

FORM **SM-4412FAE-A** U.S. DEPT OF COMMERCE  
 (09-07-2012) Economics & Statistics Administration  
 U.S. CENSUS BUREAU

Public reporting burden for this collection of voluntary information is estimated to average 5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to: Paperwork Project 0607-0104, U.S. Census Bureau, 4600 Silver Hill Road, AMSD-3K138, Washington, DC 20233. You may e-mail comments to [Paperwork@census.gov](mailto:Paperwork@census.gov); use "Paperwork Project 0607-0104" as the subject. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget (OMB). The 8-digit OMB number appears in the top right corner on the front of this form.

**ADVANCE MONTHLY RETAIL TRADE REPORT**

**REPORT VIA INTERNET**  
[econhelp.census.gov/marts](http://econhelp.census.gov/marts)

Username:  
 Password:

**FAX YOUR REPORT 1-800-447-4613**

**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. Under the same law, information that you report cannot be used for taxation, regulation, or investigation and are exempt from release under the Freedom of Information Act. Further, copies of your response retained in your files are immune from legal process.

**CONTACT PERSON**

Name  
 Telephone (Area code, number, extension)  
 FAX Number (Area code, number)

**MAILING ADDRESS** (Please correct any errors in name, address, and ZIP Code.)

**ANNOUNCEMENTS AND SPECIAL INSTRUCTIONS**

**INCLUDE**

- Cash and credit sales of merchandise whether or not payment was received
- E-commerce sales if not submitted on a separate monthly retail report
- Wholesale sales and services revenue made by retail establishments covered by this report
- Value of trade-ins taken as part payment for other merchandise

**EXCLUDE**

- Commissions from vending machine operators and from sales of government lottery tickets
- Nonoperating receipts (such as interest income, income from investments, and receipts from the rental or sale of real estate)
- Refunds and allowances for returned goods
- Data for establishments operated by other firms, such as franchises
- Sales taxes and finance charges
- Leased departments and concessions operated by other firms in this firm's establishments

<b>1 NUMBER OF RETAIL ESTABLISHMENTS</b>	Number for	Number for
<b>How many retail establishments did this firm operate?</b>		
<b>2 SALES, RECEIPTS, OR REVENUE</b> Estimates are acceptable if book figures are not available	Sales for	Sales for
<b>A. What type of reporting period do this month's sales represent?</b>	<input type="checkbox"/> Calendar month - Go to <b>2C</b> <input type="checkbox"/> 4-week period <input type="checkbox"/> 5-week period	<input type="checkbox"/> Calendar month - Go to <b>2C</b> <input type="checkbox"/> 4-week period <input type="checkbox"/> 5-week period
	Ending date (Month and day)	Ending date (Month and day)
<b>B. If not a calendar month reporting period, what is the ending date for the period you are reporting sales?</b>		
<b>C. What were the total sales?</b>	Dollars	Dollars
<b>D. Do the sales reported in 2C represent book figures or estimates?</b>	<input type="checkbox"/> Book <input type="checkbox"/> Estimate	<input type="checkbox"/> Book <input type="checkbox"/> Estimate
	Dollars	Dollars
<b>E. What were the total e-commerce sales?</b> OR If e-commerce sales not available - <b>What was the percent of total sales in 2C that represents e-commerce?</b>	Percent	Percent
	%	%

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