

If not shown, please enter your 11-digit Census File Number from the address label on page 1

Census File Number

Item 17. CONSUMPTION OF SELECTED MATERIALS DURING 1997

INSTRUCTIONS

1. General – The materials, parts, and supplies listed below are those commonly consumed in the manufacture, processing, or assembly of the products listed in item 18B. Please review the entire list and report separately each item consumed. Leave blank if you do not consume the item. If you use materials, parts, and supplies which are not listed, describe and report them in the "Cost of all other materials and supplies" at the end of this section. If you consume less than \$25,000 of a listed material, include the value with "Cost of all other materials . . ." Census material code 970099 8.

Report materials, parts, and supplies purchased, transferred from other plants of your company, or withdrawn from inventory.

If the information as requested cannot be taken directly from your book records, REASONABLE ESTIMATES ARE ACCEPTABLE.

2. Valuation of Materials Consumed – The value of the materials, etc., consumed should be based on the delivered cost; i.e., the amount paid or payable after discounts and including freight and other direct charges incurred in acquiring the materials.

Materials received from other plants within your company should be reported at their full economic value (the value assigned by the shipping plant, plus the cost of freight and other handling charges).

If purchases or transfers do not differ significantly from the amounts actually put into production, you may report the cost of purchases or transfers. However, if consumption differs significantly from the amounts purchased or transferred, these amounts should be adjusted to changes in the materials and supplies inventories by adding the beginning inventory to the amount purchased or transferred and subtracting ending inventory.

3. Contract Work – Include as materials consumed those you purchased for use by others making products for you under contract. Amounts paid to the companies doing the contract work should be reported in item 10, line e, and should include freight in and out. On the other hand, materials owned by others but used at this establishment in making products for others under contract or on commission should be excluded.

4. Resales – Cost for products bought and sold or transferred from other establishments of your company and sold without further manufacture, processing, or assembly should be reported in item 10, line b, not in item 17 below. The value of these products shipped by this establishment should be reported in item 18B under Census product code 99989 00 6, "Resales."

INFORMATION COPY
DO NOT USE TO REPORT

Line No.	Materials, parts, and supplies (A)	Consumption of purchased materials and of materials received from other establishments of your company			
		Census material code 571 (B)	Cost, including delivery cost (freight-in) (E)		
			574 Millions	Thou- sands	Dollars
1	Newsprint	262112 6	\$		
2	All other paper, except light sensitive	262191 0			
3	Printing inks	289301 4			
4	PRINTING PLATES Prepared for printing	279600 1			
5	Unexposed photosensitive plates	386100 2			
6	Light sensitive films and papers	386101 0			
7	Cost of all other materials and components, parts, containers, and supplies consumed <i>Describe the principal materials, etc., included in this value.</i>	970099 8			
8	TOTAL Sum of lines 1–7 should equal item 10, line a		\$		

CONTINUE WITH ITEM 18A ON PAGE 6

Item 18A. TYPE OF OPERATION CONDUCTED AT THIS ESTABLISHMENT DURING 1997					
Item			Key	Mark (X) appropriate boxes	
1	OPERATIONS PERFORMED	Publishing only	401	431 7 <input type="checkbox"/>	
2		Printing only	402	441 6 <input type="checkbox"/>	
3		Both publishing and printing	403	451 5 <input type="checkbox"/>	
4	Equipment If you print, which of the following types of press equipment did you operate in 1997?	Letterpress	404	443 2 <input type="checkbox"/>	
5		Flexographic	405	444 0 <input type="checkbox"/>	
6		OFFSET (lithographic)	Sheet-fed	406	445 7 <input type="checkbox"/>
7			Web-fed	407	446 5 <input type="checkbox"/>
8		Gravure	408	447 3 <input type="checkbox"/>	
9		Engraving	409	448 1 <input type="checkbox"/>	
10		Screen process	410	442 4 <input type="checkbox"/>	
		Other - Specify			
11				411	449 9 <input type="checkbox"/>

Item 18B. PRODUCTS AND SERVICES OF THIS ESTABLISHMENT DURING 1997

INSTRUCTIONS

1. General - The manufactured products and services listed below are those that are generally made in your industry. If you made products that are not prelisted, describe and report them in the "All other products made in this establishment" section at the end of item 18B. PLEASE DO NOT COMBINE PRODUCT LINES.

If quantities are requested, please use the unit of measure specified.

If the information as requested cannot be taken directly from your book records, REASONABLE ESTIMATES ARE ACCEPTABLE.

REPORT ONLY IN UNSHADED BOXES.

2. Reporting of Products - Printing and publishing operations during the year - If you publish only or publish and print newspapers, periodicals, or other publications, report them under "Newspapers" (lines 1-16), "Shopping news" (line 17), or on lines 35-39 as appropriate. Use a separate sheet of paper if more space is needed. Report printing of items published elsewhere and all other printing done for others (publishers,

designers, the general public, etc.) under "Commercial printing, including job," on lines 18-34, or on lines 35-39 if the appropriate product category is not listed.

Morning, Evening, and Sunday Combinations - Newspaper publishers with different morning and evening newspapers and one combined Sunday edition should report on lines 11 and 12.

Total Value - Column (E) - Report all receipts before any items of cost or expenses are deducted, but after allowances for cash or other discounts, advertising agency commissions, newsstand and carrier commissions, etc. It should be noted that receipts from subscriptions and sales and from advertising are to be reported separately for each publication.

3. Resales - Do not report on the specific product lines those PRODUCTS BOUGHT AND SOLD OR TRANSFERRED FROM OTHER ESTABLISHMENTS OF YOUR COMPANY AND SOLD WITHOUT FURTHER MANUFACTURE. Report only a value under Census product code 99989 00 6, "Resales."

Part I. NEWSPAPER PUBLISHING

Line No.	Products and services		Census product code	Value of receipts		
				(E)		
				584	Thou-	Dollars
	(A)	(B)	Millions	sands		
1	Daily and Sunday Newspapers	MORNING (No Sunday editions) Subscriptions and sales	27111 01 2	\$		
2		Advertising	27112 01 0			
3	Evening (No Sunday editions)	Subscriptions and sales	27111 11 1			
4		Advertising	27112 11 9			
5	MORNING AND SUNDAY COMBINATIONS	Subscriptions and sales	27111 22 8			
6		Advertising	27112 22 6			
7	Evening AND SUNDAY COMBINATIONS	Subscriptions and sales	27111 32 7			
8		Advertising	27112 32 5			

(Continued on next page)

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Item 18B. PRODUCTS AND SERVICES OF THIS ESTABLISHMENT DURING 1997 — Continued

Part I. NEWSPAPER PUBLISHING

Line No.	Products and services (A)			Census product code (B)	Value of receipts (E)		
					581	584	
					Millions	Thou- sands	Dollars
9	Daily and Sunday Newspapers – Continued	MORNING AND EVENING COMBINATIONS (No Sunday editions)	Subscriptions and sales	27111 42 6	\$		
10			Advertising	27112 42 4			
11		MORNING, EVENING, AND SUNDAY COMBINATIONS	Subscriptions and sales	27111 52 5			
12			Advertising	27112 52 3			
13	Weekly Newspapers (Including those issued on Sunday only) (Report shopping news on line 17)	Subscriptions and sales		27113 62 0			
14		Advertising		27114 62 8			
15	Other Newspapers (Those issued 2 or 3 times a week or less than once a week) (Report shopping news on line 17) – <i>Specify frequency of issue</i>	Subscriptions and sales		27113 98 4			
16		Advertising		27114 98 2			
17	Shopping news (Report other publishing on lines 35–39)			2741A 00 8			

Part II. PRINTING

Line No.	Products and services (A)			Census product code (B)	Products shipped and other receipts (E)				
					581	584			
					Millions	Thou- sands	Dollars		
18	Commercial Printing (Including "job")	OFFSET (LITHOGRAPHIC) PROCESS	Catalogs, including direct mail	Sheet-fed	27523 12 5	\$			
19				Web-fed	27523 14 1				
20			Advertising printing	Direct mail advertising printing	Sheet-fed	27525 12 0			
21					Web-fed	27525 14 6			
22				Preprinted free-standing newspaper inserts (FSIs) (advertising supplements not regularly issued)	Rolls (including hi-fi and specticolor)		27525 32 8		
23					Sections (2 pages or more)		27525 33 6		
24					Shopping news		27525 41 9		
25				Other advertising printing (except book jackets and display printing; including market circulars)	Sheet-fed		27525 52 6		
26					Web-fed		27525 54 2		
27				(Continued on next page)	Newspapers (except shopping news) printed for others		27526 11 0		

CONTINUE WITH ITEM 18B ON PAGE 8

Item 18B. PRODUCTS AND SERVICES OF THIS ESTABLISHMENT DURING 1997 – Continued

Part II. PRINTING – Continued

Line No.	Products and services (A)		Census product code (B)	Products shipped and other receipts			
				Value, f.o.b. plant (E)			
				584 Millions	Thou- sands	Dollars	
28	Commercial Printing (Including "job") — Continued	LETTERPRESS PROCESS Catalogs and directories, including direct mail	27593 17 7	\$			
29		Advertising printing Preprinted free-standing newspaper inserts (FSIs) (advertising supplements not regularly issued) Rolls (including hi-fi and spectacular)	27595 18 0				
30			Sections (2 pages or more)	27595 20 6			
31			Other advertising printing (including market circulars, direct mail, and shopping news)	27595 00 8			
32			Newspapers (except shopping news) printed for others	27596 13 9			
33		FLEXOGRAPHIC PROCESS Newspapers (except shopping news) printed for others	2759C 36 7				
34			Advertising printing (including direct mail, display, preprinted free-standing newspaper inserts (FSIs) (advertising supplements not regularly issued), shopping news, and other printing designed to sell products or services)	2759C 00 3			
35		ALL OTHER PRODUCTS MADE IN THIS ESTABLISHMENT	<i>Describe and report separately each product with a sales value of \$50,000 or more which cannot be assigned to one of the lines above. For all remaining products, write "Other" and report a single total value.</i>				
				18			
36				26			
37			34				
38			42				
39		59					
40	MISCELLANEOUS RECEIPTS	Receipts for on-line retrieval services	97375 00 0				
41		Sales of scrap and refuse	99980 13 8				
42		Other miscellaneous receipts (including receipts for repair work, etc.)	99980 98 9				
43	RESALES	Sales of products bought and sold without further manufacture, processing, or assembly in this establishment. The cost of such items should be reported in item 10, line b.	99989 00 6				
44	TOTAL value of shipments and other receipts Sum of lines 1–43, column (E)		77000 00 8	\$			

Items 19–21 – Not applicable to this report

REMARKS – Please use this space for any explanations that may be essential in understanding your reported data.

Item 22. CERTIFICATION – This report is substantially accurate and has been prepared in accordance with instructions.

Name of person to contact regarding this report (<i>Print or type</i>)		Telephone	Area code	Number	Extension	
667	1	2				
Name of company			Address (<i>Number and street, city, State, ZIP Code</i>)			
Period covered	FROM: Month	Day	Year	TO: Month	Day	Year
	666	1		2		
Signature of authorized person			Title		Date	