### 2012 ECONOMIC CENSUS
Greeting Card and Other Miscellaneous Publishing

(Please correct any errors in this mailing address.)

**IN-51104 (11-16-2011)**

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

**DUE DATE**
**FEBRUARY 12, 2013**

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.

**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. 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?

- **Yes** - Go to 2
- **No** - Enter current EIN (9 digits)

### 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.)

- **Yes** - Go to line B
- **No** - Enter physical location

- **Number and street**
- **City, town, village, etc.**
- **State**
- **ZIP Code**

**CONTINUE WITH 3 ON PAGE 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.)*

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>No legal boundaries</th>
<th>Do not know</th>
</tr>
</thead>
<tbody>
<tr>
<td>0041</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

**C.** In what type of municipality is this establishment physically located?  
*(Mark "X" only ONE box.)*

<table>
<thead>
<tr>
<th></th>
<th>City, village, or borough</th>
<th>Town or township</th>
<th>Other</th>
<th>Do not know</th>
</tr>
</thead>
<tbody>
<tr>
<td>0046</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

**OPERATIONAL STATUS**

Which ONE of the following best describes this establishment's operational status at the end of 2012?  
*(Mark "X" only ONE box.)*

<table>
<thead>
<tr>
<th></th>
<th>In operation</th>
<th>Temporarily or seasonally inactive</th>
<th>Ceased operation - Give date at right</th>
<th>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</th>
</tr>
</thead>
<tbody>
<tr>
<td>0011</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

**MONTHS IN OPERATION**

Number of months in operation during 2012 *(If none, mark "X" and go to 50.)*  
2012 Number

**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):

- Mark "X" if None

**SALES, SHIPMENTS, RECEIPTS, OR REVENUE**

Operating receipts

Mark "X" if None

**INFORMATION COPY**

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

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 1.

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).

A. Number of employees for pay period including March 12

B. Payroll before deductions
(Exclude employer’s cost for fringe benefits.)

1. Annual payroll

2. First quarter payroll (January-March 2012)

Not Applicable.

VALUE OF INVENTORIES

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

Yes - Go to line B

No - Go to 19

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

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

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>$ Bil.</th>
<th>Mil.</th>
<th>Thou.</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Mark "X" if None

INFORMATION COPY
DO NOT USE TO REPORT

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

Greeting card publishers, including publishing and printing combined (Exclude publishing exclusively on the Internet.)

Other publishing and Internet publishing

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

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

Pattern publishing, including clothing patterns

Miscellaneous publishers, excluding newspaper, magazine, book, directory, database, music, software, and greeting card publishers - Describe type of content

Other kind of business or activity

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

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

Greeting card store
### 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 |

### DECEMBER 1, 2012

| 20 and 21 | Not Applicable. |

### HOW TO REPORT PERCENTS

Percent should be rounded to whole percents.

2012

<table>
<thead>
<tr>
<th>2012</th>
<th>Report thousands of dollars OR whole percents.</th>
<th>Estimates are acceptable.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Percent</td>
<td>39</td>
</tr>
</tbody>
</table>

### 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 9). 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.

<table>
<thead>
<tr>
<th>Description of sales, shipments, receipts, or revenue</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Report thousands of dollars OR whole percents. Estimates are acceptable.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>$ Bil.</th>
<th>Mil.</th>
<th>Thou.</th>
<th>Percent</th>
</tr>
</thead>
</table>

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**
### 1. Miscellaneous publishing - Continued

**b. Consumer publishing** *(Exclude newspapers, periodicals, books, etc.)*

<table>
<thead>
<tr>
<th>Description</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$ Bil.</td>
</tr>
<tr>
<td>(1) Art prints</td>
<td></td>
</tr>
<tr>
<td>(2) Posters (Exclude advertising posters.)</td>
<td></td>
</tr>
<tr>
<td>(3) Calendars (Exclude desktop calendars.)</td>
<td></td>
</tr>
<tr>
<td>(4) Postcards</td>
<td></td>
</tr>
<tr>
<td>(5) Coloring books</td>
<td></td>
</tr>
<tr>
<td>(6) Patterns</td>
<td></td>
</tr>
<tr>
<td>(7) Yearbooks</td>
<td></td>
</tr>
<tr>
<td>(8) All other consumer publishing <em>(Include trading cards and sports cards.)</em> - Describe type</td>
<td></td>
</tr>
</tbody>
</table>

| Add lines 1b(1) through 1b(8) |        |      |       |         |

**c. Business, trade, and professional publications** *(Exclude newspapers, periodicals, books, etc.)*

<table>
<thead>
<tr>
<th>Description</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$ Bil.</td>
</tr>
<tr>
<td>(1) Catalogs</td>
<td></td>
</tr>
<tr>
<td>(2) Diaries and time schedulers</td>
<td></td>
</tr>
<tr>
<td>(3) All other business, trade, and professional publications - Describe type</td>
<td></td>
</tr>
</tbody>
</table>

| Add lines 1c(1) through 1c(3)            |        |      |       |         |

### 2. Sale of advertising space

<table>
<thead>
<tr>
<th>Description</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$ Bil.</td>
</tr>
</tbody>
</table>

**CONTINUE WITH ON PAGE 7**
### DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

#### 3. Other publications, including newspapers, books, periodicals, etc.
   - **a. Subscriptions and sales** - *Describe type of publication on line 3b*
   - **b. Sale of advertising space** - *Describe type of publication*

#### 4. Publishing service for others - *Describe type or content*

#### 5. Printing services for others

#### 6. Licensing of rights to use intellectual property protected by copyright

#### 7. Resale of merchandise
   - **a. Software**
   - **b. Other merchandise**

#### 8. All other receipts - *Describe if more than 10 percent of total receipts*

#### 9. TOTAL RECEIPTS - *Sum of lines should equal 3 if reporting in dollars*
   - **$ Bil.**
   - **Mil.**
   - **Thou.**
   - **Percent**
   - **$ 10 0**

### 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 3) include any amounts for exported goods or services?
   - **Yes** - Go to line B
   - **No** - Go to 20

#### B. Amount of receipts or revenue for exported goods or services
   - **$ Bil.**
   - **Mil.**
   - **Thou.**

---

**INFORMATION COPY**

DO NOT USE TO REPORT
### REMARKS

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

---

#### INFORMATION COPY

**DO NOT USE TO REPORT**

---

<table>
<thead>
<tr>
<th>Is the time period covered by this report a calendar year?</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Yes ☐ No - Enter time period covered FROM TO</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name of person to contact regarding this report</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Telephone</th>
<th>Area code</th>
<th>Number</th>
<th>Extension</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fax</th>
<th>Area code</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E-mail address</th>
<th>Date completed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Month Day Year</td>
</tr>
</tbody>
</table>

---

**CERTIFICATION** - This report is substantially accurate and was prepared in accordance with the instructions.

---

*Thank you for completing your 2012 ECONOMIC CENSUS form.*

**PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.**