

U.S. Department of Labor

Bureau of Labor Statistics PPI Checklist

OMB No. 1220-0008



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541810 Advertising Agencies

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I. Checklist Materials

Checklist Code: **541810**

Checklist Title: **Advertising Agencies**

A. 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).

B. Inclusions

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 derive the plurality of their revenue from ad placement, but also provide ad creative services, are classified in NAICS 541810.

C. Exclusions

NAICS 541830 - Media Buying Agencies: Purchasing advertising space from media outlets and reselling it directly to advertising agencies or individual companies

NAICS 541430 - Graphic Design Services: Conceptualizing and producing artwork or graphic designs without providing other advertising agency services

NAICS 541860 - Direct Mail Advertising: Creating direct mail advertising campaigns

NAICS 541613 - Marketing Consulting Services: Providing marketing consulting services

NAICS 541840 - Media Representatives: Selling media time or space for media owners as independent representatives

NAICS 541820 - Public Relations Agencies: Designing and implementing public relations campaigns

D. Terminology

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:

$$\text{CPM} = (\text{MEDIA COST}/\text{AUDIENCE DELIVERY}) \times 1000$$

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:

$$\text{CPP} = (\text{MEDIA COST}/\text{RATINGS DELIVERY})$$

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.

II. Product Checklist

SU ID: _____

Item Number: _____

Product Checklist Code: **AD541810A**

Product Checklist Title: **Ad creation services only**

<p>01 Type of service (Required)</p> <p>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:</p> <p>_____</p>	<p>016 Outside director services hired 017 Outside artist's services hired 018 Other outside services hired:</p> <p>_____</p> <p>Price basis</p> <p>019 Price basis: Entire project 020 Price basis: Portion of project</p>
<p>02 Service identification (Select all that apply)</p> <p>001 Client name:</p> <p>_____</p> <p>002 Project ID:</p> <p>_____</p> <p>003 Total media budget:</p> <p>_____</p> <p>004 Other identification:</p> <p>_____</p>	<p>04 Type of price</p> <p>001 Current month price reported 002 Price reported on one month lag 003 Price reported for other lag period:</p> <p>_____</p>
<p>03 Service characteristics (Select all that apply)</p> <p>Type of professional</p> <p>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:</p> <p>_____</p> <p>Client relationship</p> <p>008 New client 009 Repeat client</p> <p>010 Length of contract:</p> <p>_____</p> <p>Number of ads</p> <p>011 Single ad created 012 Multiple ads created 013 Other number of ads created:</p> <p>_____</p> <p>Outside services hired</p> <p>014 Outside talent services hired 015 Outside production crew services hired</p> <p style="text-align: right;">Group continued...</p>	<p>05 Other features</p> <p>001</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Item Comments</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>

06 AVG_BILLING_RATE_PER_HOUR

	A	B
1	Total billings for specified professional	\$
2	Total number of hours billed	
3	Average price per hour	\$

07 TRANSACTION_PRICE_PROJECT_LABOR_BASED

	A	B	C	D
1		Rate per hour	# of hours	Price
2	Level of Professional:	\$		\$
3		\$		\$
4		\$		\$
5		\$		\$
6		\$		\$
7		\$		\$
8		\$		\$
9		\$		\$
10		\$		\$
11	Subtotal			\$
12	Additional Fees			
13	Fax Fees	\$		\$
14	Copying Fees			\$
15	Mail Expenses			\$
16	Travel Expenses			\$
17	Telephone Expenses			\$
18				\$
19				\$
20				\$
21				\$
22	Subtotal			\$
23	Outside Services:			
24				\$
25				\$

	A	B	C	D
26				\$
27				\$
28	Subtotal of Outside Services:			\$
29	Commission Rate/Percentage Markup:			%
30	Dollar Amount retained by Agency			\$
31	Grand Total			\$

SU ID: _____

Item Number: _____

Product Checklist Code: **AD541810B**

Product Checklist Title: **Ad placement: print media**

<p>01 Type of service (Required)</p> <p>001 Ad placement in newspaper 002 Ad placement in periodical 003 Ad placement in other print medium</p> <hr/> <p>02 Service identification <i>(Select all that apply)</i></p> <p>001 Client name: _____</p> <p>002 Project ID: _____</p> <p>003 Total media budget: _____</p> <p>004 Publication title: _____</p> <p>005 Other identification: _____</p> <hr/> <p>03 Scope of service (Required)</p> <p>001 Ad placement only 002 Ad placement and ad creation 003 Ad placement and other advertising services: _____</p> <hr/> <p>04 Newspaper placements: all prices <i>(Select all that apply)</i></p> <p>Type of professional</p> <p>001 Type of professional: Media Buyer 002 Type of professional: Media Planner 003 Other type of professional: _____</p> <p>004 Size of ad: _____</p> <p>Placement of ad</p> <p>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: _____</p> <p style="text-align: right;">Group continued...</p>	<p>Type of ad</p> <p>017 Display ad 018 Classified ad 019 Insertion of preprinted ad 020 Other type of ad: _____</p> <hr/> <p>05 Newspaper placements: transaction price <i>(Select all that apply)</i></p> <p>Page size</p> <p>001 Size of page: _____</p> <p>Frequency of issue</p> <p>002 Weekly issue 003 Sunday issue 004 Daily issue 005 Other frequency of issue: _____</p> <p>Coverage</p> <p>006 National coverage 007 Regional coverage 008 Local coverage</p> <p>Position of advertisement</p> <p>009 Position: Run-of-paper 010 Position: Classification section 011 Position: Guaranteed placement 012 Position: Other position of advertisement: _____</p> <p>Insertion pattern</p> <p>013 Single insertion 014 Multiple insertions: _____</p> <p><i>(specify # of issues)</i></p> <p>015 Other insertion pattern: _____</p> <p>Colors</p> <p>016 Black ink only 017 Other ink colors: _____</p> <p><i>(specify all other colors)</i></p> <p>Alterations</p> <p>018 No alterations 019 Size change allowed 020 Copy change allowed</p> <p style="text-align: right;">Group continued...</p>
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<p>021 Other alterations:</p> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <p>Price Basis</p> <p>022 Price basis: Entire project 023 Price basis: Portion of project</p>	<p>Graphics</p> <p>012 Graphics included 013 Text only</p> <p>Price basis</p> <p>014 Price basis: entire project 015 Price basis: portion of project</p>
<p>06 Periodical placements: all prices (Select all that apply)</p> <p>Type of ad</p> <p>001 Display ads 002 Insert ads 003 Classified ads 004 Other type of ad:</p> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <p>Size of Ad</p> <p>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:</p> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <p>Frequency of issue</p> <p>012 Weekly issue 013 Monthly issue 014 Quarterly issue 015 Other frequency of issue:</p> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/>	<p>08 Type of price</p> <p>001 Current month price reported 002 Price reported on one month lag 003 Price reported for other lag period:</p> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <p>09 Other features</p> <p>001</p> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/>
<p>07 Periodical placements: transaction price (Select all that apply)</p> <p>Ad placement</p> <p>001 Front inside cover placement 002 Back inside cover placement 003 Back cover placement 004 Placement: run of magazine 005 Other placement:</p> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <p>Insertion frequency</p> <p>006 Single insertion 007 Multiple insertions:</p> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <p>(specify number of issues)</p> <p>Ad color</p> <p>008 Black ink only 009 Two ink colors 010 Four ink colors 011 Other number of ink colors:</p> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <p style="text-align: right;">Group continued...</p>	<p>Item Comments</p> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/>

10 AVG_COMMISSION_PER_AD_PLACEMENT

	A	B
1	Total commissions for ad placement services:	\$
2	Total number of ads placed	
3	Average commission per ad placement	\$

11 AVG_COMMISSION_RATE

	A	B
1	Price of ad placement	\$
2	Average commission rate	%
3	Average commission	\$

12 AVG_BILLING_RATE_PER_HOUR

	A	B
1	Total billings for specified professional	\$
2	Total number of hours billed	
3	Average price per hour	\$

13 AVG_PRICE_PER_EMPLOYEE_HOUR

	A	B
1	Total fees for ad placement services	\$
2	Total number of employee hours placing advertising	
3	Average price per employee hour	\$

14 TRANSACTION_PRICE_COMMISSION_BASED

	A	B
1	Price of ad placement	\$
2	Commission rate	%
3	Commission amount	\$

15 TRANSACTION_PRICE_PROJECT_LABOR_BASED

	A	B	C	D
1		Rate per hour	# of Hours	Price
2		\$		\$
3		\$		\$
4		\$		\$
5		\$		\$
6		\$		\$
7		\$		\$
8		\$		\$
9		\$		\$
10		\$		\$
11	Subtotal:			\$
12	Additional Fees:			
13	Fax Fees			\$
14	Copying Fees			\$
15	Mail Expenses			\$
16	Travel Expenses			\$
17	Telephone Expenses			\$
18				\$
19				\$
20				\$
21				\$
22	Subtotal:			\$
23	Outside Services:			
24				\$
25				\$

	A	B	C	D
26				\$
27				\$
28	Subtotal of Outside Services:			\$
29	Commission Rate/Percentage Mark-up:			%
30	Dollar Amount retained by Agency			\$
31	Grand Total			\$

SU ID: _____

Item Number: _____

Product Checklist Code: **AD541810C**

Product Checklist Title: **Television ad placement**

01 Type of service (Required)

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
(Select all that apply)

001 Client name:

002 Project ID:

003 Total media budget:

004 Other identification:

03 Scope of service (Required)

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

04 Service description: all prices
(Select all that apply)

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

Group continued...

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:

Group continued...

<p>035 Average CPM:</p> <p>_____</p> <p><i>(cost per thousand)</i></p>	<p>Item Comments</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>05 Service description: transaction price <i>(Select all that apply)</i></p> <p>Type of sale</p> <p>001 Package plan:</p> <p>_____</p> <p><i>(specify name, if applicable)</i></p> <p>002 Non-package plan</p> <p>Preemption status</p> <p>003 Advertising preemptible</p> <p>004 Advertising guaranteed</p> <p>Transaction details</p> <p>005 Purchase lead time:</p> <p>_____</p> <p>006 Number of weeks run:</p> <p>_____</p> <p>007 Number of advertisements per week:</p> <p>_____</p> <p>Price basis</p> <p>008 Price basis: Entire project</p> <p>009 Price basis: Portion of project</p>	
<p>06 Type of price</p> <p>001 Current month price reported</p> <p>002 Price reported on one month lag</p> <p>003 Price reported for other lag period:</p> <p>_____</p>	
<p>07 Other features</p> <p>001</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	

08 AVG_COMMISSION_PER_AD_PLACEMENT

	A	B
1	Total commissions for ad placement services	\$
2	Total number of ads placed	
3	Average commission per ad placement	\$

09 AVG_COMMISSION_RATE

	A	B
1	Price of ad placement	\$
2	Average commission rate	%
3	Average commission	\$

10 AVG_BILLING_RATE_PER_HOUR

	A	B
1	Total billings for specified professional	\$
2	Total number of hours billed	
3	Average price per hour	\$

11 AVG_PRICE_PER_EMPLOYEE_HOUR

	A	B
1	Total fees for ad placement services	\$
2	Total number of employee hours placing advertising	
3	Average price per employee hour	\$

12 TRANSACTION_PRICE_COMMISSION_BASED

	A	B
1	Price of ad placement	\$
2	Commission rate	%
3	Commission amount	\$

13 TRANSACTION_PRICE_PROJECT_LABOR_BASED

	A	B	C	D
1		Rate per hour	# of Hours	Price
2	Level of Professional:	\$		\$
3		\$		\$
4		\$		\$
5		\$		\$
6		\$		\$
7		\$		\$
8		\$		\$
9		\$		\$
10		\$		\$
11	Subtotal:			\$
12	Additional Fees:			
13	Fax Fees			\$
14	Copying Fees			\$
15	Mail Expenses			\$
16	Travel Expenses			\$
17	Telephone Expenses			\$
18				\$
19				\$
20				\$
21				\$
22	Subtotal:			\$
23	Outside Services:			
24				\$
25				\$

	A	B	C	D
26				\$
27				\$
28	Subtotal of Outside Services:			\$
29				%
30	Dollar Amount retained by Agency			\$
31	Grand Total			\$

SU ID: _____

Item Number: _____

Product Checklist Code: **AD541810D**

Product Checklist Title: **Radio ad placement**

<p>01 Type of service (Required)</p> <p>001 Placement of advertising on network radio 002 Placement of advertising on local radio 003 Other type of radio advertising placement:</p> <p>_____</p>	<p>014 Daypart: Evening 015 Daypart: Overnight 016 Other daypart:</p> <p>_____</p>
<p>02 Service identification <i>(Select all that apply)</i></p> <p>001 Client name:</p> <p>_____</p> <p>002 Project ID:</p> <p>_____</p> <p>003 Total media budget:</p> <p>_____</p> <p>004 Other identification:</p> <p>_____</p>	<p>017 Type of programming:</p> <p>_____</p> <p>018 Channels aired:</p> <p>_____</p> <p><i>(satellite radio only)</i></p> <p>019 Daypart rating:</p> <p>_____</p> <p>020 Average CPP:</p> <p>_____</p> <p><i>(cost per point)</i></p>
<p>03 Scope of service (Required)</p> <p>001 Ad placement only 002 Ad placement and ad creation 003 Ad placement and other advertising services:</p> <p>_____</p>	<p>021 Number of listeners for daypart:</p> <p>_____</p> <p>022 Average CPM:</p> <p>_____</p> <p><i>(cost per thousand)</i></p>
<p>04 Service description: all prices <i>(Select all that apply)</i></p> <p>Type of professional</p> <p>001 Type of professional: Media Buyer 002 Type of professional: Media Planner 003 Other type of professional:</p> <p>_____</p> <p>Length of advertisement</p> <p>004 15-second spot 005 30-second spot 006 60-second spot 007 Other length of advertisement:</p> <p>_____</p> <p>Day of week</p> <p>008 Weekday 009 Weekend 010 Specific day of the week:</p> <p>_____</p> <p>Daypart</p> <p>011 Daypart: Morning drive 012 Daypart: Midday 013 Daypart: Afternoon drive</p> <p style="text-align: right;">Group continued...</p>	<p>05 Service description: transaction price <i>(Select all that apply)</i></p> <p>Type of sale</p> <p>001 AAA sale 002 AA sale 003 TAP sale <i>(Total audience plan)</i> 004 BTA sale <i>(Best times available)</i> 005 ROS sale <i>(Run of schedule)</i> 006 Unspecified sale 007 Non-package plan sale 008 Other type of sale:</p> <p>_____</p> <p>Preemption status</p> <p>009 Advertising preemptible 010 Advertising guaranteed</p> <p>011 Purchase lead time:</p> <p>_____</p> <p>012 Number of weeks run:</p> <p>_____</p> <p>013 Number of spots run per week:</p> <p>_____</p> <p style="text-align: right;">Group continued...</p>

014 DMA:

(designated market area)

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 a 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

001

Item Comments

08 AVG_COMMISSION_PER_AD_PLACEMENT

	A	B
1	Total commissions for ad placement services	\$
2	Total number of ads placed	
3	Average commission per ad placement	\$

09 AVG_COMMISSION_RATE

	A	B
1	Price of ad placement	\$
2	Average commission rate	%
3	Average commission	\$

10 AVG_BILLING_RATE_PER_HOUR

	A	B
1	Total billings for specified professional	\$
2	Total number of hours billed	
3	Average price per hour	\$

11 AVG_PRICE_PER_EMPLOYEE_HOUR

	A	B
1	Total fees for ad placement services	\$
2	Total number of employee hours placing advertising	
3	Average price per employee hour	\$

12 TRANSACTION_PRICE_COMMISSION_BASED

	A	B
1	Price of ad placement	\$
2	Commission rate	%
3	Commission amount	\$

13 TRANSACTION_PRICE_PROJECT_LABOR_BASED

	A	B	C	D
1		Rate per hour	# of Hours	Price
2	Level of Professional:	\$		\$
3		\$		\$
4		\$		\$
5		\$		\$
6		\$		\$
7		\$		\$
8		\$		\$
9		\$		\$
10		\$		\$
11	Subtotal:			\$
12	Additional Fees:			
13	Fax Fees			\$
14	Copying Fees			\$
15	Mail Expenses			\$
16	Travel Expenses			\$
17	Telephone Expenses			\$
18				\$
19				\$
20				\$
21				\$
22	Subtotal:			\$
23	Outside Services:			
24				\$
25				\$

	A	B	C	D
26				\$
27				\$
28	Subtotal of Outside Services:			\$
29	Commission Rate/Percentage Mark-up			%
30	Dollar Amount retained by Agency			\$
31	Grand Total			\$

SU ID: _____

Item Number: _____

Product Checklist Code: **AD541810E**

Product Checklist Title: **Internet ad placement**

<p>01 Type of service (Required)</p> <p>001 Placement of display advertising on Internet 002 Placement of listings advertising on Internet 003 Placement of other type of advertising on Internet:</p> <p>_____</p>	<p>015 Other type of display advertisement:</p> <p>_____</p> <p>Type of listing</p> <p>016 Sponsored search listings 017 Other type of listing:</p> <p>_____</p>
<p>02 Service identification <i>(Select all that apply)</i></p> <p>001 Client name:</p> <p>_____</p> <p>002 Project ID:</p> <p>_____</p> <p>003 Total media budget:</p> <p>_____</p> <p>004 Website:</p> <p>_____</p> <p>005 Other identification:</p> <p>_____</p>	<p>05 Service description: transaction price <i>(Select all that apply)</i></p> <p>001 Width of ad:</p> <p>_____</p> <p>002 Height of ad:</p> <p>_____</p> <p>003 Position of ad:</p> <p>_____</p> <p>004 Number of 1000s of impressions:</p> <p>_____</p> <p>005 Position of Sponsored Search Listing:</p> <p>_____</p> <p>006 Sponsored Search Keyword:</p> <p>_____</p> <p>007 Number of clicks provided:</p> <p>_____</p> <p>Price basis</p> <p>008 Price basis: Entire project 009 Price basis: Portion of project</p>
<p>03 Scope of service (Required)</p> <p>001 Ad placement only 002 Ad placement and ad creation 003 Ad placement and other advertising services:</p> <p>_____</p>	<p>06 Type of price</p> <p>001 Current month price reported 002 Price reported on one month lag 003 Price reported for other lag period:</p> <p>_____</p>
<p>04 Service description: all prices <i>(Select all that apply)</i></p> <p>Type of professional</p> <p>001 Type of professional: Media buyer 002 Type of professional: Media planner 003 Other type of professional:</p> <p>_____</p> <p>Type of media</p> <p>004 Type of media: Internet newspaper 005 Type of media: Internet periodical 006 Other type of Internet media:</p> <p>_____</p> <p>Type of display advertisement</p> <p>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</p> <p style="text-align: right;">Group continued...</p>	<p>07 Other features</p> <p>001</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>

Item Comments

08 AVG_COMMISSION_PER_AD_PLACEMENT

	A	B
1	Total commissions for ad placement services	\$
2	Total number of ads placed	
3	Average commission per ad placement (a/b):	\$

09 AVG_BILLING_RATE_PER_HOUR

	A	B
1	Total billings for specified professional	\$
2	Total number of hours billed	
3	Average price per hour	\$

10 AVG_PRICE_PER_EMPLOYEE_HOUR

	A	B
1	Total fees for ad placement services	\$
2	Total number of employee hours placing advertising	
3	Average price per employee hour	\$

11 TRANSACTION_PRICE_COMMISSION_BASED

	A	B
1	Price of ad placement	\$
2	Commission rate	%
3	Commission amount	\$

12 TRANSACTION_PRICE_PROJECT_LABOR_BASED

	A	B	C	D
1		Rate per hour	# of Hours	Price
2	Level of Professional:	\$		\$
3		\$		\$
4		\$		\$
5		\$		\$
6		\$		\$
7		\$		\$
8		\$		\$
9		\$		\$
10		\$		\$
11	Subtotal:			\$
12				
13	Fax Fees			\$
14	Copying Fees			\$
15	Mail Expenses			\$
16	Travel Expenses			\$
17	Telephone Expenses			\$
18				\$
19				\$
20				\$
21				\$
22	Subtotal:			\$
23	Outside Services:			
24				\$
25				\$

	A	B	C	D
26				\$
27				\$
28	Subtotal of Outside Services:			\$
29	Commission Rate/Percentage Mark-up			%
30	Dollar Amount retained by Agency			\$
31	Grand Total			\$

SU ID: _____

Item Number: _____

Product Checklist Code: **AD541810F**

Product Checklist Title: **Sales promotion & other advertising services**

<p>01 Type of service (Required)</p> <p>001 Sales promotion 002 Account management 003 Media advertising verification 004 Competitive advertising reports 005 Other advertising service: _____</p> <hr/> <p>02 Service Identification <i>(Select all that apply)</i></p> <p>001 Client name: _____</p> <p>002 Total media budget: _____</p> <p>003 Other identification: _____</p> <hr/> <p>03 Service characteristics <i>(Select all that apply)</i></p> <p><i>Type of professional</i></p> <p>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: _____</p> <p><i>Client relationship</i></p> <p>006 New client 007 Repeat client</p> <p>008 Length of contract: _____</p> <p><i>Outside services hired</i></p> <p>009 Outside talent services hired 010 Outside production crew services hired 011 Outside director services hired 012 Outside artist's services hired: _____</p> <p>013 Other outside services hired: _____</p> <p><i>Price basis</i></p> <p>014 Price basis: Entire project 015 Price basis: Portion of project</p>	<p>003 Price reported for other lag period: _____</p> <hr/> <p>05 Other features</p> <p>001 _____ _____ _____ _____</p> <hr/> <p>Item Comments</p> <p>_____ _____ _____ _____ _____</p>
<p>04 Type of price</p> <p>001 Current month price reported 002 Price reported on one month lag</p> <p style="text-align: right;">Group continued...</p>	

06 AVG_BILLING_RATE_PER_HOUR

	A	B
1	Total billings for specified professional	\$
2	Total number of hours billed	
3	Average price per hour	\$

07 TRANSACTION_PRICE_PROJECT_LABOR_BASED

	A	B	C	D
1		Rate per hour	# of Hours	Price
2	Level of Professional:	\$		\$
3		\$		\$
4		\$		\$
5		\$		\$
6		\$		\$
7		\$		\$
8		\$		\$
9		\$		\$
10		\$		\$
11	Subtotal:			\$
12				
13	Fax Fees			\$
14	Copying Fees			\$
15	Mail Expenses			\$
16	Travel Expenses			\$
17	Telephone Expenses			\$
18				\$
19				\$
20				\$
21				\$
22	Subtotal:			\$
23				
24				\$
25				\$

	A	B	C	D
26				\$
27				\$
28	Subtotal of Outside Services:			\$
29	Commission Rate/Percentage Mark-up			%
30	Dollar Amount retained by Agency			\$
31	Grand Total			\$

III. Transaction Checklist

Checklist Code: **541810**

Checklist Title: **Advertising Agencies**

<p>01 Type of Sale</p> <ul style="list-style-type: none">001 Market sale002 Intra-company transfer003 Same price to both <hr/>	<p>06 Is price related to quantity or size ordered? Specify:</p> <ul style="list-style-type: none">001 Not price determining002 Other <hr/>																																																
<p>02 Type of Buyer/Seller</p> <ul style="list-style-type: none">001 Agricultural user002 Mining003 Construction004 Manufacturing005 Transportation006 Communications007 Public utility008 Wholesale organization009 Retail organization010 Service provider011 Government012 Household013 Exporter014 Same price to all buyers015 Other <hr/>	<p>08 Contract Terms</p> <ul style="list-style-type: none">001 Contract002 No contract003 Purchase order004 Other <hr/>																																																
<p>03 Foreign/Domestic Buyer</p> <ul style="list-style-type: none">001 Domestic buyer002 Foreign buyer003 Same price to all	<p>09 Repricing Cycle</p> <table><tr><td>001 Jan</td><td>Y</td><td>O</td><td>S</td></tr><tr><td>002 Feb</td><td>Y</td><td>O</td><td>S</td></tr><tr><td>003 Mar</td><td>Y</td><td>O</td><td>S</td></tr><tr><td>004 Apr</td><td>Y</td><td>O</td><td>S</td></tr><tr><td>005 May</td><td>Y</td><td>O</td><td>S</td></tr><tr><td>006 Jun</td><td>Y</td><td>O</td><td>S</td></tr><tr><td>007 Jul</td><td>Y</td><td>O</td><td>S</td></tr><tr><td>008 Aug</td><td>Y</td><td>O</td><td>S</td></tr><tr><td>009 Sep</td><td>Y</td><td>O</td><td>S</td></tr><tr><td>010 Oct</td><td>Y</td><td>O</td><td>S</td></tr><tr><td>011 Nov</td><td>Y</td><td>O</td><td>S</td></tr><tr><td>012 Dec</td><td>Y</td><td>O</td><td>S</td></tr></table>	001 Jan	Y	O	S	002 Feb	Y	O	S	003 Mar	Y	O	S	004 Apr	Y	O	S	005 May	Y	O	S	006 Jun	Y	O	S	007 Jul	Y	O	S	008 Aug	Y	O	S	009 Sep	Y	O	S	010 Oct	Y	O	S	011 Nov	Y	O	S	012 Dec	Y	O	S
001 Jan	Y	O	S																																														
002 Feb	Y	O	S																																														
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008 Aug	Y	O	S																																														
009 Sep	Y	O	S																																														
010 Oct	Y	O	S																																														
011 Nov	Y	O	S																																														
012 Dec	Y	O	S																																														
<p>04 Unit of Sale</p> <ul style="list-style-type: none">001 Ad placement002 Ad creation003 Hour004 Employee005 Project006 Month007 Quarter008 Other <hr/>																																																	
<p>05 Type of Price</p> <ul style="list-style-type: none">001 Average commission002 Average price003 Retainer fee004 Actual transaction price005 Estimated transaction price006 List007 Other <hr/>																																																	

III. Transaction Checklist

Checklist Code: **541810**

Checklist Title: **Advertising Agencies**

10 Price Information

001 Reported Price:\$

002 Reference Month:

003 Currency of Price: U.S. Dollars

	Adj Type	Adj Description	Included	Order	Format	Value
Adj 1	D S		Y / N		* % \$	
Adj 2	D S		Y / N		* % \$	
Adj 3	D S		Y / N		* % \$	
Adj 4	D S		Y / N		* % \$	
Adj 5	D S		Y / N		* % \$	