

U.S. Department of Labor

Bureau of Labor Statistics PPI Industry Specific Disaggregation Worksheet

OMB No. 1220-0008



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Collected Industry: **541810 Advertising Agencies**

SU ID: _____

Product Cat Num	Product Category Title	Measure	Percent	Running Total	Sample Pattern	Item Numbers
1	Advertising creative services billed separately					
2	Advertising placement services, including bundled placement and creative services					
3	Other advertising services billed separately					
4	Other (including secondary and/or misc. receipts)					

Industry Specific Disaggregation Worksheet - Random Numbers																		
1	53	78	52	25	54	83	65	61	48	58	97	78	97	2	82	30	70	16
2	46	96	14	64	7	57	4	54	1	51	44	94	3	53	43	93	36	86
3	20	53	86	20	53	86	19	53	86	29	62	96	29	62	96	25	59	92
4	3	28	53	78	16	41	66	91	6	31	56	81	11	36	61	86		
5	8	28	48	68	88	16	36	56	76	96	12	32	52	72	92			
6	16	32	49	66	82	99	2	18	35	52	68	85	6	23	39	56	73	89
7	9	23	37	51	66	80	94	15	29	43	58	72	86	100				
8	10	22	35	47	60	72	85	97	6	19	31	44	56	69	81	94		

Comments:

Rankings	Number of Categories										Equal Probability	Number of Categories									
	%	2	3	4	5	6	7	8	9	10		2	3	4	5	6	7	8	9	10	
1	60	47	42	38	37	35	35	34	34	50	33	25	20	17	14	13	11	10			
2	40	32	28	26	24	24	23	23	23	100	67	50	40	33	29	25	22	20			
3		21	18	17	16	16	15	15	15		100	75	60	50	43	38	33	30			
4			12	11	11	10	10	10	10			100	80	67	57	50	44	40			
5				8	7	7	7	7	7				100	84	72	63	56	50			
6					5	5	5	5	4					100	86	75	67	60			
7						3	3	3	3						100	88	78	70			
8							2	2	2							100	89	80			
9								1	1								100	90			
10									1									100			

Bureau of Labor Statistics
PPI Industry Specific Disaggregation Worksheet
 NAICS 541810 Advertising Agencies

Product Cat Num	Product Category Title	Product Checklist Code	Description / Example
1	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.
2	Advertising 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.
3	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.
4	Other (including secondary and/or misc. receipts)	NA	Any secondary products and/or miscellaneous receipts.