



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

FORM

**PS-54110** (11-16-2011)

## 2012 ECONOMIC CENSUS

### Advertising and Related Services

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.

**PS-54110**

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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

**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

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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"/>
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0062 Mailing address (Number and street, P.O. Box, etc.)

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"/>

EXAMPLE

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

Mark "X" if None

Operating receipts (Advertising agencies should report operating income, not gross billings.) . . . . . 0100

☐

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

**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 ☐

Mark "X"  
if None

2012  
Number

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

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"/>

1. Annual payroll . . . . . 0300 ☐

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

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.

### Advertising agency and related services

- 0700
- 541 810 00 1 ☐ Advertising agency - creating advertising campaigns and placing advertising with media
- 541 890 20 1 ☐ Advertising specialties goods distributor (Sells goods featuring advertising or promotional messages such as pens, calendars, and key chains to clients.)
- 541 820 00 1 ☐ Public relations agency
- 541 860 00 1 ☐ Direct mail advertising services
- 541 850 00 1 ☐ Outdoor advertising display services, including bulletins, posters, wall murals, and spectacles
- 541 830 00 1 ☐ Media buying services - purchasing advertising time or space from media and reselling to advertising agencies or direct to individual companies
- 541 850 00 2 ☐ Transit advertising display services
- 541 850 00 3 ☐ Out of home advertising services
- 541 820 00 2 ☐ Lobbying services
- 541 840 10 2 ☐ Radio and television advertising representative - independent of media owners
- 541 840 20 1 ☐ Publishers' advertising representative - independent of media owners

CONTINUE WITH 19 ON PAGE 4

CONTINUE ON PAGE 4

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**19** KIND OF BUSINESS OR ACTIVITY - Continued**Advertising agency and related services - Continued**

0700 777 541 10 2 ☐ Advertising sales office of broadcasting or publishing company - *Describe type of media company* ↴

0701

541 860 00 2 ☐ Advertising material preparation services for mailing or other direct distribution

541 870 00 1 ☐ Advertising material distributor (delivery of advertising samples), excluding by mail

511 140 00 6 ☐ Mailing list compiler/publisher

541 890 30 1 ☐ Sign painting and lettering shop

541 890 80 2 ☐ Other advertising related services - *Describe* ↴

0701

**Other kind of business or activity**

541 430 00 3 ☐ Graphic design and commercial art services

541 613 00 4 ☐ Marketing consulting services - providing advice and counsel to clients on marketing strategy, pricing, new product development, etc.

777 541 10 1 ☐ Printing (regardless of process used) - *Describe* ↴

0701

541 910 00 1 ☐ Marketing research and public opinion polling services

541 922 00 1 ☐ Commercial photography services

777 541 89 1 ☐ Digital production services - *Describe* ↴

0701

773 000 00 1 ☐ Other kind of business or activity - *Describe* ↴

0701

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

## 20 CLASS OF CUSTOMER

Estimate the percentage of receipts (reported in 5) by class of customer.

		2012	
		Whole percent of receipts	
1. Business firms and farms . . . . .	3108	<input type="text"/>	%
2. Not-for-profit organizations (Include religious organizations.) . . . . .	3107	<input type="text"/>	%
3. Federal government . . . . .	3105	<input type="text"/>	%
4. State and local governments . . . . .	3106	<input type="text"/>	%
5. Household consumers and individuals (Report receipts from individually owned businesses on line 1.) . . . . .	3100	<input type="text"/>	%
6. TOTAL . . . . .		100	%

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## 21 SUPPORT SERVICES

Was this establishment primarily engaged in providing management, administrative, or support services to other establishments of your enterprise (rather than for the general public or other business firms) in 2012?

0998 ☐ Yes

0999 ☐ No

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
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/> 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** - Report receipts from placing advertising in media, materials supplied and services performed by other business organizations, and services performed by this agency such as consultations, special services performed in-agency, and other service fees.

**Line 2** - Report receipts from the specialized activity of creating the basic idea for an advertisement. Include drafting the words or copy that will appear in the ad or be spoken by an actor, designing the layout for a print ad, or the filming sequence of a television commercial. When such services are part of integrated or multiple ad agency services, report commissions and fees from the combined activities on **line 1**.

**Line 3** - Report receipts from developing plans for specific promotional activities or campaigns to stimulate consumer purchasing and improve distribution efficiency. Include implementing the campaign.

**Line 6** - Report receipts from providing a full range of public relation services (i.e., developing and implementing communications strategies with segments of the public to influence their attitudes and opinions).

**Line 7** - Report receipts from media planning and selection, negotiating media prices and placement, managing the flow of finished advertisements, monitoring performance, post campaign analysis, and acquiring advertising time or space from broadcast, print, and other media owners on behalf of advertisers or advertising agencies.

**Line 8** - Report receipts from the sale of advertising space or time on behalf of media companies.

**Line 9** - Report receipts from leasing display advertising media space. Include installation, maintenance, and removal of advertising substrate and related services.

**Line 10d** - Report receipts from printing the mailing pieces for a direct mail advertising package such as letters, flyers, brochures, coupons, advertisements, envelopes, shipping labels, etc.

CONTINUE WITH 22 ON PAGE 6

CONTINUE ON PAGE 6

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

**Line 10e** - Report receipts from preparing the letters and delivering them to a mail facility or other distribution center, using a mailing list rented to the client by the direct mail advertising agency. Include folding, addressing and personalizing, inserting, and affixing postage.

**Line 10f** - Report receipts from picking, packaging, and mailing merchandise ordered through response to a direct mail advertising campaign.

**Line 12** - Report receipts from sale of advertising specialties (e.g., key chains, magnets) bearing the name or logo of a business to promote its products or services. Include fees from the design of the specialty item and/or the coordination of production.

**Line 17a** - Report receipts from granting permission to use content protected by copyright owned or controlled by this establishment. Exclude outright sale of rights in perpetuity.

**Line 17b** - Report receipts from granting permission to use content protected 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 (Advertising agencies should report operating income, not gross billings)		2012							
		Report thousands of dollars OR whole percents. Estimates are acceptable.							
		\$ Bln.	Mil.	Thou.	Percent				
<b>1.</b>	Advertising placement services (Include bundled placement and creative services.) . . . . .	37600							
<b>2.</b>	Advertising creative services billed separately (Include graphic design services.) . . . . .	37660							
<b>3.</b>	Sales promotion services . . . . .	37670							
<b>4.</b>	Direct marketing services . . . . .	37680							
<b>5.</b>	Marketing research services . . . . .	37810							
<b>6.</b>	Public relations services								
<b>a.</b>	Full public relations services . . . . .	37701							
<b>b.</b>	Media relations services . . . . .	37702							
<b>c.</b>	Crisis management services . . . . .	37703							
<b>d.</b>	Lobbying services . . . . .	37704							
<b>e.</b>	Public relations event management services . . . . .	37705							
<b>f.</b>	Media monitoring and analysis . . . . .	37706							
<b>g.</b>	Development and/or fundraising services . . . . .	37707							
<b>h.</b>	Add lines 6a through 6g . . . . .	37700							

CONTINUE WITH **22** 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 (Advertising agencies should report operating income, not gross billings.)	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
<b>7.</b> Media planning and/or buying services				
<b>a.</b> Full media planning and buying services . . . . . 37711				
<b>b.</b> Media planning services . . . . . 37712				
<b>c.</b> Media buying services . . . . . 37713				
<b>d. Add lines 7a through 7c</b> . . . . . 37710				
<b>8.</b> Media representation services				
<b>a.</b> Sales agent services for advertising space in print media . 37721				
<b>b.</b> Sales agent services for advertising time on television . . . 37722				
<b>c.</b> Sales agent services for advertising time on radio . . . . . 37723				
<b>d.</b> Sales agent services for advertising time on the Internet . 37725				
<b>e.</b> Sales agent services for advertising time or space in media, excluding print, television, radio, and Internet . . . 37726				
<b>f. Add lines 8a through 8e</b> . . . . . 37720				
<b>9.</b> Display advertising services				
<b>a.</b> Leased display advertising media space, large format . . . 37731				
<b>b.</b> Leased display advertising media space, transit . . . . . 37732				
<b>c.</b> Leased display advertising media space, street furniture and other urban fixtures . . . . . 37733				
<b>d.</b> Leased display advertising media space, other . . . . . 37734				
<b>e. Add lines 9a through 9d</b> . . . . . 37730				

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CONTINUE WITH **22** ON PAGE 8

CONTINUE ON PAGE 8

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22

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**CONTINUE ON PAGE 9**



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 (Advertising agencies should report operating income, not gross billings.)	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
<b>17.</b> Licensing of rights to use intellectual property				
<b>a.</b> Protected by copyright . . . . . 39401				
<b>b.</b> Protected as industrial property . . . . . 39402				
<b>18.</b> Resale of merchandise - Describe if more than 10 percent of total receipts 7				
39606				
<b>19.</b> All other operating receipts - Describe if more than 10 percent of total receipts 7				
39726				
<b>20. TOTAL OPERATING RECEIPTS - Sum of lines should equal 5 if reporting in dollars . . . . . 39850</b>				100

**23** and **24** Not Applicable.

**25** EXPORTED SERVICES

**NOTE** - An exported service is a product (e.g., service performed, license agreement) that is sold or transferred to, or performed for 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 provided to 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 services?

0911 ☐ Yes - Go to line B

0912 ☐ No - Go to 26

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

2012		
\$ Bil.	Mil.	Thou.

54110093

**26 SPECIAL INQUIRIES****A. GROSS BILLINGS***(To be completed only by advertising agencies.)*Gross billings and costs associated with receipts reported in **22**, line 1.Mark "X"  
if None

1. Sales of (billings for) advertising media . . . . . 3030

☐

2. Billings for advertising materials and other outside production services . . . . . 3031

☐

3. Cost of advertising media in line 1 above . . . . . 3032

☐

4. Purchases of advertising materials and services in line 2 above . . . . . 3033

☐

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"/>

**B. FRANCHISE**1. Was this establishment operating under any trademark(s) at the time owned by a franchisor in 2012?  
(Mark "X" only ONE box.)0237 ☐ Yes - franchisee-owned establishment0238 ☐ Yes - franchisor-owned establishment0239 ☐ No

2. If yes, provide the trademark(s) below. ↗

0235

**INFORMATION COPY  
DO NOT USE TO REPORT****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

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.**

54110101