



## Definitions



This information sheet provides definitions and examples which are intended to help you in completing Section 1 of the questionnaire, **BUSINESS ACTIVITY**.

### **Advertising Agencies**

Businesses whose primary source of revenue is derived from creating advertising campaigns and placing such advertising in periodicals and newspapers, on radio and television, or with other media. These businesses are organized to provide a full range of services (through in-house capabilities or subcontracting), including advice, creative services, account management, media planning and buying, and production of advertising material.

### **Public Relations Services**

Businesses whose primary source of revenue is derived from creating and implementing public relation campaigns. These campaigns are designed to promote the interests and image of their clients. Examples of the types of businesses that should be included are lobbyists and public relations consultants.

### **Media Buying Agencies**

Businesses whose primary source of income is derived from purchasing advertising time or space from media owners and reselling it directly to advertising agencies or advertisers.

### **Media Representatives**

Businesses whose primary source of income is derived from selling media time or space for media owners. Examples of businesses to be included in this industry are newspaper advertising representatives; publishers' representatives; radio advertising representatives; and television station representatives.

### **Display Advertising**

Businesses whose primary source of income is derived from creating public display advertising material, such as printed, painted, or electronic displays, and placing such displays on indoor or outdoor billboards and panels, on or within transit vehicles or facilities, in shopping mall displays, and on other display structures or sites.



### **Direct Mail Advertising**

This industry comprises establishments primarily engaged in (1) creating and designing advertising campaigns for the purpose of distributing advertising materials (e.g., coupons, flyers samples) or specialties (e.g., key chains, magnets, pens with customized messages imprinted) by mail or other direct distribution; and/or (2) preparing advertising materials or specialties for mailing or other direct distribution. These establishments may also compile, maintain, sell, and rent mailing lists.

### **Advertising Material Distribution Services**

Businesses whose primary source of income is derived from the distribution or delivery, except by mail or electronic distribution, of advertising materials or samples. Examples of businesses in this industry are circular and handbill distributors; coupon distributors; and sample distributors.

### **Specialty Advertising Distributors**

Businesses whose primary source of income is derived from creating, and organizing the production of promotional messages using the medium of specialty advertising products, such as wearables, writing instruments, calendars, desk accessories, buttons, badges and stickers. Such businesses act as intermediaries between clients (who distribute the products free-of-charge) and specialty advertising product suppliers.

### **Telemarketing**

This industry comprises establishments primarily engaged in receiving and/or making telephone calls for others. These establishments are engaged in activities such as soliciting or providing information; promoting products or services; taking orders; and raising funds. This industry also includes establishments primarily engaged in answering telephone calls and relaying messages to clients; and establishments primarily engaged in providing voice mailbox services.

### **Sign and display Manufacturing**

This industry comprises establishments primarily engaged in manufacturing signs and related displays, of all materials except paper and paperboard. This industry also includes establishments primarily engaged in the manufacture of electric, back-light signs, neon signs, electrical and non-electric signs and advertising displays, letters and numerals for signs.

### **All Other Services Related to Advertising**

Businesses whose primary source of income is from the provision of advertising services other than those listed above. Examples are businesses that provide advertising related services, such as sign painting and lettering; welcoming services; window trimming services; and writing of advertising copy.