OMB No. 0607-0422: Approval Expires: 12/31/2006

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

FORM
SA-54181E

2004 SERVICE ANNUAL SURVEY

ADVERTISING AGENCIES

DUE DATE

NOTICE — Your report to the Census Bureau is **confidential** by law (Title 13, U.S. Code). It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information 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

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(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 that report payroll for the Federal Employer Identification Number (EIN) shown in the address label primarily engaged in creating advertising campaigns and placing such advertising in periodicals, newspapers, radio and television, or other media. Activities include creative services, account management, production of advertising material, media planning and consulting, and buying (i.e., placing advertising).

Does this firm have domestic locations providing one of the business activities described in the survey coverage above?

0001 1 ☐ Yes – *Continue with Item 2*
2 ☐ No –*Specify your business activity, continue with Item 2, and complete as much of the survey form as possible.*

0002

Item 2 FEDERAL EMPLOYER IDENTIFICATION NUMBER (EIN)

Is the Federal Employer Identification Number (EIN) printed in the upper left of the address label the same as that used for this firm on its latest Employer's Quarterly Federal Tax Return, Treasury Form 941?

0003 1 ☐ Yes – *SKIP to Item 3*
2 ☐ No – *Enter current EIN* → 0004 ___ – ___

When did you start reporting payroll under this EIN? → 0005 Month ___ Year ___

Item 3 REPORT PERIOD

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

0006 1 ☐ Calendar year – *Go to Item 4A*

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

2 ☐ Fiscal year
3 ☐ Less than 12 months

	2004 Month	Day	Year
From	0007		
To	0008		

USCENSUSBUREAU

Item 4A OPERATING REVENUE

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

Exclude intracompany transfers.

Do not combine data for two or more detail lines.

Enter "0" in items where applicable.

Line 1 – Report revenue from providing any combination of advertising services such as creative and productive services; and media planning, buying, and research, plus marketing services (including any combination of public relations, market research, and sales promotion).

Line 2 – Report revenue from creating the basic idea for an advertisement, which includes drafting the words or copy that will appear in the ad or be spoken by an actor; designing the layout for a print ad or the filming sequence of a television commercial.

Line 3 – Report revenue from buying space or time from the media on behalf of the advertisers or advertising agencies.

Line 4 – Report revenue from developing and implementing a communications strategy with various target sectors of the public to influence their attitudes and opinions in the interest of promoting a person, product, place or idea. Various sectors of the public include community groups, constituents, minority groups, employees, investors, etc.

Line 5 – Report revenue from developing plans for specific promotional activities or campaigns that stimulate consumer purchasing and improve distribution efficiency for a specific product. **Include** providing support services for implementing the campaign, such as coordinating the logistical and personnel requirements.

Line 6 – Report revenue from developing a strategy to send promotional messages directly to consumers, rather than via mass media.

Line 7 – Report revenue from investigating all elements of the marketing mix, which includes product, place, price, and promotion.

Line 8 – Report revenue from other services related to advertising, such as developing ad campaigns that use interactive media, conducting media verification, preparing competitive advertising reports, and producing advertisements for print, radio or television.

Line 9 – Report all other operating revenue. **Include** sale or licensing of merchandise and rental or leasing of equipment.

	Key code	2004 Bil.	Mil.	Thou.	Dol.
1. Integrated Advertising Services	**1446**				
2. Advertising Creative Services, (including Graphic Design Services)	**1423**				
3. Media Buying	**1448**				
4. Full Public Relations Services	**1433**				
5. Sales Promotion	**1455**				
6. Direct Marketing	**1456**				
7. Marketing Research	**1457**				
8. Other Advertising Services	**1441**				
9. All Other Operating Revenue – If this item is greater than 20% of total operating revenue, specify 1560	**749**				
10. TOTAL OPERATING REVENUE *(Sum of lines 1–9)*	**002**				

Item 4B E-COMMERCE RECEIPTS/REVENUE

Report 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 General Instruction sheet for further clarification before completing this item.

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

1. Did your firm have e-commerce receipts/revenue during 2004? 0011

1 ☐ Yes – *Enter the date your firm began e-commerce sales.* → 0010

2 ☐ No – *Continue to Item 4C.*

Month (i.e., June=06)	Year (i.e., 2004=04)

	Key code	2004 Bil.	Mil.	Thou.	Dol.
2. What was your firm's e-commerce receipts/revenue for 2004? (**Include** e-commerce receipts/revenue in Item 4A. **Exclude** sales taxes.) →	**005**				

Item 4C OPERATING EXPENSES

1. Cost of Contract Labor

Line 1 – Report payments made to suppliers for leased employees and temporary help such as office workers, provided they are **not on your payroll**, but **are supervised** by your firm. **Exclude** payments for services of persons supervised by the supplying firm, such as legal, accounting, janitorial, security, and building maintenance services.

2. Expensed Materials and Supplies (not for resale)

Line 2a – Report the cost of expensed computer hardware and packaged software. **Include** hardware such as servers, CPUs, monitors, and network devices; computer software purchased under licensing agreements, and computer software license fees; and other expensed business equipment, such as copiers, fax machines, and telephones. **Exclude** leased and/or rented equipment.

Line 2b – Report the cost of expensed materials, parts, and supplies, which are used as part of the services you provide. **Include** office and janitorial supplies, small tools, computer-related supplies (such as cartridges and computer paper), packaging and containers, and medical supplies. **Exclude** fuels for motor vehicles, and leased and/or rented materials, parts, and supplies.

3. Expensed Purchased Services

Line 3a – Report the cost of expensed custom coded software. **Include** computer-related services such as adaptation of off-the-shelf software, system design and support services, web design, and web hosting. **Exclude** computer-related communications costs.

Line 3b – Report the cost of data processing, computer consulting, and other purchased computer services. **Include** computer input preparation, data storage, computer time rental, microfilm imaging, and optical scanning services. **Exclude** payroll processing, credit card transaction fees, and fees for the management and operation of your data processing facilities.

Line 3c – Report the cost of telephone, cellular, pagers, and fax services; and computer-related communications such as Internet, connectivity, on-line, and other communication services.

Line 3d – Report the cost of purchased electricity. If electricity is included in a lease or rental payment, report these costs below.

Line 3e – Report the cost of purchased fuels for heating, power, and generating electricity. **Include** the cost of natural gas. If the cost of fuels are included in a lease or rental payment, report these costs below.

Line 3f – Report the cost of administrative and professional services such as management consulting, legal, accounting, auditing, bookkeeping, actuarial, payroll processing, marketing, advertising, architectural, engineering, and fees for the management and operation of your data processing facilities.

Line 3g – Report lease and rental costs for land, buildings, offices, structures, machinery, and equipment. **Include** lease and rental of transportation equipment without operators; and penalties incurred for broken leases. **Exclude** payments by your firm to your parent company or organization (or any of its subsidiaries) for use of assets owned by them and installment payments for assets obtained through capital lease agreements.

Line 3h – Include purchased transportation (with operators); travel and lodging; shipping and warehousing; postage and package delivery; water, sewer, and refuse removal; janitorial, security, parking, and grounds maintenance; purchased repair and maintenance; and all other purchased services. **Exclude** annual payroll, employer's contributions to employee benefits plans, fuels for motor vehicles, insurance, depreciation, taxes and licenses, bank charges associated with maintaining accounts, investment and brokerage fees, and credit card transaction fees.

Line 4 – Include annual payroll on a **cash** basis, employer's contributions to employee benefits plans on a **cash** basis, fuels for motor vehicles, insurance, depreciation, taxes and licenses, bank charges associated with maintaining accounts, investment and brokerage fees, credit card transaction fees, royalties, and all other operating expenses. **Exclude** interest expense.

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

Include only purchases from external vendors.

Exclude capitalized costs.

	Key code	2004 Bil.	Mil.	Thou.	Dol.
1. Cost of Contract Labor	**1287**				
2. Expensed Materials and Supplies (not for resale)					
a. Computer and other business equipment and supplies (including packaged software)	**1299**				
b. Other materials, parts, and supplies	**1300**				
3. Expensed Purchased Services					
a. Custom coded software (including adaptation of off-the-shelf software) and system design and support services	**1302**				
b. Data processing and other purchased computer services	**1303**				
c. Purchased communication services	**1282**				
d. Purchased electricity	**1283**				
e. Purchased fuels (except motor fuels)	**1304**				
f. Purchased management consulting, administrative services, and other professional services	**1305**				
g. Lease and rental payments	**807**				
h. All other purchased services	**1307**				
4. Other Operating Expenses	**1385**				
5. TOTAL OPERATING EXPENSES *(Sum of lines 1–4)*	**003**				

Item 5 **NUMBER OF LOCATIONS**

Enter the total number of service locations covered by this report as of December 31, 2004. →	2004 Number
	0012

Item 6 **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

EIN → 0015 ___ – ___

b. Did this firm acquire or merge with another company during 2004?

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 ___

EIN → 0019 ___ – ___

Item 7 **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 5.0 hours 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: Paperwork Project 0607-0422, U.S. Census Bureau, 4700 Silver Hill Road, Stop 1500, Washington, DC 20233-1500. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0422" as the subject. 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 8 **CERTIFICATION –** This report is substantially accurate and has been prepared in accordance with instructions.

0020 Name of person completing this report – *Please print*	0024 Title	0025 Date

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

0022 Telephone			0023 Fax			0026 E-mail address
Area code	Number	Extension	Area code	Number	Extension	

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

To see the results of previous Service Annual Surveys, go to the following website:
www.census.gov/econ/www/servmenu.html

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

SERVICE ANNUAL SURVEY
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 items.

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

SPECIFIC INSTRUCTIONS

Taxable Firms

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.

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).
- Nonoperating revenue such as income from investments, sales of company-owned real estate (land and building), or other assets, (except inventory held for resale), securities, gifts, loans, contributions, royalties, or grants.
- Revenue from the sale of used equipment.
- Installment payments from leasing under capital, finance, or full-payout leases.
- Intracompany transfers.
- Interest income.

SERVICE ANNUAL SURVEY
SPECIFIC INSTRUCTIONS – Continued

Tax-Exempt Firms

Revenue

Except for firms operating on a commission basis, 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 –

- Program service revenue for services provided in 2004, whether or not payment was received in 2004.
- Gross sales of merchandise, minus returns and allowances.
- Income from interest, dividends, gross rents (including display space rentals and share of receipts from departments operated by other companies), royalties, and other investments.
- Net gains (or losses) from the sale of real estate (land and buildings), investments, or other assets (except inventory held for resale).
- Gross contributions, gifts, and grants (whether or not restricted for use in operations).
- Dues and assessments from members and affiliates.
- Commissions earned from the sale of merchandise owned by others (including commissions from vending machine operators).
- Gross receipts from fundraising activities.

Exclude –

- Sales and other taxes collected directly from customers or clients and paid directly to a local, State, or Federal tax agency.
- Gross receipts of departments or concessions operated by other companies.
- Amounts transferred to operating funds from capital or reserve funds.

Expenses

Report costs incurred during the survey year specified even though payments may have been made at a later date.

Include –

- Payroll and employee benefits.
- Interest and rent expenses.
- Supplies used for operating your business, cost of merchandise sold, and other expenses allocated to operations during the year.
- Contracted or purchased services.
- Fees paid to other organizations for fundraising.
- Depreciation expenses.
- Expenses of locations providing support services (e.g., repair services, administrative services, etc.) for your service establishments.

Exclude –

- Sales and other taxes collected directly from customers or clients and paid directly to a local, State, or Federal tax agency.
- Outlays for the purchase of real estate (land and buildings); for construction; for additions, major alterations, and improvements to existing facilities; and all other capital expenditures.
- Funds invested.
- Income taxes.
- Assessments (dues) paid to the parent or other chapters of the same organization.
- **For firms engaged in raising funds –** Funds which are transferred to charities or other organizations.

All Firms

E-commerce 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.