

ADVERTISING AGENCIES INDUSTRY (NAICS 54181)

INDUSTRY DEFINITION AND RELATED INDUSTRIES

NAICS 54181: Advertising Agencies . This industry comprises establishments primarily engaged in designing and implementing public relations campaigns. These campaigns are designed to promote the interests and image of their clients. Establishments providing lobbying, political consulting, or public relations consulting are included in this industry.

Related Industries

- Direct Mail Printing
- Commercial Printing
- Public Relations Agencies
- Mailing Houses

U.S. Census Categories

NAICS 54182 – Advertising Agencies is 100% comparable to
SIC 7311 – Advertising Agencies

Sub-Industries

- Mailing lists, rental or sale
- Market research and public opinion polling services
- Market research services
- Public opinion polling services
- Advertising agency services
- Advertising creative services
- Public relations services
- Full public relations services
- Media relations services
- Crisis management services
- Lobbying services
- Event management services
- Development/fundraising services
- Media planning and/or buying services
- Display advertising services
- Leased display advertising media space, large format
- Leased display advertising media space, transit
- Leased display advertising media space, street furniture and other urban

fixtures

Leased display advertising media space, other

Direct mail advertising services

Full direct mail services

Concept development for a direct mail advertising campaign services

Mailing list support services

Print services for direct mail advertising materials

Letter shop services

Sales promotion services

Direct marketing services

Signs, custom fabrication, include banners, a frame, neon, outdoor, etc.

Media monitoring and analysis services

Fulfillment services

Distribution of advertising materials, other than by mail

Coordination of production and delivery of premiums (advertising specialties)

Display lettering services (sign painting)

Other services related to advertising

Media representation services

Sale of advertising space in print media

Sale of advertising time on television

Sale of advertising time on radio

Sale of advertising space in media other than print, television, or radio