

NAPCS Product List for NAICS 54184: Media Representatives

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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	
54184	1	X				Sales agent services for advertising space in print media	Acting as independent sales representatives for print media establishments to arrange for the sale of advertising space to clients in printed media, such as newspapers, magazines, and journals on a fee or commission basis.	541840
54184	2	X				Sales agent services for advertising time on television	Acting as independent sales representatives for television stations to arrange for the sale of television advertising time to clients on a fee or commission basis.	541840
54184	3	X				Sales agent services for advertising time on radio	Acting as independent sales representatives for radio stations to arrange for the sale of radio advertising time to clients on a fee or commission basis.	541840
54184	4	X				Sales agent services for advertising time or space in media, except print, television, and radio	Acting as independent sales representatives for media establishments, except print, television stations and radio stations, to arrange for the sale of advertising time or space to clients on a fee or commission basis.	541840
54184	4.1				X	Sales agent services for advertising space on the Internet	Acting as independent sales representatives for Internet-based establishments to arrange for the sale of advertising space to clients on a fee or commission basis.	541840
54184	4.2				X	Sales agent services for advertising time or space in other media, nec	Acting as independent sales representatives for media establishments, not elsewhere classified, to arrange for the sale of advertising time or space to clients on a fee or commission basis.	541840