OMB No. 0607-0422: Approval Expires: 11/30/2002

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

FORM
SA-**51111A**

DUE DATE

2000 SERVICE ANNUAL SURVEY

Newspaper Publishers

138 SAS_I
511110 T

NOTICE — Your report to the Census Bureau is confidential by law (Title 13, U.S. Code). It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.

RETURN COMPLETED FORM TO

U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47132-0001

Any questions call
1-800-772-7851 weekdays,
8:30 a.m. to 5:00 p.m. EST

(Please correct any error in name, address, or ZIP Code)

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, U.S. Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau.

Item 1 SURVEY COVERAGE

This report covers all domestic locations operated by your company and its subsidiaries primarily engaged in operations necessary for producing and distributing newspapers, including gathering news; writing news columns, feature stories, and editorials; and selling and preparing advertisements. These locations may publish newspapers in print or electronic form.

Does the above coverage describe this firm's business activity? 0001

1 ☐ Yes – *Continue with Item 3*
2 ☐ No – *Specify your business activity and continue with Item 3*

0002

Item 2 NOT APPLICABLE TO THIS FORM

Item 3 REPORT PERIOD

Mark (X) the one box which best describes the period covered by your report.

If the data reported are for a period other than the "calendar year," please enter the beginning and ending dates.

0006
1 ☐ Calendar year – *Go to Item 4A*
2 ☐ Fiscal year
3 ☐ Less than 12 months

	2000		
	Month	Day	Year
From 0007			
To 0008			

Item 4A SOURCES OF REVENUE

Report all revenue before any items of cost of expenses are deducted, but after allowances for cash or other discounts, advertising agency commissions, newstand and carrier commissions, etc.
Exclude intracompany transfers.

Enter "0" in items where applicable.

Do Not combine data for two or more detail lines.

Electronic Sales — Refers to transactions in goods or services that your firm accounted for as sales and completed over an Internet, intranet, EDI, or other online system.

Line 2a — Advertising sales from printed copies — Report revenue from creating and designing advertising campaigns that appear and/or are attached with printed publications (i.e., revenue from run of press and preprint advertising).

Line 4 — Include revenue from marketing research services, revenue from renting and selling mailing lists and other related direct mail advertising services.

An estimate is acceptable if a book figure is not available.

	Key code	2000 Bil.	Mil.	Thou.	Dol.
1. Single copy and subscription sales					
a. Print	600				
b. Electronic	601				
2. Advertising sales					
a. Print	602				
b. Electronic	603				
3. Contract printing	604				
4. Other revenue	605				
5. TOTAL REVENUE →	002				

Item 4B E-COMMERCE RECEIPTS/REVENUE

E-commerce includes sales and receipts from any transaction completed over an Internet, extranet, EDI network, electronic mail or other online system. Transactions are agreements between buyers and sellers to transfer ownership of, or rights to use, goods or services. Payment for these goods and services may or may not be made online. Please see the instruction sheet for further clarification before completing this item.

An estimates is acceptable if a book figure is not available.

1. Did your firm have e-commerce receipts/revenue during 2000? 0011
   1 ☐ Yes — *Enter the date your firm began e-commerce sales.* →
   2 ☐ No — *Continue to Item 4C.*

0010 Month (i.e., June=06)	Year (i.e., 2000=00)

	Key code	2000 Bil.	Mil.	Thou.	Dol.
2. What was your firm's e-commerce receipts/revenue for 2000? (Include e-commerce receipts/revenue in Item 4A. Exclude sales taxes.) →	005				

Item 4C EXPORTS

An estimate is acceptable if a book figure is not available.

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 revenue from single copy and subscription sales, and advertising sales to customers or clients located outside the United States. Include products transferred to, sold to, or services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.). **Exclude** products provided to domestic subsidiaries of foreign firms.

	Key code	2000 Bil.	Mil.	Thou.	Dol.
Did the total revenue reported in Item 4A include any amounts received for exported services or products? 0009 1 ☐ Yes → 2 ☐ No	004				

Item 4D PURCHASED PRINTING EXPENSES

An estimate is acceptable if a book figure is not available.

	Key code	2000 Bil.	Mil.	Thou.	Dol.
Report cost of purchased printing →	620				

Item 5 INVENTORIES AT END OF YEAR (DECEMBER 31, 2000)

An estimate is acceptable if a book figure is not available.

Report inventories at cost or market value using generally accepted accounting methods.

	Key code	End of 2000 Bil.	Mil.	Thou.	Dol.
a. Finished goods and work-in-process	621				
b. Materials, supplies, fuel, etc.	622				
c. TOTAL inventories	623				

Item 6 NUMBER OF LOCATIONS

Enter the total number of service locations covered by this report as of December 31, 2000. →

2000 Number: 0012

Item 7 OWNERSHIP OR CONTROL

a. Does another firm own more than 50 percent of the voting stock or have the power to control the management and policies of this company?

0013 1 ☐ Yes → 2 ☐ No

0014 Name of owning or controlling company

Number and street

City, State, and ZIP Code

0015 EIN → –

b. Did this firm acquire or merge with another company during 2000?

0016 1 ☐ Yes → 2 ☐ No

0017 Name of company acquired or merged with

Number and street

City, State, and ZIP Code

Date of merger or acquisition → 0018 Month Year

0019 EIN → –

Item 8 REMARKS – *Please use this space for any explanations that may be helpful in understanding your reported data. For any separate correspondence pertaining to this report, please include the IDENTIFICATION number shown in the address label area or at the top of the page.*

0027

Public reporting burden for this collection of information is estimated to average 1.0 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Associate Director for Finance and Administration; Attn: Paperwork Reduction Project; Bureau of the Census; Room 3104, FB 3; Washington, DC 20233-0001. PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the top right corner on the front of this form.

Item 9 CERTIFICATION – This report is substantially accurate and has been prepared in accordance with instructions.

0020 Name of person completing this report – *Please print*

0021 Address *(Number and street, city, State, ZIP Code)*

0022 Telephone — Area code | Number | Extension

Signature of authorized person

0023 Fax — Area code | Number | Extension

0024 Title

0025 Date

0026 E-mail address

Please return the completed form in the enclosed envelope.
If you prefer, you may fax the completed form to 1–800–447–4613.

SA-I(I)
(6-20-2000)

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

SERVICE ANNUAL SURVEY
INFORMATION SECTOR
GENERAL INSTRUCTIONS

Your report should be completed and returned in the preaddressed envelope provided on or before the due date. If the report does not appear to apply to your kind of business or activity, describe your business or activity in Item 1 and complete the remainder of the form as accurately as possible.

If filing within the required time frame will cause an undue burden and you would like an extension, or if you have any questions, please write to the

U.S. Census Bureau
1201 East 10th Street
Jeffersonville, IN 47132-0001

or call our Census Bureau representative in Jeffersonville, Indiana at 1–800–772–7851, weekdays from 8:30 a.m. to 5:00 p.m., eastern time.

Always include your identification number, located in the address label, in any correspondence.

IF BOOK FIGURES ARE NOT AVAILABLE, ESTIMATES ARE ACCEPTABLE.

Please read all instructions before making your entries.

Report data for the calendar year specified. If calendar year records are not available, we will accept fiscal year data. Please note, however, that we prefer estimates for the calendar year to book figures covering a different time period. Report all values in dollars (omit cents). Enter "0" in items where appropriate. Please do not combine data for two or more revenue lines.

For location(s) sold or acquired during the year specified, report only for the period that the location(s) were operated by this firm.

SPECIFIC INSTRUCTIONS

Revenue

Report revenue for all services rendered and any sales of merchandise for the calendar year specified, even though payment may have been received at a later date. Firms operating on a commission basis should report commissions, fees, and other operating income, not gross billings or sales.

Include –

- Total value of service contracts.
- Amounts received for work subcontracted to others.
- Market value of compensation in lieu of cash.
- Revenue from services performed by domestic locations for FOREIGN parent firms, subsidiaries, branches, etc.
- Dues and assessments from members and affiliates.
- Royalties, license fees, and other payments from the marketing of intangible products (e.g., licensing the use of or granting reproduction rights for software, musical compositions, and other intellectual property).

Exclude –

- Taxes (sales, amusement, occupancy, use, or other) collected directly from customers or clients and paid directly to a local, State, or Federal tax agency.
- Revenue from a domestic parent organization, or from franchise locations owned by others and any franchise or license fees.
- Rents from and revenue of separately operated departments, concessions, etc., which are leased to others.
- Revenue from customers for carrying or other credit charges.
- Commissions from vending machine operators.
- Revenue of foreign subsidiaries (those located outside the U.S., i.e., outside the 50 states, District of Columbia, U.S. Commonwealth Territories, or U.S. Possessions).
- Revenue from the sale of used equipment.
- Installment payments from leasing under capital, finance, or full-payout leases.
- Proceeds from the sale of real estate (land and buildings), investments, or other assets (except inventory held for resale).
- Contributions, gift, grants, and income from interest, rental of real estate, and dividends **except** for public broadcast stations and libraries.

SERVICE ANNUAL SURVEY
INFORMATION SECTOR
SPECIFIC INSTRUCTIONS – Continued

E-commerce Receipts/Revenue

(In the following instructions, online refers to any transaction completed over an Internet, extranet, EDI network, electronic mail or other online system.)

Include –

- Revenue from online orders for goods or services placed by a buyer.
- Revenue from online services provided where charges are based on the usage of those services (e.g., commissions or fees from use of computerized reservation systems, financial transaction processing systems, etc.)
- Commissions or fees from the trading of securities or the sale of other financial products online (e.g., insurance, loans, etc.).
- Commissions or fees from selling or from facilitating the sale of third party products (e.g., click-through including referral fees) through your company's Web site.
- Revenue from orders or contracts negotiated online with a buyer and seller on the price and terms for transferring ownership or the rights to use goods or services.
- Revenue from telephone transactions using interactive voice response systems.

Exclude – revenue from:

- Online billings where the order or contract was not negotiated online.
- Delivery of services online where the order or contract was not negotiated online.
- Provision of telecommunications and related infrastructure systems (e.g., data transfer, Web hosting, Internet access) where the order or contract for such services was not negotiated online.
- Orders for goods or services placed by facsimile machine or over switched telephone network.