

**NAPCS Product List for NAICS 54183: Media Buying Agencies**

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		NAICS Industries Producing the Product
			Can	Méx	US	Title	Definition	
54183	1	X				Media planning and/or buying services	Providing media planning or media buying services separately or in combination.	541830
54183	1.1			X	X	Media planning and buying, full-service	Providing a comprehensive bundle of media planning and buying services for acquiring advertising time or space from broadcast, print and other media owners on behalf of advertisers or advertising agencies. Service may include all of the following activities or functions: media planning and selection; negotiating media prices and placement; managing the flow of finished advertisements (known as traffic management); monitoring performance; and conducting post campaign analysis. The service is the same for all media even though the specified processes may differ.	541830 541810
54183	1.2			X		Media planning and buying, except full-service	Developing plans for advertisers to follow in selecting the types of media and specific media outlets to use in order to reach the target audience within the advertising budget, and negotiating the media prices and placement.	541830
54183	1.3			X	X	Media planning services	Developing plans for advertisers to follow in selecting the types of media and specific media outlets to use in order to reach a target audience within the advertising budget.	541830
54183	1.4			X	X	Media buying services	Buying space or time from the media on behalf of the advertisers or advertising agencies.	541830 541810
54183	2	X				Media research, analysis, and verification services	Conducting research, analysis, and verification/evaluation activities to provide clients with critical information, such as media coverage, audience, effectiveness, reliability, etc., about all types of media	541830
54183	2.1				X	Media research services	Researching characteristics of advertising media (audience/readership size and characteristics, cost, etc.) to enable advertisers most effectively to reach the audience determined by the marketing or advertising campaign. May include a compilation and analysis of existing data collected by third parties as well as of primary data collected by the media buying establishment.	541830
54183	2.2			X		Competitive advertising report services	Preparing reports on the advertising that the competition is placing in the media, in terms of investment, rating, and strategy.	
54183	2.3			X		Media advertising verification services	Conducting follow up of the various media to ensure that advertisements are placed in accordance with the terms of the media contract.	
54183	3	X				Media planning and buying services, nec.	Providing other media planning and buying services, not elsewhere specified	541830
54183	3.1				X	Media consulting services	Providing consultation, research, or reports to advertisers to assist them in developing media strategies.	541830