



2012 ECONOMIC CENSUS

Advertising and Related Services

FORM

PS-54110 (11-16-2011)

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.

PS-54110

**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

54110010



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* →

Month	Day	Year

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

INFORMATION COPY
DO NOT USE TO REPORT

0060 Name of new owner or operator 0061 EIN (9 digits)

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

0063 City, town, village, etc. 0064 State 0065 ZIP Code

0016 Other - *Specify* → 0815

4 MONTHS IN OPERATION

Number of months in operation during 2012 (If none, mark "X" and go to 30.) 0002

2012 Number

HOW TO REPORT DOLLAR FIGURES

Dollar figures should be **rounded to thousands** of dollars.

If a figure is **\$2,035,628.79:** **Report** →

If a value is "0" (or less than \$500.00): **Report** →

Mark "X" if None

2012		
\$ Bil.	Mil.	Thou.

EXAMPLE

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

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

2012		
\$ Bil.	Mil.	Thou.

6 Not Applicable.

54110028



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 7.

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 0030

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

	2012								
	\$ Bil.			Mil.			Thou.		
1. Annual payroll 0300 <input type="checkbox"/>									
2. First quarter payroll (January-March 2012) 0310 <input type="checkbox"/>									

INFORMATION COPY
DO NOT USE TO REPORT

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 spectaculars
- 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

54110036



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
**INFORMATION COPY
DO NOT USE TO REPORT**

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

54110044



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	□ □ □ %
2. Not-for-profit organizations (Include religious organizations.) 3107	□ □ □ %
3. Federal government 3105	□ □ □ %
4. State and local governments 3106	□ □ □ %
5. Household consumers and individuals (Report receipts from individually owned businesses on line 1.) 3100	□ □ □ %
6. TOTAL	100 %

INFORMATION COPY
DO NOT USE TO REPORT

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
□ □ □	□ □ □ □	□ □ □ □	□ □ 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

54110051

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.							
		\$ Bil.	Mil.	Thou.	Percent				
1.	Advertising placement services (Include bundled placement and creative services.)	37600							
2.	Advertising creative services billed separately (Include graphic design services.)	37660							
3.	Sales promotion services	37670							
4.	Direct marketing services	37680							
5.	Marketing research services	37810							
6.	Public relations services								
a.	Full public relations services	37701							
b.	Media relations services	37702							
c.	Crisis management services	37703							
d.	Lobbying services	37704							
e.	Public relations event management services	37705							
f.	Media monitoring and analysis	37706							
g.	Development and/or fundraising services	37707							
h.	Add lines 6a through 6g	37700							

INFORMATION COPY
 DO NOT USE TO REPORT

54110069



CONTINUE WITH **22** ON PAGE 7

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
7. Media planning and/or buying services				
a. Full media planning and buying services 37711				
b. Media planning services 37712				
c. Media buying services 37713				
d. Add lines 7a through 7c 37710				
8. Media representation services				
a. Sales agent services for advertising space in print media . . 37721				
b. Sales agent services for advertising time on television . . . 37722				
c. Sales agent services for advertising time on radio 37723				
d. Sales agent services for advertising time on the Internet . . 37725				
e. Sales agent services for advertising time or space in media, excluding print, television, radio, and Internet . . . 37726				
f. Add lines 8a through 8e 37720				
9. Display advertising services				
a. Leased display advertising media space, large format . . . 37731				
b. Leased display advertising media space, transit 37732				
c. Leased display advertising media space, street furniture and other urban fixtures 37733				
d. Leased display advertising media space, other 37734				
e. Add lines 9a through 9d 37730				

INFORMATION COPY
DO NOT USE TO REPORT

54110077



CONTINUE WITH **22** ON PAGE 8

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
17. Licensing of rights to use intellectual property				
a. Protected by copyright 39401				
b. Protected as industrial property 39402				
18. Resale of merchandise - Describe if more than 10 percent of total receipts ↴				
[Redacted] 39626				
19. All other operating receipts - Describe if more than 10 percent of total receipts ↴				
[Redacted] 39726				
20. TOTAL OPERATING RECEIPTS - Sum of lines should equal 5 if reporting in dollars 39850				100

INFORMATION COPY
DO NOT USE TO REPORT

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

			2012		
			\$ Bil.	Mil.	Thou.
1.	Sales of (billings for) advertising media	3030	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	Billings for advertising materials and other outside production services	3031	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	Cost of advertising media in line 1 above	3032	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	Purchases of advertising materials and services in line 2 above	3033	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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 establishment
- 0238 Yes - franchisor-owned establishment
- 0239 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
	<input type="text"/>	<input type="text"/>		<input type="text"/>	<input type="text"/>

Name of person to contact regarding this report

Title

Telephone - - -

Area code Number Extension

Fax - -

Area code Number

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.

54110101

