

**Table 6.17. Advertising Agencies (NAICS 54181)—Estimated Sources of Revenue for Employer Firms: 2004**

[Estimates are based on data from the 2004 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

Item	2004
<b>Operating Revenue</b>	
<b>Total</b> .....	<b>24,551</b>
<b>Sources of Revenue</b>	
Integrated advertising services .....	10,674
Advertising creative services (including graphic design services) .....	2,901
Media buying .....	3,979
Full public relations services .....	330
Sales promotion .....	912
Direct marketing .....	889
Marketing research .....	S
Other advertising services .....	2,685
All other operating revenue .....	2,009

S Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-6.13 provides estimated measures of sampling variability (coefficients of variation).

Table 6.18. **Public Relations Agencies (NAICS 54182)—Estimated Sources of Revenue for Employer Firms: 2004**

[Estimates are based on data from the 2004 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

Item	2004
<b>Operating Revenue</b>	
<b>Total</b> .....	<b>6,954</b>
<b>Sources of Revenue</b>	
Full public relations services .....	4,313
Media relations .....	462
Crisis management .....	S
Lobbying .....	936
Event management .....	181
Media monitoring and analysis .....	S
Fundraising development services .....	14
All other operating revenue .....	873

S Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-6.14 provides estimated measures of sampling variability (coefficients of variation).

Table 6.19. **Display Advertising (NAICS 54185)—Estimated Sources of Revenue for Employer Firms: 2004**

[Estimates are based on data from the 2004 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

Item	2004
<b>Operating Revenue</b>	
<b>Total</b> .....	<b>5,440</b>
<b>Sources of Revenue</b>	
Leased display advertising media space .....	4,483
Large format .....	3,779
Transit .....	175
Street fixture and other urban fixtures .....	128
Other leased display advertising .....	401
All other operating revenue .....	957

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-6.15 provides estimated measures of sampling variability (coefficients of variation).

Table 6.20. **Direct Mail Advertising (NAICS 54186)—Estimated Sources of Revenue for Employer Firms: 2004**

[Estimates are based on data from the 2004 Service Annual Survey and administrative data. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

Item	2004
<b>Operating Revenue</b>	
<b>Total</b> .....	<b>11,570</b>
<b>Sources of Revenue</b>	
Full direct mail services .....	6,025
Concept development for a direct mail advertising campaign .....	77
Mail list creation and support services .....	322
Print services for direct mail advertising materials .....	734
Letter shop services .....	1,546
Fulfillment services .....	S
Other direct mail advertising services .....	198
All other operating revenue .....	2,095

S Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-6.16 provides estimated measures of sampling variability (coefficients of variation).