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.

IN-51901

2012 ECONOMIC CENSUS
Libraries and News Syndicates

(Please correct any errors in this mailing address.)

INFORMATION COPY
DO NOT USE TO REPORT

Report Online - It's fast and secure!
Go to: econhelp.census.gov

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 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 0 ON PAGE 2

PENALTY FOR FAILURE TO REPORT

CONTINUE 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.)*

- [ ] Yes
- [ ] No
- [ ] No legal boundaries
- [ ] Do not know

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

- [ ] City, village, or borough
- [ ] Town or township
- [ ] Other
- [ ] Do not know

### OPERATIONAL STATUS

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

- [ ] In operation
- [ ] Temporarily or seasonally inactive
- [ ] Ceased operation - Give date at right
- [ ] 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

- **Month**
- **Day**
- **Year**

**Name of new owner or operator**

**EIN (9 digits)**

**Mailing address (Number and street, P.O. Box, etc.)**

**City, town, village, etc.**

**State**

**ZIP Code**

**Other - Specify**

### MONTHS IN OPERATION

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

- [ ] None

### 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

### SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Operating receipts *(Libraries and archives should report total revenue, including contributions, gifts, and grants.)*

- [ ] None

### Not Applicable.
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

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td></td>
</tr>
</tbody>
</table>

#### B. Payroll before deductions

(Exclude employer’s cost for fringe benefits.)

<table>
<thead>
<tr>
<th>Year</th>
<th>Mark “X” if None</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td></td>
</tr>
</tbody>
</table>

1. Annual payroll

2. First quarter payroll (January-March 2012)

### 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.

#### Libraries and archives

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>0700</td>
<td>Libraries - maintaining collections of documents (books, newspapers, music, etc.) and facilitating public access and use of these collections</td>
</tr>
<tr>
<td>0701</td>
<td>Archives - preserving public records or historical documents, photographs, maps, etc., facilitating public access and use of these collections</td>
</tr>
</tbody>
</table>

#### Other kind of business or activity

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>519 110 00 1</td>
<td>News syndicates - supplying the news media with information such as news, reports, and pictures</td>
</tr>
<tr>
<td>773 000 00 7</td>
<td>Publishers - creating/compiling works (news, articles, maps, etc.) and distributing these works to the public via print, Internet, or other electronic media - Describe type of content and media used</td>
</tr>
<tr>
<td>518 210 00 3</td>
<td>Data storage services, including remote backup and storage of computer data</td>
</tr>
<tr>
<td>519 190 00 3</td>
<td>News clipping services</td>
</tr>
<tr>
<td>519 190 00 4</td>
<td>Stock photo agencies</td>
</tr>
<tr>
<td>711 510 00 B</td>
<td>Journalist, including columnist and photographer</td>
</tr>
<tr>
<td>512 290 90 2</td>
<td>Stock music library</td>
</tr>
</tbody>
</table>

CONTINUE WITH ON PAGE 4
**KIND OF BUSINESS OR ACTIVITY - Continued**

**Other kind of business or activity - Continued**

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
<th>Check Box</th>
</tr>
</thead>
<tbody>
<tr>
<td>0700</td>
<td>Motion picture film library, stock footage</td>
<td></td>
</tr>
<tr>
<td>773000</td>
<td>Other kind of business or activity - Describe</td>
<td></td>
</tr>
</tbody>
</table>

**NOT APPLICABLE.**

**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 ③). 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 2a** - Report receipts from providing access to library resources for a fee. Include library card or membership fees, when charged; research fees; fines for overdue or lost items; equipment use fees; and other user fees.

**Line 2b** - Report receipts from providing archival services for a fee, such as the right of entry or access to archives and other information.

**Line 3a** - Report receipts from granting permission to use news reports, articles, headlines, features, and exclusives; reprints and transcripts of news items; news photos, graphics, and film clips; and all other news and news-related content.

**Line 3b** - Report receipts from granting permission to use ready-to-air radio or television programs, excluding news, distributed to multiple users for broadcast on-air or online.

**Line 3c** - Report receipts from granting permission to use other syndicated media content, such as editorial cartoons, comic strips, puzzles, horoscopes, advice columns, and all other special-interest features.

**Line 4** - Report receipts from providing a systematic search for, and retrieval of, documents, datasets, and archived copies of back issues of newspapers or other information, based on a certain criteria established by the client. Also include advice and compilation services tailored to the subject matter under investigation.

**Line 5** - Report receipts from providing stock photo services, telephone-based information recordings, and all other services not elsewhere classified. These services involve either collecting and disseminating information or providing access to it on a fee or contract basis.

**Line 8** - Report receipts from collecting and recording editorial coverage published in various mass media about the client or its competition ("clipping service") and preparing analysis of the coverage.

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### 3. Licensing of rights to syndicated media content

| a. Syndicated news reports and related content | 36251 |
| b. Syndicated program content, excluding news | 36252 |
| c. Other syndicated media content | 36253 |
| d. Add lines 3a through 3c | 36250 |

### 4. Information search and retrieval services | 36260 |

### 5. All other information services - Describe type | 36270 |

### 6. Publishing - Subscriptions and sales

| a. Print - Describe type of content | 36290 |
| b. Internet publishing and broadcasting - Describe type of content | 36300 |
| c. Electronic and other media - Describe type of content | 36310 |

### 7. Publishing - Sale of advertising space

| a. Print | 36330 |
| b. Internet | 36340 |
| c. Electronic and other media | 36350 |

### 8. Media monitoring and analysis | 37706 |
### Detail of Sales, Shipments, Receipts, or Revenue - Continued

<table>
<thead>
<tr>
<th>Description of sales, shipments, receipts, or revenue</th>
<th>2012</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$ Bil.</td>
<td>Mil.</td>
</tr>
<tr>
<td>9. Resale of merchandise</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. All other receipts - Describe if more than 10 percent of total receipts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11. TOTAL RECEIPTS - Sum of lines should equal if reporting in dollars</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### 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 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 20 |

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

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

### 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 | TO |

**Name of person to contact regarding this report**

**Title**

**Telephone**

Area code - Number - Extension

**Fax**

Area code - Number

**E-mail address**

**Date completed**

Thank you for completing your 2012 Economic Census form.

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