

# Advertising & Related Service Revenues Central America Report & Database

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## Abstracts

ADVERTISING & RELATED SERVICE REVENUES CENTRAL AMERICA REPORT + DATABASE

The Advertising & Related Service Revenues Central America Report & Database gives Market Consumption/Products/Services for 31 countries by 6 to 10-Digit NAICS Product Codes by 3 Time series: From 1997- 2019 and Forecasts 2020- 2027 & 2027-2046.

Countries covered include: Antigua & Barbuda, Aruba, Bahamas, Barbados, Belize, Cayman Islands, Costa Rica, Cuba, Dominica, Dominican Republic, El Salvador, Grenada, Guadeloupe, Guatemala, Haiti, Honduras, Jamaica, Martinique, Mexico, Netherlands Antilles, Nicaragua, Panama, Puerto Rico, Saint Kitts & Nevis, Saint Lucia, St Vincent/Grenadines, Trinidad & Tobago, US Virgin Islands. Anguilla, British Virgin Islands, Turks & Caicos, have data caveats due to local conditions

59 MARKET RESEARCH CHAPTERS. SPREADSHEET CHAPTERS: Market Consumption - in US\$ by Country by Product/Service by Year. Market, Financial, Competitive, Market Segmentation, Industry, Critical Parameters, Marketing Costs, Markets, Decision Makers, Performance, Product Launch.

CENTRAL AMERICA & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS. FINANCIAL SPREADSHEETS & DATABASES. INDUSTRY SPREADSHEETS & DATABASES.

Data includes Market Consumption by individual Product/Service, Per-Capita Consumption, Marketing Costs & Margins, Product Launch Data, Buyers, End Users & Customer Profile, Consumer Demographics. Historic Balance Sheets, Forecast

Financial Data, Industry Profile, National Data.

The report is on a DVD containing the entire web and databases, or it is available online. Merge text, tables & databases for your own reports, spreadsheet calculations & modeling.

45 Products/Markets covered, 1994 pages, 3984 spreadsheets, 3953 database tables, 286 illustrations. Updated monthly. 12 month After-Sales Service. This database covers NAICS code: 5418\_L.

## Contents

### ADVERTISING & RELATED SERVICE REVENUES CENTRAL AMERICA REPORT + DATABASE

The Market for Advertising & Related Service Revenues in each country by Products & Services.

This database covers NAICS code: 5418\_L. Products/Services classified by 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.

The Advertising & Related Service Revenues Central America Report & Database covers:

TIME SERIES - Historic: 1997- 2019/Current time series: 2020- 2027/Long Term Projection: 2027-2046. Consumption given at industry/distribution channel/service or product line level.

#### PRODUCTS & MARKETS COVERED:

##### ADVERTISING + RELATED SERVICE REVENUES

1. Advertising & related services Lines
2. Mailing lists, rental or sale
3. Market research & public opinion polling services
4. Market research services
5. Public opinion polling services
6. Advertising agency services (Integrated)
7. Advertising creative services
8. Public relations services
9. Public relations services: Full public relations services
10. Public relations services: Media relations services
11. Public relations services: Crisis management services
12. Public relations services: Lobbying services
13. Public relations services: Event management services
14. Public relations services: Development/fundraising services
15. Media planning &/or buying services
16. Display advertising services
17. Leased display advertising media space, large format

18. Leased display advertising media space, transit
19. Leased display advertising space, street furniture & other urban fixed
20. Leased display advertising media space, other
21. Direct mail advertising services
22. Direct mail advertising services: Full direct mail services
23. Direct mail ad serv: Concept dvlpmt-Direct mail ad campaign serv
24. Direct mail advertising services: Mailing list support services
25. Direct mail ad serv: Print serv for direct mail ad materials
26. Direct mail advertising services: Letter shop services
27. Sales promotion services
28. Direct marketing services
29. Signs, custom fabrication, incl banners/a-frame/neon/outdoor/etc.
30. Media monitoring & analysis services
31. Fulfillment services
32. Distribution of advertising materials, other than by mail
33. Coordination of production & delivery of premiums (ad specialties)
34. Display lettering services (sign painting)
35. Other services related to advertising
36. Media representation services
37. Media representation serv: Sale of ad space in print media
38. Media representation serv: Sale of advertising time on television
39. Media representation services: Sale of advertising time on radio
40. Media repr serv:Sale-Ad space in media oth than print/TV/radio
41. Merchandise sales
42. Sales of merchandise, not specified by type
43. All other receipts
44. All other operating receipts

#### 59 MARKET RESEARCH CHAPTERS:

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CENTRAL AMERICA & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS: 1332 Central America Database tables & Spreadsheets covering business scenarios. 1435 Central America Database tables & Spreadsheets covering Markets, Market Forecast, Financial Forecast, Financial Margins, Historic Financial, Historic Costs, Industry Norms for each country. 3816 National Database tables & Spreadsheets covering business scenarios.

FINANCIAL SPREADSHEETS & DATABASES: 188 Balance Sheet, Financial Margins & Ratios for each of 103 Business Scenarios - by Country by Year - Forecast 2020-2027, Forecast 2027-2046.

INDUSTRY SPREADSHEETS & DATABASES: 820 Database tables & Spreadsheets covering Historic Industry Balance Sheet Data, Forecast Industry Financial Data, Industry Profiles & Norms - by Country by Year - Forecast 2020- 2027, Forecast 2027-2046.

NATIONAL DATA - by Country by Year.

The report is produced on a DVD containing the entire report web and databases, and it is also supplied online as a zipped file. Readers can access & reproduce the information for their own documents or reports. Tables & databases as Access & Excel formats on the DVD to enable readers to produce their own spreadsheet calculations and modeling.

45 Products covered for 31 Countries: 1994 pages, 3984 spreadsheets, 3953 database tables, 286 diagrams & maps.

This database is updated monthly. 12 months Full After-Sales Services & Updates available from the publishers.

This report is also available as 9 Regional Reports: Canada and the USA, Central America (31 countries), South America (13 countries), Europe (45 countries), Eurasia (4 countries), Middle East (19 Countries), Africa (54 countries), Asia (48 countries), and Oceania (20 countries). This report is also available for individual countries.

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