



U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

FORM

IN-51104 (11-16-2011)

2012 ECONOMIC CENSUS

Greeting Card and Other Miscellaneous Publishing

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.

IN-51104

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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

51104016



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
<input type="text"/>	<input type="text"/>	<input type="text"/>

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* →

<input type="text"/>									
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0060 Name of new owner or operator	0061 EIN (9 digits)
<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>
0062 Mailing address (Number and street, P.O. Box, etc.)	
<input style="width: 100%;" type="text"/>	
0063 City, town, village, etc.	0064 State 0065 ZIP Code
<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>

0016 Other - *Specify* →

4 MONTHS IN OPERATION

Number of months in operation during 2012 (If none, mark "X" and go to **3D**.) 0002

<input type="text"/>	<input type="text"/>
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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.
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

EXAMPLE

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Operating receipts 0100

2012		
\$ Bil.	Mil.	Thou.
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

6 Not Applicable.

51104024



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"/>									

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8 Not Applicable.

9 VALUE OF INVENTORIES

A. Did this establishment own inventories, regardless of where held, at the end of 2012 and/or 2011?

0486 Yes - Go to line B

0487 No - Go to **19**

B. Report inventories owned by this establishment as of December 31 before Last-in, First-out (LIFO) adjustment (if any).

	Mark "X" if None	End of 2012			Mark "X" if None	End of 2011		
		\$ Bil.	Mil.	Thou.		\$ Bil.	Mil.	Thou.
1. Finished goods 0461 <input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>			
2. Work-in-process 0463 <input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>			
3. Materials, supplies, fuels, etc. 0462 <input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>			
4. Total inventories (Add lines B1 through B3.) 0460 <input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>			
5. LIFO reserve (if any) 0466 <input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>			
6. Total inventories after LIFO adjustment (Line B4 minus line B5.) 0468 <input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>			

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10 INVENTORIES BY VALUATION METHOD

Report how much of the inventory reported in **9**, line B4 for 2012 is subject to the following valuation methods:

Mark "X" if None

			2012		
	\$ Bil.	Mil.	Thou.		
A. LIFO valuation method before adjustment 0244	<input type="checkbox"/>				
B. First-in, First-out (FIFO) 0491	<input type="checkbox"/>				
C. Average cost 0492	<input type="checkbox"/>				
D. Standard cost 0493	<input type="checkbox"/>				
E. Other valuation method - Specify method ↴ 0895 <input type="checkbox"/>	<input type="checkbox"/>				
F. TOTAL (Sum of lines A through E should equal 9 , line B4.) 0490	<input type="checkbox"/>				

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11-18 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.**

Greeting card publishing, excluding Internet publishing

0700 511 191 00 1 Greeting card publishers, including publishing and printing combined (Exclude publishing exclusively on the Internet.)

Other publishing and Internet publishing

511 130 30 1 Atlas/map publishers, including publishing and printing combined (Exclude publishing exclusively on the Internet.)

511 120 30 1 Shopping news publishers, including publishing and printing combined (Exclude publishing exclusively on the Internet.)

511 199 00 1 Pattern publishing, including clothing patterns

511 199 00 2 Miscellaneous publishers, excluding newspaper, magazine, book, directory, database, music, software, and greeting card publishers - Describe type of content ↴

0701

Other kind of business or activity

519 130 10 1 Internet publisher, publishing exclusively on the Internet (Include newspapers, books, periodicals, greeting cards, databases, directories, maps, etc.)

777 510 00 8 Printing plant, not engaged in publishing activities (Include offset, commercial, quick, etc.) - Describe type of printing process ↴

0701

453 220 00 2 Greeting card store

CONTINUE WITH **19** ON PAGE 5

CONTINUE ON PAGE 5

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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

Other kind of business or activity - Continued

- 0700 561 410 00 3 Document preparation services, including editing, typing, and transcription
- 541 840 20 2 Independent publishers' advertising representatives
- 773 000 00 2 Other kind of business or activity - Describe type of business or activity **7**

0701

20 and 21 Not Applicable.

HOW TO REPORT PERCENTS

Percents should be **rounded to whole** percents.

If figure is **38.76%** of total sales, **Report** →

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2012

Report thousands of dollars OR whole percents. Estimates are acceptable.

	\$ 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 - Include receipts from print, Internet, and other media.

Line 1b - Report receipts from other consumer publishing. Report newspaper, periodical, book, directory, database, and music publishing on **line 3**.

Line 1b(8) - Report receipts from publishing discount coupon books and all other consumer publications that are intended mainly for personal or household use.

Line 4 - Report receipts from publishing books, periodicals, journals, etc., for others (including self-publishing writers) who maintain copyright and editorial control. Include services related to publishing, such as editing, proofreading, content development, research, writing, and word processing. Include printing and distribution if these activities are provided in combination with the activities listed above.

Line 5 - Report receipts from the printing of books, periodicals, newspapers, journals, newsletters, posters, etc., for others.

Line 6 - Report receipts from granting permission to use content protected by copyright owned or controlled by this establishment. Include receipts from the right to reproduce or adapt to another format, medium, language, or territory. Exclude outright sale of rights in perpetuity.

Description of sales, shipments, receipts, or revenue

2012

Report thousands of dollars OR whole percents. Estimates are acceptable.

	\$ Bil.	Mil.	Thou.	Percent
1. Miscellaneous publishing				
a. Greeting cards				
(1) Single cards 34761				
(2) Multiple cards (Include boxed cards.) 34762				
(3) Add lines 1a(1) and 1a(2) 34760				

CONTINUE WITH **22** ON PAGE 6

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22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
1. Miscellaneous publishing - Continued				
b. Consumer publishing (Exclude newspapers, periodicals, books, etc.)				
(1) Art prints 34771				
(2) Posters (Exclude advertising posters.) 34772				
(3) Calendars (Exclude desktop calendars.) 34773				
(4) Postcards 34774				
(5) Coloring books 34775				
(6) Patterns 34776				
(7) Yearbooks 34777				
(8) All other consumer publishing (Include trading cards and sports cards.) - Describe type ↴				
<input type="text" value=""/>				
34778				
(9) Add lines 1b(1) through 1b(8) 34770				
c. Business, trade, and professional publications (Exclude newspapers, periodicals, books, etc.)				
(1) Catalogs 34781				
(2) Diaries and time schedulers 34782				
(3) All other business, trade, and professional publications - Describe type ↴				
<input type="text" value=""/>				
34783				
(4) Add lines 1c(1) through 1c(3) 34780				
2. Sale of advertising space 34790				

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CONTINUE WITH **22** ON PAGE 7

CONTINUE 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	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
3. Other publications, including newspapers, books, periodicals, etc.				
a. Subscriptions and sales - Describe type of publication on line 3b 34974				
b. Sale of advertising space - Describe type of publication ↴				
[Redacted] 34974				
4. Publishing service for others - Describe type of content ↴				
[Redacted] 35550				
5. Printing services for others 35560				
6. Licensing of rights to use intellectual property protected by copyright 39401				
7. Resale of merchandise				
a. Software 39604				
b. Other merchandise 39605				
8. All other receipts - Describe if more than 10 percent of total receipts ↴				
[Redacted] 39704				
9. TOTAL RECEIPTS - Sum of lines should equal 5 if reporting in dollars 39850				100

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23 and 24 Not Applicable.

25 EXPORTS OF GOODS AND SERVICES

NOTE - An export is a tangible or intangible product (e.g., good, license agreement, reproduction right, service) that is sold or transferred to 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 transferred to, sold to, or services performed for 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 goods or services?

0911 Yes - Go to line B

0912 No - Go to 30

B. Amount of receipts or revenue for exported goods or services 0914

2012		
\$ Bil.	Mil.	Thou.

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26-29 Not Applicable.

REMARKS (Please use this space for any explanations that may be essential in understanding your reported data.)

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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

Area code	Number	Extension
<input type="text"/>	<input type="text"/>	<input type="text"/>

Fax	Area code	Number
<input type="text"/>	<input type="text"/>	<input type="text"/>

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.**

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