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

FORM
**SA-54181E** (11-22-2011)

OMB No. 0607-0422: Approval Expires 10/31/2012

# 2011 ANNUAL SERVICES REPORT
## Advertising Agencies

**Due Date**

**Need help or have questions?**
**Call** 1-800-772-7851
(8:30 a.m. - 5:00 p.m. ET, M-F)
or
**Visit** census.gov/econhelp/sas

**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.

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*(Please correct any errors in name, address, and ZIP Code.)*

**Return via Internet:**
census.gov/econhelp/sas
Username:
Password:

**Return via Mail:**
U.S. Census Bureau
1201 East 10th Street
Jeffersonville, IN 47134-0001

**To view Survey Results:**
census.gov/services

## GENERAL INSTRUCTIONS

Throughout this survey, any reference to **"this firm"** is referring to the EIN that is printed in the mailing address area or the new EIN that was provided as a response in ❷. Any responses related to "this firm" should only include data for the EIN referenced.

- Any significant change in this firm's operations should be noted in ⓱.
- For establishments sold or acquired in 2011 or 2010, report data only for the period the establishments were operated by this firm.
- Estimates are acceptable if book figures are not available.
- Enter "0" where applicable.
- Do not combine data for two or more detailed lines.
- Report data on an accrual basis, except for payroll.
- Dollars should be rounded to the nearest dollar.
- If a figure is $1,030,280,456 it should be reported as →

| Bil. | Mil. | Thou. | Dol. |
|---|---|---|---|
| 1 | 030 | 280 | 456 |

**Include:**
- Data for all Services establishments (excluding data for Retail, Wholesale, Manufacturing, Mining, and Construction operations) operating under the EIN printed in the mailing address area.
- Data for auxiliary facilities primarily engaged in supporting services to those establishment(s) such as warehouses, garages, central administrative offices, and repair services.

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## 1 SURVEY COVERAGE

**Did this firm provide the business activities described below?**

This report covers all domestic locations that report payroll for the Federal Employer Identification Number (EIN) shown above the address label primarily engaged in creating advertising campaigns and placing such advertising in periodicals, newspapers, radio and television, or other media. These establishments are organized to provide a full range of services (i.e., through in-house capabilities or subcontracting), including advice, creative services, account management, production of advertising material, media planning, and buying (i.e., placing advertising).

☐ Yes

☐ No - *Specify this firm's business activity*

## 2 FEDERAL EMPLOYER IDENTIFICATION NUMBER (EIN)

**Does this firm report payroll under EIN**

☐ Yes

☐ No - *Enter current 9-digit EIN **AND** date payroll was first reported for this EIN* . . . . . EIN (9 digits) ___ - ___

Month | Day | Year

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***CONTINUE ON PAGE 3***

## 3 ORGANIZATIONAL CHANGE

**A. Did this firm experience any acquisitions, sales, mergers, and/or divestitures in 2011 or 2010?**

☐ Yes

☐ No - *Go to* 4

**B. Which of the following organizational changes occurred in 2011 or 2010?**

*Check all that apply. If more than one organizational change occurred during the reporting period, explain in* 17.

☐ Acquisition
☐ Sale
☐ Merger
☐ Divestiture

*Date of organizational change* . . . . . | Month | Day | Year |

*AND*

*Enter detailed information below*

| Name of company | EIN (9 digits) |
|---|---|
| | - |

| Address (Number and street, P.O. Box, etc.) |
|---|
| |

| City, town, village, etc. | State | ZIP Code |
|---|---|---|
| | | - |

## 4 REPORTING PERIOD

**What time period is covered by the data provided in this report?**

☐ Calendar year

☐ Fiscal or partial year - *Report beginning and ending dates* . . . . . .

| 2011 | | |
|---|---|---|
| **Beginning Date** | | |
| Month | Day | Year |
| | | |
| **Ending Date** | | |
| Month | Day | Year |
| | | |

| 2010 | | |
|---|---|---|
| **Beginning Date** | | |
| Month | Day | Year |
| | | |
| **Ending Date** | | |
| Month | Day | Year |
| | | |

## 5 Not Applicable.

## 6 SALES, RECEIPTS, OR REVENUE

**What were the revenues for this firm in 2011 and 2010?**

**Include:**

- Commissions, fees, and other operating receipts, not gross billings or gross sales.
- Amounts received for work subcontracted to others.
- For locations that were sold or acquired during a year, only report for the periods that this firm operated the locations.
- Revenue from services performed by domestic locations of foreign parent firms, subsidiaries, branches, etc.
- E-commerce revenue.

**Exclude:**

- Transfers made within the company.
- Taxes collected directly from customers or clients and paid directly to a local, state, or federal tax agency.
- Rents from and revenue of separately operated departments, concessions, etc., which are leased to others.
- 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).

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## 6 SALES, RECEIPTS, OR REVENUE - Continued

| | 2011 | | | | 2010 | | | |
|---|---|---|---|---|---|---|---|---|
| | $ Bil. | Mil. | Thou. | Dol. | $ Bil. | Mil. | Thou. | Dol. |
| **1. Integrated advertising services -** Providing any combination of advertising services such as creative and productive services, media planning, buying, and research, plus marketing services (**including** any combination of public relations, market research, and sales promotion) . . . . . | | | | | | | | |
| **2. Advertising creative services (including graphic design services) -** 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 | | | | | | | | |
| **3. Media buying -** Buying space or time from the media on behalf of the advertisers or advertising agencies . . . . . | | | | | | | | |
| **4. Sales promotion -** 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 . . . . . | | | | | | | | |
| **5. Direct marketing -** Developing a strategy to send promotional messages directly to consumers, rather than via mass media . . . | | | | | | | | |
| **6. Marketing research -** Investigating all elements of the marketing mix, which includes product, place, price, and promotion | | | | | | | | |
| **7. Other advertising services -** Other services related to advertising, such as full public relation services, developing ad campaigns that use interactive media, conducting media verification, preparing competitive advertising reports, and producing advertisements for print, radio, or television . . . . . | | | | | | | | |
| **8. All other operating revenue -** Revenue not reported in lines **1 through 7. Include** sale or licensing of merchandise and rental or leasing of equipment. **If this item is greater than 20% of the total operating revenue, specify the primary source of the revenue below** ▼ | | | | | | | | |
| | | | | | | | | |
| **9. TOTAL OPERATING REVENUE** *Sum of lines **1 through 8*** . . . . . | | | | | | | | |

## 7 SALES TAX

**A. Did this firm collect any sales taxes in 2011 or 2010?**

☐ Yes

☐ No - *Go to* 8

| **B. What were the total sales taxes collected in 2011 and 2010?** *Exclude excise taxes* . . . . . | 2011 | | | | 2010 | | | |
|---|---|---|---|---|---|---|---|---|
| | $ Bil. | Mil. | Thou. | Dol. | $ Bil. | Mil. | Thou. | Dol. |
| | | | | | | | | |

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## 8 E-COMMERCE

*E-commerce is the sale of goods and services where the buyer places an order, or the price and terms of the sale are negotiated, over an Internet, mobile device (M-Commerce), extranet, EDI network, electronic mail, or other comparable online system. Payment may or may not be made online.*

**A. Did this firm have any e-commerce revenue in 2011 or 2010?**

☐ Yes

☐ No - *Go to* 14

| | 2011 | | | | 2010 | | | |
|---|---|---|---|---|---|---|---|---|
| | $ Bil. | Mil. | Thou. | Dol. | $ Bil. | Mil. | Thou. | Dol. |
| **B. What was the total e-commerce revenue in 2011 and 2010?** . . . . . | | | | | | | | |

**9–13** Not Applicable.

## 14 OPERATING EXPENSES

**What were the operating expenses for this firm in 2011 and 2010?**

**Exclude:**

- Transfers made within the company.
- Capitalized expenses.
- Interest.
- Bad debt.
- Impairment.
- Income tax.

**Gross annual payroll**

**Include** salaries and wages, commissions, dismissal pay, bonuses, employee contributions to Social Security, income tax withholding, union dues, group insurance premiums, savings bonds, cash equivalent in-kind, allowances, holiday pay, vacation pay, sick leave, stock purchase plans, and employee contributions to pension plans. **Exclude** the cost of leased employees, employer's cost for fringe benefits, and temporary staff obtained from temporary help services. For unincorporated businesses, **exclude** profit or other compensation of proprietors or partners.

**All other operating expenses**

**Include** travel and entertainment; postage, shipping or delivery services; warehousing and storage services; royalties; security services; janitorial and grounds maintenance services; purchased transportation with operators; and other expenses not reported elsewhere.

| | 2011 | | | | 2010 | | | |
|---|---|---|---|---|---|---|---|---|
| | $ Bil. | Mil. | Thou. | Dol. | $ Bil. | Mil. | Thou. | Dol. |
| **1. Personnel Costs** | | | | | | | | |
| **a. Gross annual payroll -** Total annual Medicare salaries and wages for all employees as reported on this firm's IRS Form 941, Employer's Quarterly Federal Tax Return, line 5(c) for the four quarters that correspond to the survey period or IRS Form 944 Employer's Annual Federal Tax Return, line 4(c). **Include** the spread on stock options that are taxable to employees as wages . . . . . | | | | | | | | |

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*CONTINUE WITH* 14 *ON PAGE 6*

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## 14 OPERATING EXPENSES - Continued

| | 2011 | | | | 2010 | | | |
|---|---|---|---|---|---|---|---|---|
| | $ Bil. | Mil. | Thou. | Dol. | $ Bil. | Mil. | Thou. | Dol. |
| **1. Personnel Costs** - Continued | | | | | | | | |
| **b. Employer's cost for fringe benefits -** Employer's cost for legally required programs and programs not required by law. **Include** insurance premiums for hospital plans, medical plans, and single service plans (e.g., dental, vision, prescription drugs); premium equivalents for self-insured plans and fees paid to third-party administrators (TPAs); defined benefit pension plans; defined contribution plans (e.g., profit sharing, 401K, stock option plans); and other fringe benefits (e.g., Social Security, workers' compensation insurance, unemployment tax, state disability insurance programs, life insurance benefits, Medicare). **Exclude** employee contributions . . . . . | | | | | | | | |
| **c. Temporary staff and leased employee expense -** Total costs paid to Professional Employer Organizations (PEOs) and staffing agencies for personnel. **Include** all charges for payroll, benefits, and services . . . . . | | | | | | | | |
| **2. Expensed Materials, Parts, and Supplies (not for resale)** | | | | | | | | |
| **a. Expensed equipment -** Expensed computer hardware and other equipment (e.g., copiers, fax machines, telephones, shop and lab equipment, CPUs, monitors). Report packaged software in line **3a.** Report leased and rented equipment in line **3c** . . . . . | | | | | | | | |
| **b. Expensed purchases of other materials, parts, and supplies -** Materials and supplies used in providing services to others; materials and parts used in repairs; office and janitorial supplies; small tools; containers and other packaging materials; and motor fuels . . . | | | | | | | | |
| **3. Expensed Purchased Services** | | | | | | | | |
| **a. Expensed purchases of software -** Purchases of prepackaged, custom coded, or vendor customized software. **Include** software developed or customized by others, web-design services and purchases, licensing agreements, upgrades of software, and maintenance fees related to software upgrades and alterations . . . . . | | | | | | | | |
| **b. Purchased electricity and fuels (except motor fuels) -** If the cost of electricity and heating fuels (e.g., natural gas, propane, oil, coal) are included in lease or rental payments, report in line **3c** | | | | | | | | |
| **c. Lease and rental payments -** For land, buildings, offices, structures, machinery, equipment, and other tangible items. **Include** lease and rental of transportation equipment without operators and penalties incurred for broken leases. **Exclude** capital and financing lease agreements and licensing/leasing of software . . . . . | | | | | | | | |

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***CONTINUE ON PAGE 7***

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**14 OPERATING EXPENSES** - Continued

| | 2011 | | | | 2010 | | | |
|---|---|---|---|---|---|---|---|---|
| | $ Bil. | Mil. | Thou. | Dol. | $ Bil. | Mil. | Thou. | Dol. |
| **3. Expensed Purchased Services** - Continued | | | | | | | | |
| **d. Purchased repair and maintenance - Include** expensed repair and maintenance to buildings and integral building components (e.g., elevators, heating and cooling systems), structures, offices, machinery, vehicles, equipment, and computer hardware. **Exclude** materials, parts, and supplies used for repair and maintenance performed by this firm's employees. Report janitorial and grounds maintenance services in line **4c** . . . . . | | | | | | | | |
| **e. Purchased advertising and promotional services - Include** marketing and public relations services . | | | | | | | | |
| **4. Other Operating Expenses** | | | | | | | | |
| **a. Depreciation and amortization charges - Include** depreciation charges taken against tangible assets owned and used by this firm, tangible assets and improvements owned by this firm within leaseholds, tangible assets obtained through capital lease agreements, and amortization charges against intangible assets (e.g., patents, copyrights). **Exclude** impairment . . . . . | | | | | | | | |
| **b. Governmental taxes and license fees -** Payments to government agencies for taxes and licenses. **Include** business and property taxes. **Exclude** income taxes and sales and excise taxes collected from customers . . . . . | | | | | | | | |
| **c. All other operating expenses -** All other operating expenses not reported above, unless specifically excluded in the general instructions. **Include** office postage paid and package delivery. **Exclude** purchases of merchandise for resale and non-operating expenses. **If this item is greater than 20% of the total operating expenses, specify the primary source of the expenses below** | | | | | | | | |
| | | | | | | | | |
| **5. TOTAL OPERATING EXPENSES** *Sum of lines **1a through 4c*** . . . . . | | | | | | | | |

**15 and 16** Not Applicable.

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**17** **REMARKS -** Please use this space to explain any significant year-to-year changes, to clarify responses, or indicate where data were estimated.

**18** **CONTACT INFORMATION**

| Name of person to contact regarding this report *(Please print)* | Title |
|---|---|
| | |

| Address (Number and street) | City | State | ZIP Code |
|---|---|---|---|
| | | | - |

| Telephone | Area code | Number | Extension | Fax | Area code | Number |
|---|---|---|---|---|---|---|
| | | - | | | | - |

| E-mail address | Website address |
|---|---|
| | |

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Public reporting burden for this collection of information is estimated to average 3-6 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, 4600 Silver Hill Road, AMSD-3K138, Washington, DC 20233. 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.