*Advertising & Marketing* report series – Published each year in March, this report series provides information and data on 35 advertising services spent by every U.S. industry.

With over 260 pages each, the 2016 edition of the *U.S. Advertising & Output* reports feature:

- 2016 current and 2017 forecast number of industry establishments, number of industry employees, and annual industry sales

- 5-year trends on establishments, employees and sales

- 2016 current spending estimates on 35 advertising services for every U.S. industry

- Industry definitions and descriptions

Advertising services included in each report are:

- Advertising placement services
- Advertising creative services
- Sales promotion services
- Direct marketing services
- Public relations services
- Media planning and/or buying svcs
- Media representation services
- Direct mail advertising services
- Product or merchandise demos
- Signs & custom fabrication
- Other services related to adv.
- Marketing research services
- Outdoor Advertising
- Adv. Material Distribution Svcs.
- Sale of adv. - General news.
- Sale of adv. - Specialized news.
- Other publishing - Sale of adv.

- Gen. Interest Periodicals Ads
- Financial & Prof. Periodicals Ads
- Other periodicals - Sale of adv.
- Other publishing - Sale of adv.
- Directories - Sale of advertising
- Databases & Collections Ads
- Other publishing - Sale of adv.
- Radio National and Regional Advertising
- Radio Local Advertising
- TV National and Regional Advertising
- TV Local Advertising
- Cable TV National and Regional Advertising
- Cable TV Local Advertising
- Publishing - Sale of Adv. - Internet
- Internet Advertising - Pay Per Click
- Internet Advertising - Social Media
- Internet Advertising - Other
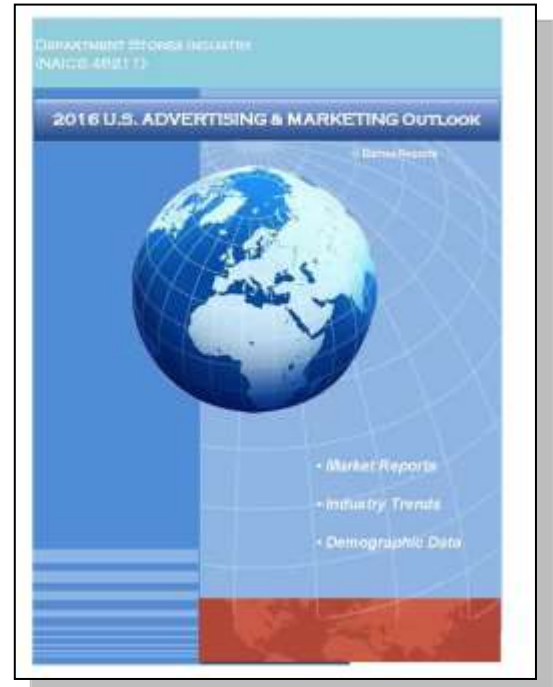
METHODOLOGY AND SOURCES

The methodology used to create these estimates and forecasts are based on U.S. Census as well as other sources (The Economist, The Heritage Foundation, private research studies, trade association studies, etc.).

The report series is unique because it is 1) timely (the most recent Census data) and 2) highly accurate (our proprietary economic model uses regression analysis for its forecasts as well as a number of data resources to produce concensus industry estimates).