole are acceptable.	e percents.
			\$ Bil.	Mil.	Thou.	Percent
3.	Other publishing - Subscriptions and sale	S				
	a. Print publishing - Describe type of con	ntent 7				
		36290				
	<b>b.</b> Electronic and other media - Describe	type of content ⊋				
		•				
		263 0	CO	PY		
4.	Other publishing - Sale of advertising positions of the publishing - Sale of the publishing - Sa	MATION		ORT		
	INPO	TOE TO	RE			
	a. Print	T. U.S.F 36330				
	DO 140					
	<b>b.</b> Electronic and other media					
5.	Rental or sale of mailing lists					
6.	Website hosting services	20120				
0.	website mosting services					
7.	Internet access services					
	a. Broadband (i.e., always-on)					
	(1) Residential					
	(2) Business					
	(3) Add lines 7a(1) and 7a(2)	26100				
	(5) Add lines /a(1) and /a(2)					
	<b>b.</b> Narrowband (i.e., dial-up)					
8.	Licensing of rights to use intellectual prop	perty 39400				
9.	Resale of computer hardware and software	re 39607				
10.	. Resale of other merchandise (Exclude cor software.) - Describe	nputer hardware and				
		39618				
		CONTINUE WITH 29 ON PAG	GE 7			

Form **IN-51902** (11-16-2011) Page 7

# DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued    Description of sales, shipments, receipts, or revenue	01111	114 0 190E (11-10-201	1)											ugo .
Description of sales, shipments, receipts, or revenue  Report thousands of dollars OR whole percents.  SBIL MIII. Thou.  Percent  11. All other receipts - Describe if more than 10 percent of total receipts 7  12. TOTAL RECEIPTS - Sum of lines should equal 0 if reporting in dollars  An export is a tangibr of intangists one of the solid or transferred to a customer	If no Num	ot shown, please of the (CFN) from the	enter your 11-digit Cen ne mailing address.	sus File										
Percent  Report thousands of dollars OR whole percents. Estimates are acceptable.  \$ 8il. Mill. Thou.    Percent	22	DETAIL OF SALES,	SHIPMENTS, RECEIPTS,	OR REVE	NUE - Conti	nued								
Estimates are acceptable.  S Bill. Mill. Thou. Percent  11. All other receipts - Describe if more than 10 percent of total receipts;  22. TOTAL RECEIPTS - Sum of lines should equal Q if reporting in dollars.  23. and 23. Not Applicable.  EXPORTS OF GOODS AND SEMPORNATION  EXPORTS OF GOODS AND SEMPORNATION  TO An export is a tangither of intangitic are Q C are goods. eachs a greement, reproduction right, service) that is sold or transferred to a customer of the first of the commonwealth receipts receipts and or produces transfer of the commonwealth receipts of receipts or sold in or services performed for unaffliated produced and efficiency firms (a.g., foreign parent lims, subsidiaries, transfer) excelled produced provided or definition of programment, business establishment, etc.) located outside in the limits and the commonwealth receipts or revenue (reported in Q) include any amounts for exported goods or services?  Estimates are acceptable.  Percent  10. Mill. Thou.  Percent  11. All other receipts - Describe if more than 10 percent of total receipts or right, service) that is sold to a service stable produced and efficiency foreign prime (a.g., foreign parent limits, subsidiaries, transfer) and other services percentage of the produce of the services percentage of the produce of the produced and efficiency foreign primes (a.g., foreign parent limits, subsidiaries, transfer) and other services percentage of the produced of the produced and efficiency foreign primes (a.g., foreign parent limits, subsidiaries, transfer) and other services percentage of the produced of the produced and efficiency foreign primes (a.g., foreign parent limits, subsidiaries, transfer) and primes (a.g., foreign p				2012										
11. All other receipts - Describe if more than 10 percent of total receipts?  12. TOTAL RECEIPTS - Sum of lines should equal @ if reporting in dollars.  23. and ② Not Applicable.  25. EXPORTS OF GOODS AND SEMPS OR NATION  26. EXPORTS OF GOODS AND SEMPS OR NATION  27. An export is a langither or intansity to mode of the solid or transferred to a customer of the interventment, business establishment, etc.) located outside the United States (i.e., outside the U		Description												
12. TOTAL RECEIPTS - Sum of lines should equal 0 if reporting in dollars  3 and 3 Not Applicable.  3 EXPORTS OF GOODS AND SEXUE OR MATION CEPTOR  NOTE - An export is a tangible of intangible precipitation in the solid or transferred to a customer or refer in the line of States (i.e., outside the United States (i.e., outside the Interview) of the United States (i.e., outside the United States (							\$ Bil.	M	il.	Th	ou.		Perce	nt
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United States (i.e., outsing 10 of 10 state) and state of 10 states of	23	and 24 Not Appli	cable.		TIO	10	יטל							
B. Amount of receipts or revenue for exported goods or services		A. Did the receipts	ransfe <mark>rred to, sold to, or s</mark> diaries, branches). Exclud or revenue (reported in	strict of Co services pe de product	plumbia, U.S erformed for s provided t	it, busi 6. Com 7 unaffi to dom	monwe iliated a nestic si	ealth Te and affi ubsidia	rritories liated for ries of f	oreign oreigr	firms firms	(e.g., 1	i <b>e</b> the ons). foreig	e in
B. Amount of receipts or revenue for exported goods or services		0911 🔲 163 -	do to lille b								2012			
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 TO  Name of person to contact regarding this report  Title  Area code Number Extension Area code Number  Fax  E-mail address Month Day Year  Date		0912 No -	Go to 🥨						\$ Bil.				Thou.	
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 TO  Name of person to contact regarding this report  Title  Area code Number Extension Area code Number  Telephone Fax Fax  E-mail address Month Day Year		<b>B.</b> Amount of rece	ipts or revenue for expo	rted goods	or services			0914						
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Is the time period covered by this report a calendar year?  Yes No - Enter time period covered FROM TO TO  Name of person to contact regarding this report  Title  Area code Number Extension Fax  E-mail address Month Day Year  Date		·	, ,		ŕ				0 /	·				
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Thank you for completing your 2012 ECONOMIC CENSUS form.														

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Thank you for completing your 2012 ECONOMIC CENSUS form.

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