

January 13, 2021

«Mr./Ms.» «RespFirst» «RespLast»
«RespTitle»
«Company»
«Street»
«City», «State» «Zip»

Dear «Mr./Ms.» «RespLast»:

The Bureau of Labor Statistics (BLS) needs your help in providing timely and accurate information about price trends in the American economy. The Producer Price Index (PPI) has been capturing price trends since 1902. We are currently revisiting companies representing NAICS code 541810 – Advertising Agencies and «Company» has been selected to participate. I have asked <<FE title>> <<FE firstname>> <<FE lastname>> to contact you and provide a more complete explanation of the PPI and arrange a brief meeting to collect the information.

What is involved? <<FE title>> <<FE Lastname>> will work with you to decide on a small number of prices to track going forward. Typical prices include average billing rates for ad creation and other services, and commission rates/fees for ad placement. We have different methodologies to apply to each company we visit based on pricing/billing practices used.

Why is your data important? PPI data is used by the federal government, businesses, and everyday Americans. BLS data affects contract adjustments, interest rates, wages and benefits and more. If you make money, receive money, or spend money, BLS data affects you. The advertising industry in the United States touches virtually the entire economy. It is rapidly evolving, necessitating modern statistical methods to accurately reflect the pricing of these services. As a Bureau of Labor Statistics survey participant, you help enhance our understanding of the increasingly complex U.S. economy.

Why should you participate? The accuracy of the PPI is dependent upon a high level of voluntary participation. Since we use a statistical sampling process, we cannot replace your business with another. We want our government to have the best data available to make good decisions and we need you to participate.

How is your data protected? We do not reveal actual company names or prices in our published indexes. The Bureau of Labor Statistics, its employees, agents, and partner statistical agencies, will use the information you provide for statistical purposes only and will hold the information in confidence to the full extent permitted by law. In accordance with the Confidential Information Protection and Statistical Efficiency Act (44 U.S.C. 3572) and other applicable Federal laws, your responses will not be disclosed in identifiable form without your informed consent. Per the Federal Cybersecurity Enhancement Act of 2015, Federal information systems are protected from malicious activities through cybersecurity screening of transmitted data.

Please contact <<FE title>> <<FE Lastname>> at<<FE phone>> or <<FE email>> at your earliest convenience to arrange a meeting. <<FE title>> <<FE Lastname>> can answer any questions you have about the PPI and this request. We look forward to working with you and thank you for your help.

Sincerely yours,

Regional Commissioner