

Sample 124

PRODUCT CATEGORY MAPPING

NAICS 541810 - Advertising Agencies

PRODUCT CATEGORY	CHECKLIST CODE(S)	DEFINITION / EXAMPLE
Advertising creative services billed separately	Checklist A Group 01 001-006	This cell will capture the price of advertising creative services that are transacted as stand alone. Examples of ad creative services include the creation of television ads, periodical ads, newspaper ads, radio ads, and Internet ads.
Ad placement services, including bundled placement and creative services	Checklist B Group 01, 001-003 and Group 03, 001-003 or Checklist C Group 01, 001-005 and Group 03, 001-003 or Checklist D Group 01, 001-003 and Group 03, 001-003 or Checklist E Group 01, 001-003 and Group 03, 001-003	This cell will capture prices of transactions that consist of stand alone ad placement services and ad placement services bundled together with one or more other advertising services, such as ad placement services bundled together with sales promotion services or ad creation services. In these types of transactions, the ad agency is not able to separate the price of placing advertising from the price of ad creation or other services. For example, an ad agency may create and place ads for a client and receive a commission based on the price of placing the advertising; this commission represents compensation for both the ad placement and ad creation services and a separate, distinct price for each service cannot be determined.
Other advertising services billed separately	Checklist F Group 01 001-005	This cell will capture prices for other advertising services that are sold stand-alone, excluding ad placement and ad creation services. For example, sales promotion, media advertising verification, and competitive advertising reports that are provided as stand-alone services would fall in this cell.
Other (including secondary and/or misc. receipts)		Any secondary products and/or miscellaneous receipts.

*Indicates a certainty product Category



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This report is authorized by law 29 U.S.C 2. Your voluntary cooperation is needed to make the results of this survey comprehensive, accurate, and timely.

Form Approved
O.M.B. No. 1220-0008

Public reporting burden for this collection of information is estimated to average 2 hours, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and reviewing the collection of information. If you have any comments regarding this estimate or any other aspect of this information collection, including suggestions for reducing this burden, please send them to the Bureau of Labor Statistics, Producer Price Index Program, 1220-0008, 2 Massachusetts Avenue, N.E., Wash., DC 20212. You are not required to respond to this collection unless it displays a currently valid OMB control number.

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Product Categories	Actual Value	Rank	Percent	Running Total	Fallback Running Total _____%	Sampling Pattern	Item Number
(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Advertising creative services billed separately							
Ad placement services, including bundled placement and creative services							
Other advertising services billed separately							
Other (including secondary and/or misc. receipts)							

*Indicates a certainty Product Category

COMMENTS