



# 2008 Survey of Service Industries: Advertising and Related Services

**This document is confidential when completed.**

Si vous préférez recevoir ce questionnaire en français, veuillez nous appeler au numéro sans frais suivant : **1-888-881-3666.**

If necessary, please make address label corrections in the boxes below.



0001	Legal name	0004	Address (number and street)	
0002	Business name	0005	City	
0021	Title of contact	0006	Province/territory or state	
0008	First name of contact	0053	Country	0007 Postal code/zip code
0028	Last name of contact	0010	Language preference	1 <input type="checkbox"/> English 2 <input type="checkbox"/> French

This information is collected under the authority of the *Statistics Act*, Revised Statutes of Canada, 1985, Chapter S-19.

**COMPLETION OF THIS QUESTIONNAIRE IS A LEGAL REQUIREMENT UNDER THIS ACT.**

## A - Introduction

### Survey purpose

This survey collects the financial and operating data needed to develop national and regional economic policies and programs. For more information on this survey, please access [www.statcan.ca/english/survey/index.htm](http://www.statcan.ca/english/survey/index.htm).

### Data-sharing agreements

To reduce respondent burden, Statistics Canada has entered into agreements with provincial and territorial statistical agencies and other government departments for the sharing of data. The data will be kept confidential and used for statistical purposes only by these organizations. For further details on any data-sharing agreement for this survey, please consult the enclosed reporting guide.

### Confidentiality

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada. Please see the enclosed reporting guide for more information.

### Fax or other electronic transmission disclosure

Statistics Canada advises you that there could be a risk of disclosure during facsimile or other electronic transmission. However, upon receipt, Statistics Canada will provide the guaranteed level of protection afforded all information collected under the authority of the *Statistics Act*.

**Please return the questionnaire within 30 days.**

**Please mail the completed questionnaire in the enclosed envelope or fax it to Statistics Canada at 1-888-883-7999.**

Lost the return envelope or need help? Call us at **1-888-881-3666** or mail to:  
Statistics Canada, Operations and Integration Division, 150 Tunney's Pasture Driveway, Ottawa, Ontario K1A 0T6

Visit our website at [www.statcan.ca](http://www.statcan.ca)



## B - Main business activity

1. Please describe the nature of your business.

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2. Please check the **one main activity** which most accurately represents your **main** source of revenue.

- 0127  Advertising agencies
- 0128  Public relations services
- 0129  Media buying agencies
- 0138  Media representatives
- 0164  Display advertising
- 0165  Direct mail advertising
- 0166  Advertising material distribution services (e.g., sample/advertising material direct distribution services)
- 0167  Specialty advertising
- 0224  All services related to advertising (e.g., merchandise demonstration services, sign painting and lettering services)
- 0175  Telemarketing
- 0176  Sign and display manufacturing
- 0040  None of the above — Please call **1-888-881-3666** for further instructions.

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## C - Reporting period information

1. Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2008 and March 31, 2009. Please indicate below the period covered by this questionnaire.

	yyyy	mm	dd		yyyy	mm	dd
from	0011	<input type="text"/>	<input type="text"/>	to	0012	<input type="text"/>	<input type="text"/>

2. If the reporting period does not cover a **full year**, please check the reason(s) below:

0031 1  seasonal operations    2  new business    3  change of fiscal year    4  change of ownership    5  ceased operations    6  temporarily inactive

## Reporting instructions

- Report for business unit(s) specified on the label on the front page.
- Complete only the questions that apply to your business.
- When precise figures are not available, please provide your best estimate.
- Report in Canadian dollars. Dollar amounts and percentages should be rounded to whole numbers.
- Consult the enclosed reporting guide for further information.

## D - Revenue

A detailed breakdown may be requested in other sections.

		CAN\$
1. <b>Sales of goods and services</b> (e.g., rental and leasing income, commissions, fees, admissions, services revenue) Report net of returns and allowances.	2299	<input type="text"/>
2. Grants, subsidies, donations and fundraising	2068	<input type="text"/>
3. Royalties, rights, licensing and franchise fees	2022	<input type="text"/>
4. Investment income (dividends and interest)	2097	<input type="text"/>
5. Other revenue (please specify):	2001	<input type="text"/>
	2077	<input type="text"/>
6. <b>Total revenue</b> (sum of questions 1 to 5)	2098	<input type="text"/>

## E - Expenses

		CAN\$
1.	Salaries and wages of employees who have been issued a T4 statement	3010
2.	Employer portion of employee benefits ( <b>include</b> employer contributions to pension, medical/life insurance plans, employment insurance, etc.)	3040
3.	Commissions paid to non-employees	4466
4.	Professional and business services fees (e.g., legal, accounting)	4315
5.	Subcontract expenses ( <b>include</b> contract labour, contract work and custom work)	3060
6.	Charges for services provided by your head office	4555
7.	Cost of goods sold, <b>if applicable</b> (purchases <b>plus</b> opening inventory <b>minus</b> closing inventory)	5721
8.	Office supplies	3301
9.	Rental and leasing ( <b>include</b> rental of premises, equipment, motor vehicles, etc.)	4115
10.	Repair and maintenance (e.g., property, equipment, vehicles)	4178
11.	Insurance ( <b>include</b> professional liability, motor vehicles, etc.)	4350
12.	Advertising, marketing and promotions (report charitable donations at question 22)	4365
13.	Travel, meals and entertainment	4370
14.	Utilities and telecommunications expenses ( <b>include</b> gas, heating, hydro, water, telephone and Internet expenses)	4084
15.	Property and business taxes, licences and permits	4410
16.	Royalties, rights, licensing and franchise fees	4440
17.	Delivery, warehousing, postage and courier	4179
18.	Financial services fees	4325
19.	Interest expenses	4630
20.	Amortization and depreciation of tangible and intangible assets	4520
21.	Bad debts	4542
22.	All other expenses <span style="float: right;">4531</span> (please specify):	4569
23.	<b>Total expenses</b> (sum of questions 1 to 22)	4699
24.	Corporate taxes, if applicable	4600
25.	Gains (losses) and other items (see reporting guide)	4601
26.	<b>Net profit/loss after tax and other items</b> (see reporting guide)	2304

## F - Industry characteristics

Please provide a breakdown of your sales.

### Advertising agencies, media buyers and media representatives

		CAN\$
1. Total gross billings to clients	2013	
2. Value of media purchases made on behalf of your clients	4051	

### All respondents, as applicable

		CAN\$
3. Full service advertising campaigns (creative services, production and placement — typically offered by ad agencies; <b>exclude</b> direct mail campaigns.)		
a) by commissions on placement of ads	2859	
b) by fees	2860	
4. Creative advertisement or production services, provided separately (fees for creating a print or broadcast ad or for producing an advertisement from a creative concept)	2861	
5. Commissions and fees from sales of media time and/or space	2706	
6. Public relations services (includes relations, crisis management, lobbying)	2468	
7. Rental and/or leasing of billboards, signs and displays	2408	
8. Advertising specialty services (e.g., custom key chains, mugs, shirts)	2407	
9. Direct mail services (e.g., developing direct mail campaigns, including letter shop services)	2862	
10. Distribution of advertising materials direct to consumers other than by mail	2863	
11. Product or merchandise demonstrations	2864	
12. Lettering services (e.g., vehicle lettering, sign painting and graphics for windows or store fronts)	2865	
13. Sales of merchandise	2000	
14. All other sales (please specify):	2559	2558
15. <b>Total sales</b> (sum of questions 3 to 14)	2305	

## G - Personnel

	<b>number</b>
1. Number of partners and proprietors, <b>non-salaried</b> (if salaried, report at question 2 below)	6321
<hr/>	
2. Paid employees	
a) average number of paid employees during the reporting period (see reporting guide)	6339
<hr/>	
b) percentage of paid employees (from question 2a) who worked <b>full time</b>	6328 <b>%</b>
<hr/>	
	<b>number</b>
3. Number of contract workers for whom you did not issue a T4, such as freelancers and casual workers (estimates are acceptable)	6320
<hr/>	
4. Number of volunteers during the reporting period (estimates are acceptable)	6014
<hr/>	
	<b>number of hours</b>
5. Number of hours worked by all volunteers during the reporting period (estimates are acceptable)	6026

## H - Sales by type of client

Please provide a percentage breakdown of your sales by type of client.

### 1. Clients in Canada

a) businesses

8112 **%**

b) individuals and households

8100

c) governments, not-for-profit organizations and public institutions (e.g., hospitals, schools)

8233

### 2. Clients outside Canada

8140

**100%**

## I - Not applicable

## J - International transactions

### Exports

1. Did you receive revenue from clients outside Canada for the **export** of goods, services, royalties, rights, licensing or franchise fees?

0531 <sup>1</sup>  **yes**, complete **questions 2, 3 and 4**

<sup>3</sup>  **no**, go to **question 5**

2. Please report revenue received from **exports**.

0666

CAN\$

3. Please provide a percentage breakdown of **exports** by:

%

a) goods

0667

b) services

0668

c) royalties, rights, licensing and franchise fees

0669

**100%**

4. Please provide a percentage breakdown of **exports** by country:

%

a) United States

0748

b) Mexico

0749

c) other countries (please specify):

0724

0750

0676

0672

0677

0673

0678

0674

0679

0675

**100%**

### Imports

5. Did you make payments to suppliers outside Canada for the **import** of goods, services, royalties, rights, licensing or franchise fees?

0715 <sup>1</sup>  **yes**, complete **questions 6, 7 and 8**

<sup>3</sup>  **no**, go to **next section**

6. Please report payments made for **imports**.

0717

CAN\$

7. Please provide a percentage breakdown of **imports** by:

%

a) goods

0736

b) services

0737

c) royalties, rights, licensing and franchise fees

0738

**100%**

8. Please provide a percentage breakdown of **imports** by country:

%

a) United States

0751

b) Mexico

0752

c) other countries (please specify):

0743

0753

0744

0739

0745

0740

0746

0741

0747

0742

**100%**

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## K - Provincial/territorial distribution

1. Please report the number of business units/locations operating in Canada during the reporting period. Business unit is defined as the lowest level of the firm for which accounting records are maintained for such details as revenue, expenses and employment.

5001

2. Do you have business units/locations in more than **one** province or territory?

<sup>9966</sup> <sup>1</sup>  **yes**, go to **question 3**

<sup>3</sup>  **no**, go to **section L**

3. Please report the following data for the provinces or territories in which you have business units, indicating if you are reporting in Canadian dollars **or** percentages.

<sup>9967</sup> <sup>1</sup>  **\$** **or** <sup>2</sup>  **%**

	Number of business units (locations)	Total revenue	Salaries, wages and employee benefits	Amortization and depreciation of tangible and intangible assets	Total expenses
1. Newfoundland and Labrador	5002	4824	4826	4827	4927
2. Prince Edward Island	5003	4829	4831	4832	4932
3. Nova Scotia	5004	4834	4836	4837	4937
4. New Brunswick	5005	4839	4841	4842	4942
5. Quebec	5006	4844	4846	4847	4947
6. Ontario	5007	4849	4851	4852	4952
7. Manitoba	5008	4854	4856	4857	4957
8. Saskatchewan	5009	4859	4861	4862	4962
9. Alberta	5010	4864	4866	4867	4967
10. British Columbia	5011	4869	4871	4872	4972
11. Yukon	5014	4874	4876	4877	4977
12. Northwest Territories	5013	4879	4881	4882	4982
13. Nunavut	5012	4884	4886	4887	4987
14. <b>Total</b>	5015	4889	4891	4892	4992



## L - Contact information

Name of person to contact about this questionnaire:

0026 1  Mr.      2  Mrs.      3  Miss      4  Ms

0054	Last name		0017	Telephone number	
0013	First name		0027	Extension number	
0014	Title		0016	Fax number	
0018	E-mail address		0020	Website address	

Date completed:      0015

yyyy	mm	dd
<input style="width: 60px; height: 25px;" type="text"/>	<input style="width: 60px; height: 25px;" type="text"/>	<input style="width: 60px; height: 25px;" type="text"/>

How long did you spend collecting the data and completing the questionnaire?

hour(s)	minutes
9910 <input style="width: 60px; height: 25px;" type="text"/>	9909 <input style="width: 60px; height: 25px;" type="text"/>

## M - Comments

We invite your comments below. Please be assured that we review all comments with the intent of improving the survey.

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9914

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9916

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***Thank you for completing this questionnaire. Please retain a copy for your records.***

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