



2012 ECONOMIC CENSUS
Classification Form

FORM
PS-54193 (11-16-2011)

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

DUE DATE
30 DAYS AFTER
RECEIPT OF FORM

(Please correct any errors in this mailing address.)

Need help or have 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-54193

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.

1 Not Applicable.

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

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 operator - *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"/>

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"/>

0016 Other - *Specify* →

4 - 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
- 541 820 00 1 Public relations agency
- 541 910 00 2 Market research services
- 541 860 00 1 Direct mail advertising services
- 541 890 30 1 Sign painting and lettering shop
- 541 850 00 1 Outdoor advertising display services, including bulletins, posters, wall murals, and spectaculars

CONTINUE WITH **19** ON PAGE 3

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

19 KIND OF BUSINESS OR ACTIVITY - Continued

Advertising agency and related services - Continued

- 0700 541 860 00 2 Advertising material preparation services for mailing or other direct distribution
- 541 890 20 1 Advertising specialties goods distributor *(Sells goods featuring advertising or promotional messages such as pens, calendars, and key chains to clients.)*
- 777 541 10 2 Advertising sales office of broadcasting or publishing company - *Describe type of media company* ↴
- 0701 541 840 20 1 Publishers' advertising representative - independent of media owners
- 541 850 00 3 Out of home advertising services
- 541 820 00 2 Lobbying services
- 541 830 00 1 Media buying services - purchasing advertising time or space from media and reselling to advertising agencies or direct to individual companies
- 511 140 00 6 Mailing list compiler/publisher
- 541 840 10 2 Radio and television advertising representative - independent of media owners
- 541 850 00 2 Transit advertising display services
- 541 870 00 1 Advertising material distributor (delivery of advertising samples), excluding by mail
- 541 890 80 1 Welcoming services *(Provides coupons and advertising materials to new residents of a community.)*
- 541 850 00 6 Digital Production Services
- 541 890 80 2 Other advertising related services - *Describe* ↴

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Professional, scientific, and technical services, or other kind of business or activity

- 541 921 00 1 Photography studio, portrait
- 541 922 00 1 Commercial photography services
- 541 930 00 1 Translation and interpretation services
- 541 930 00 2 Sign language services
- 541 990 90 6 Business broker
- 777 541 90 1 Other professional, scientific, and technical services - *Describe* ↴
- 0701 541 611 00 2 Administrative and general management consulting services, including strategic planning and organizational change
- 541 620 00 2 Environmental consulting services

CONTINUE WITH **19** ON PAGE 4

CONTINUE ON PAGE 4

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19 KIND OF BUSINESS OR ACTIVITY - Continued

Professional, scientific, and technical services, or other kind of business or activity - Continued

0700 777 541 03 5 Other management and consulting services - Describe ↴

0701

0701 777 540 00 1 Research and development services - Describe ↴

0701

0701 773 000 00 2 Other kind of business or activity - Describe type of business or activity ↴

0701

20-25 Not Applicable.

26 SPECIAL INQUIRIES

MERCHANDISE SALES

Did the sale of merchandise account for more than half of the total receipts of this establishment in 2012?

3531 Yes - Specify merchandise sold ↴

0831

3532 No

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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

Telephone

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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