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NAICS 541810 – ADVERTISING AGENCIES

AD CREATION SERVICES ONLY
AD PLACEMENT: PRINT MEDIA
TELEVISION AD PLACEMENT
RADIO AD PLACEMENT
INTERNET AD PLACEMENT
SALES PROMOTION & OTHER ADVERTISING SERVICES
DEFINITIONS

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INDUSTRY DEFINITION

This industry comprises establishments 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).

Note that establishments which provide ad creative services, but do not place advertising in different forms of media, are still considered primary to NAICS 541810 as long as the plurality of revenue is derived from ad creative services. Establishments that provide ad placement services *only* are classified in NAICS 541830. However, establishments that derive the plurality of their revenue from ad placement, but also provide ad creative services, are classified in NAICS 541810.

EXCLUDED FROM THIS INDUSTRY ARE THE FOLLOWING:

NAICS	Title	Services
541830	Media Buying Agencies	Purchasing advertising space from media outlets and reselling it directly to advertising agencies or individual companies
541430	Graphic Design Services	Conceptualizing and producing artwork or graphic designs without providing other advertising agency services
541860	Direct Mail Advertising	Creating direct mail advertising campaigns
541613	Marketing Consulting Services	Providing marketing consulting services
541840	Media Representatives	Selling media time or space for media owners as independent representatives
541820	Public Relations Agencies	Designing and implementing public relations campaigns

01 TYPE OF SERVICE

- 001 Television ad creation services
 - 002 Radio ad creation services
 - 003 Periodical ad creation services
 - 004 Newspaper ad creation services
 - 005 Internet ad creation services
 - 006 Other ad creation services:
-

02 SERVICE IDENTIFICATION

- 001 Client name:

- 002 Project ID:

- 003 Total media budget:

- 004 Other identification:

03 SERVICE CHARACTERISTICS

Type of Professional

- 001 Type of professional: Account Executive
- 002 Type of professional: Art Director
- 003 Type of professional: Producer
- 004 Type of professional: Traffic Manager
- 005 Type of professional: Writer
- 006 Type of professional: Copy Designer
- 007 Other type of professional:

Client relationship

- 008 New client
- 009 Repeat client
- 010 Length of contract:

Number of ads

- 011 Single ad created
- 012 Multiple ads created
- 013 Other number of ads created:

Outside Services Hired

- 014 Outside talent services hired
- 015 Outside production crew services hired
- 016 Outside director services hired
- 017 Outside artist's services hired
- 018 Other outside services hired:

Price Basis

- 019 Price basis: Entire project
- 020 Price basis: Portion of project

04 TYPE OF PRICE

- 001 Current month price reported
 - 002 Price reported on one month lag
 - 003 Price reported for other lag period:
-

05 OTHER FEATURES (255 character limit)

- 001 _____

COMMENTS

- _____

06 AVERAGE BILLING RATE PER HOUR

a. Total billings for specified professional	\$
b. Total number of hours billed	hours
c. Average price per hour (a / b)	\$

07 TRANSACTION PRICE - Project/labor-based

	RATE PER HOUR	# OF HOURS	PRICE
a. Level of Professional:			
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
Subtotal (sum of a):			\$
b. Additional Fees:			
Fax Fees			\$
Copying Fees			\$
Mail Expenses			\$
Travel Expenses			\$
Telephone Expenses			\$
			\$
			\$
			\$
			\$
			\$
Subtotal (sum of b):			\$
c. Outside Services:			
			\$
			\$
			\$
			\$
Subtotal of Outside Services (sum of c):			\$
d. Commission Rate/Percentage Mark-up			%
e. Dollar Amount retained by Agency (c x d)			\$
f. Grand Total (sum of a + b + e)			\$

01 TYPE OF SERVICE

- 001 Ad placement in newspaper
- 002 Ad placement in periodical
- 003 Ad placement in other print medium

02 SERVICE IDENTIFICATION

- 001 Client name: _____
- 002 Project ID: _____
- 003 Total media budget: _____
- 004 Publication title: _____
- 005 Other identification: _____

03 SCOPE OF SERVICE

- 001 Ad placement only
- 002 Ad placement and ad creation
- 003 Ad placement and other advertising services:

04 NEWSPAPER PLACEMENTS: ALL PRICES

Type of Professional

- 001 Type of Professional: Media Buyer
- 002 Type of Professional: Media Planner
- 003 Other type of professional: _____
- 004 Size of Ad: _____

Placement of ad

- 005 Placement: Main section
- 006 Placement: Business section
- 007 Placement: Sports section
- 008 Placement: Arts section
- 009 Placement: Metro section
- 010 Placement: Science section
- 011 Placement: Dining/food section
- 012 Placement: Home section
- 013 Placement: Technology section
- 014 Placement: Travel section
- 015 Placement: Weekend section
- 016 Other section placement: _____

Type of ad

- 017 Display ad
- 018 Classified ad
- 019 Insertion of preprinted ad
- 020 Other type of ad: _____

05 NEWSPAPER PLACEMENTS: TRANSACTION PRICE

Page size

- 001 Size of page: _____

Frequency of issue

- 002 Weekly issue
- 003 Sunday issue
- 004 Daily issue
- 005 Other frequency of issue: _____

Coverage

- 006 National coverage
- 007 Regional coverage
- 008 Local coverage

Position of advertisement

- 009 Position: Run-of-paper
- 010 Position: Classified section
- 011 Position: Guaranteed placement
- 012 Position: Other position of advertisement: _____

Insertion pattern

- 013 Single insertion
- 014 Multiple insertions (*specify # of issues*): _____
- 015 Other insertion pattern: _____

Colors

- 016 Black ink only
- 017 Other ink colors (*specify all other colors*): _____

Alterations

- 018 No alterations
- 019 Size change allowed
- 020 Copy change allowed
- 021 Other alterations: _____

Price Basis

- 022 Price basis: Entire project
- 023 Price basis: Portion of project

06 PERIODICAL PLACEMENTS: ALL PRICES

Type of ad

- 001 Display ads
- 002 Insert ads
- 003 Classified ads
- 004 Other type of ad:

Size of Ad

- 005 1/6 page ads
- 006 1/3 page ads
- 007 1/2 page ads
- 008 2/3 page ads
- 009 Full page ads excluding covers
- 010 Full page cover ads
- 011 Other ad size:

Frequency of Issue

- 012 Weekly issue
- 013 Monthly issue
- 014 Quarterly issue
- 015 Other frequency of issue:

07 PERIODICAL PLACEMENTS: TRANSACTION PRICE

Ad Placement

- 001 Front inside cover placement
- 002 Back inside cover placement
- 003 Back cover placement
- 004 Placement: Run of magazine
- 005 Other placement:

Insertion Frequency

- 006 Single insertion
- 007 Multiple insertions (*specify number of issues*):

Ad Color

- 008 Black ink only
- 009 Two ink colors
- 010 Four ink colors
- 011 Other number of ink colors:

Graphics

- 012 Graphics included
- 013 Text only

Price Basis

- 014 Price basis: entire project
- 015 Price basis: portion of project

08 TYPE OF PRICE

- 001 Current month price reported
- 002 Price reported on one month lag
- 003 Price reported for other lag period:

09 OTHER FEATURES (255 character limit)

001 _____

COMMENTS

10 AVERAGE COMMISSION PER AD PLACEMENT

a. Total commissions for ad placement services	\$
b. Total number of ads placed	
c. Average commission per ad placement (a / b)	\$

11 AVERAGE COMMISSION RATE

a. Price of ad placement	\$
b. Average commission rate	%
c. Average commission ($a \times b$)	\$

12 AVERAGE BILLING RATE PER HOUR

a. Total billings for specified professional	\$
b. Total number of hours billed	hours
c. Average price per hour (a / b)	\$

13 AVERAGE PRICE PER EMPLOYEE HOUR

a. Total fees for ad placement services	\$
b. Total number of employee hours placing advertising	hours
c. Average price per employee hour (a / b)	\$

14 TRANSACTION PRICE - Commission-based

a. Price of ad placement	\$
b. Commission rate	%
c. Commission amount ($a \times b$)	\$

15 TRANSACTION PRICE - Project/labor-based

	RATE PER HOUR	# OF HOURS	PRICE
a. Level of Professional:			
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
Subtotal (sum of a):			\$
b. Additional Fees:			
Fax Fees			\$
Copying Fees			\$
Mail Expenses			\$
Travel Expenses			\$
Telephone Expenses			\$
			\$
			\$
			\$
			\$
			\$
Subtotal (sum of b):			\$
c. Outside Services:			
			\$
			\$
			\$
			\$
Subtotal of Outside Services (sum of c):			\$
d. Commission Rate/Percentage Mark-up			%
e. Dollar Amount retained by Agency (c x d)			\$
f. Grand Total (sum of a + b + e)			\$

CHECKLIST CODE: D541810C

CHECKLIST TITLE: TELEVISION AD PLACEMENT

01 TYPE OF SERVICE

Broadcast Television

- 001 Placement of advertising on network television
- 002 Placement of advertising on local station television

Cable Television

- 003 Placement of advertising on network cable
- 004 Placement of advertising on local system cable
- 005 Other type of television advertising placement:

02 SERVICE IDENTIFICATION

- 001 Client name:

- 002 Project ID:

- 003 Total media budget:

- 004 Other identification:

03 SCOPE OF SERVICE

- 001 Ad placement only
- 002 Ad placement and ad creation
- 003 Ad placement and other advertising services:

04 SERVICE DESCRIPTION: ALL PRICES

Type of Professional

- 001 Type of Professional: Media Buyer
- 002 Type of Professional: Media Planner
- 003 Other Type of Professional:

Type of advertisement

- 004 Local spot
- 005 National/regional spot
- 006 Infomercial
- 007 Program sponsorship
- 008 Product placement
- 009 Other type of advertisement:

Length of advertisement

- 010 30-second advertisement
- 011 15-second advertisement
- 012 10-second advertisement
- 013 60-second advertisement
- 014 Other advertisement length:

Day of week

- 015 Weekday
- 016 Weekend
- 017 Specific day of the week:

Daypart

- 018 Daypart: Morning
- 019 Daypart: Early news
- 020 Daypart: Late news
- 021 Daypart: Prime time
- 022 Daypart: Daytime
- 023 Daypart: Early fringe
- 024 Daypart: Late fringe
- 025 Daypart: All-day rotation
- 026 Other daypart:

027 Number of spots sold for daypart (*per time period*):

028 DMA (*designated market area*):

Audience Demographic

- 029 Audience demographic: Households
- 030 Audience demographic: Adults (*specify age range*):

- 031 Other audience demographic:

032 Number of rating points for daypart:

033 Average CPP (*cost per point*):

034 Number of viewers for daypart:

035 Average CPM (*cost per thousand*):

05 SERVICE DESCRIPTION: TRANSACTION PRICE

Type of sale

001 Package plan (specify name, if applicable):

002 Non-package plan

Preemption status

003 Advertising preemptible

004 Advertising guaranteed

Transaction Details

005 Purchase lead time:

006 Number of weeks run:

007 Number of advertisements per week:

Price Basis

008 Price basis: Entire project

009 Price basis: Portion of project

06 TYPE OF PRICE

001 Current month price reported

002 Price reported on one month lag

003 Price reported for other lag period:

07 OTHER FEATURES (255 character limit)

001 _____

COMMENTS

08 AVERAGE COMMISSION PER AD PLACEMENT

a. Total commissions for ad placement services	\$
b. Total number of ads placed	
c. Average commission per ad placement (a / b)	\$

09 AVERAGE COMMISSION RATE

a. Price of ad placement	\$
b. Average commission rate	%
c. Average commission ($a \times b$)	\$

10 AVERAGE BILLING RATE PER HOUR

a. Total billings for specified professional	\$
b. Total number of hours billed	hours
c. Average price per hour (a / b)	\$

11 AVERAGE PRICE PER EMPLOYEE HOUR

a. Total fees for ad placement services	\$
b. Total number of employee hours placing advertising	hours
c. Average price per employee hour (a / b)	\$

12 TRANSACTION PRICE - Commission-based

a. Price of ad placement	\$
b. Commission rate	%
c. Commission amount ($a \times b$)	\$

13 TRANSACTION PRICE - Project/labor-based

	RATE PER HOUR	# OF HOURS	PRICE
a. Level of Professional:			
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
Subtotal (sum of a):			\$
b. Additional Fees:			
Fax Fees			\$
Copying Fees			\$
Mail Expenses			\$
Travel Expenses			\$
Telephone Expenses			\$
			\$
			\$
			\$
			\$
			\$
Subtotal (sum of b):			\$
c. Outside Services:			
			\$
			\$
			\$
			\$
Subtotal of Outside Services (sum of c):			\$
d. Commission Rate/Percentage Mark-up			%
e. Dollar Amount retained by Agency (c x d)			\$
f. Grand Total (sum of a + b + e)			\$

CHECKLIST CODE: D541810D

01 TYPE OF SERVICE

- 001 Placement of advertising on network radio
- 002 Placement of advertising on local radio
- 003 Other type of radio advertising placement:

02 SERVICE IDENTIFICATION

- 001 Client name: _____
- 002 Project ID: _____
- 003 Total media budget: _____
- 004 Other identification: _____

03 SCOPE OF SERVICE

- 001 Ad placement only
- 002 Ad placement and ad creation
- 003 Ad placement and other advertising services:

04 SERVICE DESCRIPTION: ALL PRICES

Type of professional

- 001 Type of Professional: Media Buyer
- 002 Type of Professional: Media Planner
- 003 Other type of Professional: _____

Length of advertisement

- 004 15-second spot
- 005 30-second spot
- 006 60-second spot
- 007 Other length of advertisement: _____

Day of week

- 008 Weekday
- 009 Weekend
- 010 Specific day of the week: _____

Daypart

- 011 Daypart: Morning drive
- 012 Daypart: Midday
- 013 Daypart: Afternoon drive
- 014 Daypart: Evening
- 015 Daypart: Overnight
- 016 Other daypart: _____

- 017 Type of programming: _____

CHECKLIST TITLE: RADIO AD PLACEMENT

- 018 Channels aired (*Satellite radio only*): _____
- 019 Daypart rating: _____
- 020 Average CPP (*cost per point*): _____
- 021 Number of listeners for daypart: _____
- 022 Average CPM (*cost per thousand*): _____

05 SERVICE DESCRIPTION: TRANSACTION PRICE

Type of sale

- 001 AAA sale
- 002 AA sale
- 003 TAP sale (*Total audience plan*)
- 004 BTA sale (*Best times available*)
- 005 ROS sale (*Run of schedule*)
- 006 Unspecified sale
- 007 Non-package plan sale
- 008 Other type of sale: _____

Preemption status

- 009 Advertising preemptible
- 010 Advertising guaranteed
- 011 Purchase lead time: _____
- 012 Number of weeks run: _____
- 013 Number of spots run per week: _____
- 014 DMA (*designated market area*): _____

CHECKLIST CODE: D541810D

CHECKLIST TITLE: RADIO AD PLACEMENT

Spot placement

- 015 Spot run during regular programming
- 016 Fixed placement spot
- 017 Spot tied to a specific program (*news, sports, etc.*):

- 018 Spot tied to specific event (*concert, football game, etc.*):

- 019 Other spot placement:

Price Basis

- 020 Price basis: Entire project
- 021 Price basis: Portion of project

06 TYPE OF PRICE

- 001 Current month price reported
- 002 Price reported on one month lag
- 003 Price reported for other lag period:

07 OTHER FEATURES (255 character limit)

- 001 _____

COMMENTS

08 AVERAGE COMMISSION PER AD PLACEMENT

a. Total commissions for ad placement services	\$
b. Total number of ads placed	
c. Average commission per ad placement (a / b)	\$

09 AVERAGE COMMISSION RATE

a. Price of ad placement	\$
b. Average commission rate	%
c. Average commission ($a \times b$)	\$

10 AVERAGE BILLING RATE PER HOUR

a. Total billings for specified professional	\$
b. Total number of hours billed	hours
c. Average price per hour (a / b)	\$

11 AVERAGE PRICE PER EMPLOYEE HOUR

a. Total fees for ad placement services	\$
b. Total number of employee hours placing advertising	hours
c. Average price per employee hour (a / b)	\$

12 TRANSACTION PRICE - Commission-based

a. Price of ad placement	\$
b. Commission rate	%
c. Commission amount ($a \times b$)	\$

13 TRANSACTION PRICE - Project/labor-based

	RATE PER HOUR	# OF HOURS	PRICE
a. Level of Professional:			
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
Subtotal (sum of a):			\$
b. Additional Fees:			
Fax Fees			\$
Copying Fees			\$
Mail Expenses			\$
Travel Expenses			\$
Telephone Expenses			\$
			\$
			\$
			\$
			\$
			\$
Subtotal (sum of b):			\$
c. Outside Services:			
			\$
			\$
			\$
			\$
Subtotal of Outside Services (sum of c):			\$
d. Commission Rate/Percentage Mark-up			%
e. Dollar Amount retained by Agency (c x d)			\$
f. Grand Total (sum of a + b + e)			\$

01 TYPE OF SERVICE

- 001 Placement of display advertising on Internet
- 002 Placement of listings advertising on Internet
- 003 Placement of other type of advertising on Internet:

02 SERVICE IDENTIFICATION

- 001 Client name: _____
- 002 Project ID: _____
- 003 Total media budget: _____
- 004 Website: _____
- 005 Other identification: _____

03 SCOPE OF SERVICE

- 001 Ad placement only
- 002 Ad placement and ad creation
- 003 Ad placement and other advertising services:

04 SERVICE DESCRIPTION: ALL PRICES

Type of professional

- 001 Type of professional: Media Buyer
- 002 Type of professional: Media Planner
- 003 Other type of professional: _____

Type of media

- 004 Type of media: Internet newspaper
- 005 Type of media: Internet periodical
- 006 Other type of Internet media: _____

Type of display advertisement

- 007 Banner advertisement
- 008 Floating advertisement
- 009 Interstitial advertisement
- 010 Pop-up advertisement
- 011 Pop-under advertisement
- 012 Text advertisement
- 013 Classified advertisement
- 014 Rich media advertisement
- 015 Other type of display advertisement: _____

Type of listing

- 016 Sponsored search listings
- 017 Other type of listing: _____

05 SERVICE DESCRIPTION: TRANSACTION PRICE

- 001 Width of ad: _____
- 002 Height of ad: _____
- 003 Position of ad: _____
- 004 Number of 1000s of impressions: _____
- 005 Position of Sponsored Search Listing: _____
- 006 Sponsored Search Keyword: _____
- 007 Number of clicks provided: _____

Price Basis

- 008 Price basis: Entire project
- 009 Price basis: Portion of project

06 TYPE OF PRICE

- 001 Current month price reported
- 002 Price reported on one month lag
- 003 Price reported for other lag period: _____

07 OTHER FEATURES (255 character limit)

- 001 _____
- _____
- _____
- _____
- _____
- _____

COMMENTS

08 AVERAGE COMMISSION PER AD PLACEMENT

a. Total commissions for ad placement services	\$
b. Total number of ads placed	
c. Average commission per ad placement (a / b)	\$

09 AVERAGE BILLING RATE PER HOUR

a. Total billings for specified professional	\$
b. Total number of hours billed	hours
c. Average price per hour (a / b)	\$

10 AVERAGE PRICE PER EMPLOYEE HOUR

a. Total fees for ad placement services	\$
b. Total number of employee hours placing advertising	hours
c. Average price per employee hour (a / b)	\$

11 TRANSACTION PRICE - Commission-based

a. Price of ad placement	\$
b. Commission rate	%
c. Commission amount ($a \times b$)	\$

12 TRANSACTION PRICE - Project/labor-based

	RATE PER HOUR	# OF HOURS	PRICE
a. Level of Professional:			
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
Subtotal (sum of a):			\$
b. Additional Fees:			
Fax Fees			\$
Copying Fees			\$
Mail Expenses			\$
Travel Expenses			\$
Telephone Expenses			\$
			\$
			\$
			\$
			\$
			\$
Subtotal (sum of b):			\$
c. Outside Services:			
			\$
			\$
			\$
			\$
Subtotal of Outside Services (sum of c):			\$
d. Commission Rate/Percentage Mark-up			%
e. Dollar Amount retained by Agency (c x d)			\$
f. Grand Total (sum of a + b + e)			\$

01 TYPE OF SERVICE

- 001 Sales promotion
- 002 Account management
- 003 Media advertising verification
- 004 Competitive advertising reports
- 005 Other advertising service:

02 SERVICE IDENTIFICATION

- 001 Client name

- 002 Total media budget:

- 003 Other identification

03 SERVICE CHARACTERISTICS

Type of professional

- 001 Type of Professional: Account Executive
- 002 Type of Professional: Art Director
- 003 Type of Professional: Producer
- 004 Type of Professional: Traffic Manager
- 005 Other Type of Professional:

Client relationship

- 006 New client
- 007 Repeat client
- 008 Length of contract:

Outside services hired

- 009 Outside talent services hired
- 010 Outside production crew services hired
- 011 Outside director services hired
- 012 Outside artist's services hired

- 013 Other outside services hired

Price Basis

- 014 Price basis: Entire project
- 015 Price basis: Portion of project

04 TYPE OF PRICE

- 001 Current month price reported
- 002 Price reported on one month lag
- 003 Price reported for other lag period:

05 OTHER FEATURES (255 character limit)

- 001 _____

COMMENTS

- _____

06 AVERAGE BILLING RATE PER HOUR

a. Total billings for specified professional	\$
b. Total number of hours billed	hours
c. Average price per hour (a / b)	\$

07 TRANSACTION PRICE - Project/labor-based

	RATE PER HOUR	# OF HOURS	PRICE
a. Level of Professional:			
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
Subtotal (sum of a):			\$
b. Additional Fees:			
Fax Fees			\$
Copying Fees			\$
Mail Expenses			\$
Travel Expenses			\$
Telephone Expenses			\$
			\$
			\$
			\$
			\$
			\$
			\$
Subtotal (sum of b):			\$
c. Outside Services:			
			\$
			\$
			\$
			\$
Subtotal of Outside Services (sum of c):			\$
d. Commission Rate/Percentage Mark-up			%
e. Dollar Amount retained by Agency (c x d)			\$
f. Grand Total (sum of a + b + e)			\$

DEFINITIONS

AAA – Commercials are aired in the station's best dayparts.

AA – Some of the commercials purchased are aired on the station's best dayparts and the remaining are aired on the station's second best dayparts.

Affiliate listings – Listings presented in the directory of a Web search portal that are sold by an affiliated third party, and not directly by the portal.

Banner advertisement - A graphical Web advertising unit, typically measuring 468 pixels wide and 60 pixels tall.

Best Times Available (BTA) – the station is given discretion to broadcast the commercials at the "best times available".

CPM (Cost-Per-Thousand) - The advertising cost to reach 1000 households or viewers. For example, if the cost of the commercial time is \$50,000 and the audience delivery is 4,606,000, then the CPM equals \$10.86. The formula:

$$\text{CPM} = \frac{\text{Media cost}}{\text{Audience delivery}} \times 1000$$

CPP (Cost-Per-Point) - The advertising cost to reach one rating point of the target audience. For example, if the cost of the commercial time is \$50,000 and the number of rating points delivered is 10, then the CPP equals \$5,000.00. The formula:

$$\text{CPP} = \frac{\text{Media cost}}{\text{Ratings delivery}}$$

Daypart - A specific segment of a broadcast schedule, e.g., morning, daytime, early fringe, primetime, late night.

Directory Listings – Listings provided by a Web search portal which have been reviewed by human editors, and for which a short written description is prepared and presented on the site.

DMA (Designated Market Area) – Represents an exclusive geographic area of counties in which the home market stations are estimated to have the largest quarter hour share (as defined by Nielsen).

Floating advertisement – An advertisement that appears when a user goes to a Web page, and then "floats" or "flies" over the page for anywhere from 5 to 30 seconds.

Guaranteed placement – Placement of an advertisement at a specified location in the newspaper. This positioning is requested by the advertiser and agreed to by the newspaper. Guaranteed placement usually costs more than run-of-paper placements.

Impressions – The number of times that an Internet advertisement appears on the screen of an Internet user.

Index listings – Listings provided by search engines for which no human editorial review has been provided. These listings are not presented with a written description.

Interstitial advertisement – An advertisement that loads between two content pages. This typically takes the form of a full-page advertisement that appears when a user clicks on a specific content link, forcing exposure to the advertisement before the user can view the content that has been requested.

Pop-up advertisement - An advertisement that "pops up" in its own window when a user goes to a Web page, obscuring the content that the user was attempting to view.

Pop-under advertisement – An advertisement that appears in its own window when a user goes to a Web page. As opposed to a pop-up advertisement, this advertisement window appears under the content the user is attempting to view and does not obscure it.

Pre-emption - A station will bump one advertiser's commercial if another is willing to pay more for that position.

Purchase lead time – The amount of time between the purchase date of media space and the time at which the advertising is actually run.

Run of Station (ROS) – The station is given discretion to broadcast the commercials at the “best times available”.

Run of Paper (ROP) - Positioning of an ad at the discretion of the newspaper layout editor rather than in a location requested by the advertiser.

Superstitial advertisement – An interstitial advertisement that uses animation technology to create a video-like commercial.

Surround session advertisement – An advertising sequence in which a Web page visitor receives ads from one advertiser throughout an entire site visit.

Text advertisement – A Web advertisement that uses text-based hyperlinks.

Total Audience Plan (TAP) – Commercials are aired during different times of the day in an attempt to capture the full spectrum of listeners. The TAP usually sells for less per commercial because the station can fill some of its less desirable time slots.

Vertical banner advertisement - A graphical Web advertising unit that is taller than it is wide. These ads typically measure 120 pixels wide and 240 pixels tall.

TRANSACTION INFORMATION

MARKET/INTRA-COMPANY TRANSACTION

Market sale
Intra-company transfer
Same price to both

DOMESTIC/FOREIGN BUYER

Domestic buyer
Foreign buyer
Same price to both

TYPE OF BUYER

Agricultural user
Mining
Construction
Manufacturing
Transportation
Communications
Public utility
Wholesale organization
Retail organization
Service provider
Government
Household
Exporter
Same price to all buyers

Other _____

Type of Buyer Code _____

BLS CONTRACT: YES NO

CONTRACT TERMS

Contract
No contract
Purchase order
Other _____

ITEM PRICE

TYPE OF PRICE

Average commission
Average price
Retainer fee
Actual transaction price
Estimated transaction price
List

Other _____

NOTE: *For average prices, enter basis of average in Comments.*

UNIT OF MEASURE

Ad placement
Ad creation
Hour
Employee
Project
Month
Quarter

Other _____

REPRICING CYCLE

Jan	M O S	Jul	M O S
Feb	M O S	Aug	M O S
Mar	M O S	Sep	M O S
Apr	M O S	Oct	M O S
May	M O S	Nov	M O S
Jun	M O S	Dec	M O S

COMMENTS

CHECKLIST CODE: D541810

CHECKLIST TITLE: ADVERTISING AGENCIES

ADJUSTMENTS TO PRICE WORKSHEET

CASH DISCOUNT

Respondent name for discount

Complete cash discount structure

CASH SURCHARGE

Respondent name for surcharge

Complete cash surcharge structure

COMPETITIVE DISCOUNT

Not currently in effect

Respondent name for discount

Standard discount

Amount

Price reductions vary with market conditions

Average amount

Reported price reflects market condition reductions

SEASONAL DISCOUNT

Respondent name for discount

Discount on shipments

Discount on orders

Complete seasonal discount structure

Adjustment factor, by month, where applicable

Jan	_____	Jul	_____
Feb	_____	Aug	_____
Mar	_____	Sep	_____
Apr	_____	Oct	_____
May	_____	Nov	_____
Jun	_____	Dec	_____

TRADE DISCOUNT

Respondent name for discount

Amount

Offered to

QUANTITY DISCOUNT

Respondent name for discount

Amount

Required size

Discount on shipments

Discount on orders

Discount on both shipments and orders

OTHER DISCOUNT

Type of discount

Amount

Terms

OTHER DISCOUNT

Type of discount

Amount

Terms

OTHER SURCHARGE

Type of surcharge

Amount

Terms

CHECKLIST CODE: D541810

CHECKLIST TITLE: ADVERTISING AGENCIES

ADJUSTMENTS TO PRICE

___ Adj None (No adjustments to price)

Adj Type	Adj Amount Terms	Adj Category	Adj Rep Applied	Adj Order Applied	Adj Sign	Adj Seas Flag	Adj Factor
Cash discount		D	Y N		* + -- %	Y N	
Cash surcharge		S	Y N		* + -- %	Y N	
Competitive		D	Y N		* + -- %	Y N	
Seasonal		D	Y N		* + -- %	Y N	
Trade		D	Y N		* + -- %	Y N	
Quantity		D	Y N		* + -- %	Y N	
		D S	Y N		* + -- %	Y N	
		D S	Y N		* + -- %	Y N	
		D S	Y N		* + -- %	Y N	
		D S	Y N		* + -- %	Y N	
		D S	Y N		* + -- %	Y N	

REPORTER ADDRESS INFORMATION

Reporter Name _____ Reporter Phone _____

Reporter Title _____ Reporter Fax _____

Reporter Company _____ Primary Email _____

Reporter Address Street _____ Secondary Email _____

Reporter Address City _____ Reporter Address State _____ Reporter Address Zip _____

Overlap Reporter Code _____ Repricing Method _____