

PIB CLASSIFICATIONS

PIB CLASSIFICATIONS

G100-INDUSTRY CLASS

G110 Major Class

G111 Sub Class

SPECIAL CLASSES

As a supplement to the above classifications, special codings are indicated as follows:

- | | |
|----------------------------|---------------------------------|
| 1 Men's | 6 Internet/Online |
| 2 Women's | 7 Industrial |
| 3 Men's & Women's & Family | 8 Corporate (General Promotion) |
| 4 Infant's & Children's | 9 Association Advertising |
| 5 Home | |

Example: H612-7 "Lumber & Woodwork" for Industrial Use

APPAREL & ACCESSORIES

A100-READY-TO-WEAR

A110 Blouses & Dress Shirts

A120 Outerwear

A130 Dresses, Suits & Formalwear

A140 Sportswear & Jeans

A141 Sportswear & Athleticwear

A142 Sportswear Jeans

A150 Bathing Suits & Beachwear

A190 Ready-to-Wear: Comb Copy & NEC

A200-UNDERCLOTHING & HOSIERY

A210 Underwear & Lingerie

A220 Bras & Shapewear

A230 Hosiery

A290 Underclothing, Hosiery & Slpwr: Comb&NEC

A300-FOOTWEAR

A310 Shoes & Boots, Regular & Casual

A320 Sport Shoes

A321 Sneakers

A322 Sport Shoes (Except Sneakers)

A390 Footwear & Shoe Care Pdts: Comb & NEC

A400-APPAREL ACCESSORIES

A410 Handbags, Gloves, Wallets & Belts

A420 Ties & Neckwear

A430 Sunglasses

A490 Apparel Accessories: Comb Copy & NEC

A500-JEWELRY & WATCHES

A510 Jewelry

A520 Watches

A900-APPAREL NEC

A910 Notions & Sewing Supplies

A920 Apparel Fabrics & Finishes

A990 Apparel: Comb Copy & NEC

BUSINESS & TECHNOLOGY

B100-FINANCIAL

B110 Credit Cards & Travelers Checks

B111 Credit Cards

B112 Travelers Checks

B120 Financial Products & Services

B121 Banks, S&Ls

B122 Investment Brokers

B123 Accounting, Auditing & Tax Prep Svcs

B124 Finance & Mortgage Companies

B125 Mutual Funds

B128 Credit Counseling Services

B129 Financial Products & Svcs: Comb & NEC

B130 Tombstone Adv, Security & Tender Offers

B140 Financial Exchanges & Boards of Trade

B190 Financial: Comb Copy & NEC

B200-COMMUNICATIONS

B210 Telephone Equipment

B211 Wired Home Phone Equipment & Systems

B212 Wired Business Phone Equipment & Systems

B213 Wireless Home/Business Phone Equip & Sys

B219 Telephone Equipment: Comb Copy & NEC

B220 Telecommunications Providers/Services

B221 Long Distance Telecom Providers

B222 Local Telecom Providers

B223 Wireless Telecom Providers

B224 Internet Telecom Providers

B225 Internet Service Providers (ISP)

B229 Telecom Providers/Services:Comb Copy&NEC

B230 Communications Products & Systems

B231 Telephone Calling Cards

B232 Telephone Directories

B233 Communications Networking Systems & Svcs

B239 Communications Products & Sys: Comb&NEC

B240 Cable & Satellite Providers/Services

B241 Cable TV Providers & Systems

B242 Satellite Providers, Systems & Services

B250 Bundled Telecommunication Products/Svcs

B260 Communications Companies, Corporate

B290 Communications: Comb Copy & NEC

B300-GOVERNMENT, POLITICS & ORGANIZATIONS

B310 Government (Non-Political)

B313 Foreign & U.S. Government

B314 Lotteries

B315 Local Government

B319 Government: Comb Copy & NEC

B320 Organizations

B321 Unions

B322 Religious, Charitable & Humanitarian

B329 Organization Advertising: NEC

B330 Political

B331 Presidential Campaigns

B332 National Campaigns (Non-Presidential)

B333 State & Local Campaigns

B334 Ballot Issues

B339 Political & Political Parties: Comb&NEC

B400-INSURANCE & REAL ESTATE

B410 Life & Medical Insurance

B411 Life Insurance

B412 Medical & Dental Insurance

B420 Property & Casualty

B421 Homeowners & Personal Property Insurance

B422 Automobile Insurance

B423 Business Insurance

B429 Insurance: Comb Copy & NEC

B430 Insurance Agencies & Brokers

B450 Real Estate

B451 Real Estate Agents, Agencies & Brokers

B452 Real Estate Developers & Developments

B459 Real Estate: Comb Copy & NEC

B500-COMPUTERS, SOFTWARE, INTERNET NEC

B510 Computers

B511 Computers & Computer Systems

B512 Computers, Corporate

B520 Computer Components,Access & Peripherals

B521 Computer Printers

B522 Computer Components (Excl Printers)

B523 Computer Accessories

B529 Computer Components,Accss&Perph:Comb&NEC

B530 Computer Software

B531 Computer Games & Educational Software

B532 Computer Software (Excl Games & Educ)

B540 Internet NEC

B541 Web Design, Domain & Hosting Services

B543 Internet Business & Home Office Svcs NEC

B544 Offline Internet Support Services NEC

B549 Internet Sites NEC

B590 Computers & Software: Comb Copy & NEC

B600-MEDIA & ADVERTISING

B610 Books

B620 Print Media (Except Books)

B621 Newspapers, National

B622 Newspapers, Local

B623 Magazines

B624 TV Magazines

B629 Print Media: Comb Copy & NEC

B630 Radio

B640 Television & Cable Television

B641 TV Networks, Stations & Production Cos

B642 Cable Networks & Programs & Satellite TV

B649 Television & Cable TV: Comb Copy & NEC

B650 Advertising, Mktg, Printing, Coupon Mktg

B651 Advertising, Marketing & Printing Svcs

B652 Coupon Marketing Organizations

B660 Motion Pictures

B670 Internet Commun,Cntnt Prvdrs,Prtls,Engns

B680 Internet Broadcasts:Radio/TV/Music/Film

B690 Publishing & Media: Comb Copy & NEC

B700-OFFICE MACHINES, FURNITURE & SUPPLIES

B710 Office Machines & Equipment

B711 Copiers & Duplicating Equipment

B712 Facsimile Equipment & Accessories

B719 Office Machines & Equipment: NEC

B720 Office Furniture, Stationery & Supplies

B721 Office Furniture & Accessories

B722 Stationery,Greeting Cards&Misc Paper Gds

B723 Pens, Pencils & Markers

B729 Office Furnit,Stationery&Suppl:Comb&NEC

B800-MANUFACTRG: MTRLS&EQUIP/FREIGHT/IND DEV

B810 Manufactrg Materials & Supplies

B811 Manufactrg Metals & Fabricatd Metal Parts

B812 Manufactrg Packaging & Paper Products

B813 Manufactrg Chemicals & Plastics

B819 Manufactrg Materials & Supplies:Comb&NEC

B820 Manufactrg Equip/Electrnics/Engineering

B821 Manufactrg Machinery, Equipment & Tools

B822 Electronics & Electronic Components

B829 Manfactrg/Electronics/Engineering:NEC

B830 Freight

B831 Railroad (Incl Industrial Dev)

B832 Airline Freight (Incl Industrial Dev)

B833 Ship, Truck, & Other Freight

B839 Freight: Comb Copy & NEC

B840 Industrial & Agricultural Area Developmt

B870 In-Store Fixtures & Equipment

B890 Manufactrg-Mtrls&Equip/Frght/Ind Dev: NEC

B900-BUSINESS & TECHNOLOGY NEC

B910 Business Propositions&Emplymnt Recrtmnt

B911 Business Propositions

B912 Employment Recruitment: Clsfd/Excl Agate

B913 Employment Agencies

B914 Employment Recruitment: Agate/Excl Clsfd

B920 Military Equipment

B930 Consulting Services

B990 Business & Technology: Comb Copy & NEC

B999 WSJ-ADS Under 50 Lines

PIB CLASSIFICATIONS

DRUGS, TOILETRIES & FITNESS

D100-COSMETICS & BEAUTY AIDS-WMN,M&W,UNISEX
D110 Skin Care Creams, Lotions & Oils
D120 Lip Color
D130 Eye Makeup
D140 Face Makeup
D150 Manicure Preparations & Implements
D160 Face Cleansers & Makeup Removers
D170 Sunscreens & Tanning Products
D180 Scents, Fragrances & Perfms-Wmn,M&W,Unsx
D190 Cosmetics&Bty Aids-Wmn,M&W,Unsx:Comb&NEC
D200-PERSONAL HYGIENE & HEALTH-WMN,M&W,UNISEX
D210 Dental Supplies
D211 Toothpaste & Whiteners
D212 Mouthwashes & Breath Fresheners
D219 Dental Supplies: Comb Copy & NEC
D220 Bath Soaps & Toiletries
D221 Bath Soaps
D223 Bath Toiletries & Powders
D229 Bath Toiletries: Comb Copy & NEC
D230 Feminine Hygiene Products
D240 Depilatories, Face & Body Hair Bleaches
D250 Shaving Equipment & Supplies-Women
D260 Deodorants & Anti-Perspirants
D270 Diapers (Adult, Infant and Toddler)
D280 Personal Care & Grooming Appliances
D290 Personal Hygn&Hlth-Wmn,M&W,Unsx:Comb&NEC
D300-HAIR PRODUCTS & ACCESS-WMN,M&W,UNISEX
D310 Hair Coloring Products
D320 Shampoos, Conditioners & Rinses
D330 Hair Styling & Holding Products
D340 Home Perms & Relaxers
D350 Hair Restoration Pdts, Wigs & Hairpcs
D390 Hair Pdts & Access-Wmn,M&W,Unsx:Comb&NEC
D400-TOILETRIES, HYGIENIC GDS & SKIN CARE-MEN
D410 Scents, Fragrances & Aftershave-Men
D420 Hair Care Products-Men
D430 Shaving Equip & Supplies-Unisex & Men
D490 Toiletries,Hygnc Gds&Skn Cr-Men:Comb&NEC
D500-MEDICINES & PROPRIETARY REMEDIES
D510 Pain Relievers, Sedatives&Sleeping Pdts
D511 Pain Remedies
D512 Sedatives & Sleep Products
D520 Cold, Cough, Sinus & Asthma Remedies
D521 Cold & Sinus Remedies
D522 Cough Drops, Sprays & Medicines
D523 Asthma Remedies
D529 Cold,Cough,Sinus&Asthma Remdies:Comb&NEC
D530 Digestive Aids, Antacids & Laxatives
D531 Digestive Aids & Antacids
D532 Laxatives
D540 Vitamins, Nutrition Supps, Reducing Aids
D541 Vitamins & Minerals
D542 Weight Loss & Gain Aids
D543 Nutritional Supplements
D550 Medicated Products & Remedies-Non-RX
D551 Muscle Rubs & Liniments
D552 Acne Products
D553 Lip & Skin Preparations
D554 Foot Medications
D555 Eye Medications
D556 Hemorrhoid Remedies
D557 Childrens Skin Care Products

D558 Womens Health Care Products
D559 Medicated Pdts&Remedies-Non-RX:Comb&NEC
D560 Prescription Medications
D570 Anti-Smoking Products & Programs
D590 Medicines&Proprietary Remedies:Comb Copy
D600-EYE GLASSES, MEDICAL EQUIP & SUPPLIES
D610 Medical Appliances & Equipment
D620 In-Home Medical Tests
D630 Eye Glasses & Corrective Lenses
D690 Medical Supplies NEC
D700-PHARMACEUTICAL HOUSES
D800-FITNESS & DIET PROGRAMS & SPAS
D900-DRUGS, TOILETRIES & FITNESS: COMB & NEC

FOOD & BEVERAGES

F100-INGREDIENTS, MIXES & SEASONINGS
F110 Sugar, Syrup & Artificial Sweetener
F120 Shortening, Oil, Margarine&No-Stick Pdts
F130 Salad Dressing & Mayonnaise
F140 Dessert Ingredients & Fillings
F141 Baking Mix,Crust,Topping,Filling&Ingred
F142 Gelatins & Puddings (Mixes & Prepared)
F149 Dessert Ingredients & Fillings: Comb&NEC
F150 Seasonings, Spices, Extracts & Marinades
F160 Condiments, Pickles & Relishes
F170 Sauces, Gravies & Dips
F190 Ingredients, Mixes & Seasonings:Comb&NEC
F200-PREPARED FOODS
F210 Soups
F220 Cereals
F240 Infant Foods
F250 Pasta Products & Pasta Product Dinners
F260 Prepared Dinners&Entrees NEC(Incl Pizza)
F270 Jellies, Jams & Preserves
F280 Peanut Butter & Sandwich Spreads
F290 Prepared Foods: Comb Copy & NEC
F300-DAIRY, PRODUCE, MEAT & BAKERY GOODS
F310 Dairy Products & Substitutes
F311 Milk,Butter,Cream,Eggs,Yogurt&Sour Cream
F312 Cheese
F313 Ice Cream, Frozen Novelties & Sherbet
F314 Dairy Product Substitutes
F319 Dairy Products & Substitutes: Comb & NEC
F320 Fruits, Vegetables, Grains & Beans (All)
F321 Citrus Fruits
F322 Other Fruits
F323 Vegetables
F324 Beans & Grains
F329 Fruits,Vegetables,Grains&Beans: Comb&NEC
F330 Meat, Poultry & Fish
F331 Lunch Meat, Hot Dogs, Bacon & Sausage
F332 Meat
F333 Poultry
F334 Fish & Seafood
F339 Meat, Poultry & Fish: Comb Copy & NEC
F340 Bakery Goods (Fresh, Frozen, Refrig etc)
F341 Breads, Rolls, Waffles & Pancakes
F342 Cakes, Pies, Pastries & Donuts
F343 Cookies & Crackers
F349 Bakery Goods: Comb Copy & NEC
F390 Dairy, Produce, Meat & Bakery Gds:Comb&NEC
F400-BEVERAGES
F410 Coffee, Tea, Cocoa & Milk Additives
F411 Coffee

F412 Tea
F413 Cocoa & Milk Additives
F419 Coffee, Tea, Cocoa&Milk Addtvs:Comb&NEC
F420 Fruit Juices & Fruit Flavored Drinks
F430 Vegetable Juices
F440 Carbonated Soft Drinks
F441 Regular Carbonated Soft Drinks
F442 Dietary Carbonated Soft Drinks
F449 Carbonated Soft Drinks: Comb Copy & NEC
F450 Non-Carbonated Soft Drinks
F460 Bottled Water
F490 Beverages: Comb Copy & NEC
F500-CONFECTIONERY & SNACKS
F510 Candy & Mints
F520 Gum
F530 Chips, Nuts, Popcorn & Pretzels
F590 Confectionery & Snacks: Comb Copy & NEC
F600-BEER & WINE
F610 Beer & Ale
F611 Regular Beer & Ale
F612 Light & Low Alcohol Beer & Ale
F619 Beer & Ale: Comb Copy & NEC
F620 Wine & Wine Coolers
F690 Beer, Wine & Non-Alcoholic Mixes:Comb&NEC
F700-LIQUOR
F710 Whiskey
F711 Bourbon Whiskey
F712 Canadian Whiskey
F713 Scotch Whiskey
F719 Whiskey: Comb Copy & NEC
F720 Brandy, Cognac, Cordials & Liqueur
F721 Brandy, Cognac & Armagnac
F722 Cordials & Liqueurs
F730 Other Alcoholic Beverages
F731 Gin
F732 Rum
F733 Tequila
F734 Vodka
F739 Alcoholic Beverages: Comb Copy & NEC
F900-FOOD & BEVERAGES: COMB COPY & NEC

GENERAL

G100-MISC MERCHANDISE
G120 Luggage & Briefcases
G130 Optical Goods, Navigational&Precsn Instr
G140 Cameras & Photographic Supplies
G141 Cameras (Excl Video)
G142 Camera Accessories
G143 Film, Slides & Photographic Paper
G149 Cameras & Photographic Suppl: Comb & NEC
G190 Misc Merchandise: Comb Copy & NEC
G200 Cigarettes, Tobacco & Accessories
G210 Cigarettes
G220 Cigars & Tobacco
G290 Smoking Materials & Accessories NEC
G300-RESTAURANTS
G310 Restaurants, Local
G320 Restaurants, National
G400-SPORTING GOODS
G410 Fishing Tackle & Equipment
G420 Hunting Equipment
G430 Boats, Boat Motors & Accessories
G440 Bicycles & Accessories
G450 Ski Equipment

PIB CLASSIFICATIONS

G460 Golf Equipment	H122 Mattresses & Box Springs	H519 Electronic Entertainment Equip: Comb&NEC
G470 Tennis Equipment	H130 Floor Coverings & Fibers	H520 Electronic Entertainment Supplies
G480 Exercise Equipment	H131 Carpets, Rugs & Pads	H530 Pre-Recorded Audio & Video
G490 Sporting Goods: Comb Copy & NEC	H132 Vinyl Flooring&Misc Hard Surf FIr Cvrgs	H531 Pre-Recorded Audio
G500-GAMES, TOYS & HOBBYCRAFT	H133 Carpet Fibers & Materials	H532 Pre-Recorded Video
G510 Games	H140 Wall,Window,Bed&Bath,Fabrics&Coverings	H590 Audio & Video Equip & Supplies: Comb&NEC
G511 Elec & Video Games & Sftwr (Excl PC&NET)	H141 Wall & Window Coverings & Hsehdld Fabrics	H600-BUILDING MATERIALS, EQUIPMENT & FIXTURES
G512 Games (Non-Computerized)	H142 Bedding & Linens	H610 Building Materials & Pre-Fab Homes
G513 Online Games	H143 Household Fibers & Finishes	H611 Insulation, Wallboard, Roofing & Siding
G520 Dolls & Action Figures	H150 Household Furnishings,Access&Mtrls,Misc	H612 Lumber & Woodwork
G521 Dolls (Excl Stuffed)	H151 Lamps, Lighting Fixtures & Supplies	H613 Doors & Windows
G522 Doll Accessories	H152 Prints, Framing & Sculpture	H614 Pre-Fabricated Homes & Buildings
G523 Action Figures & Accessories	H190 Household Furnishings & Access: Comb&NEC	H615 Concrete, Paving, Masonry (Metals-See B811)
G529 Dolls & Action Figures: Comb Copy & NEC	H200-HOUSEHOLD APPLIANCES, EQUIP & UTENSILS	H619 Building Mtrls & Pre-Fab Homes: Comb&NEC
G530 Hobbycraft	H210 Major Appliances	H620 Building Equipment, Fixtures & Systems
G540 Toys	H211 Refrigerators & Freezers	H621 Plumbing&Sanitation Equip Fixtrs&Systems
G541 Stuffed Toys	H212 Stoves & Ranges (Incl Microwave)	H622 Heating&Cooling Equip, Fixtrs&Systems
G542 Arts/Crafts/Activity Toys	H213 Laundry Equipment	H623 Fireplaces & Heating Stoves
G543 Toy Vehicles	H214 Dishwashers	H624 Portable Hand & Power Tools
G544 Infant & Preschool Toys NEC	H219 Major Appliances: Comb Copy & NEC	H625 Security & Fire Safety Systems
G549 Toys: Comb Copy & NEC	H220 Small Appliances	H626 Heavy Construction Equipment
G590 Games, Toys & Hobbycraft: Comb & NEC	H221 Small Appliances, Kitchen	H627 Pollution/Hazardous/Waste/Recyclg Systms
G600-PETS, PET FOODS & SUPPLIES	H222 Small Appliances, General Household	H629 Building Equip,Fixtrs&Systems: Comb&NEC
G610 Cat & Dog Food	H223 Vacuums & Electric Brooms	H630 Paint, Varnishes & Misc Coatings
G611 Dog Food	H230 Household Equipment & Utensils	H690 Building Materials,Equip&Fixtrs:Comb&NEC
G612 Cat Food	H231 Cookware & Cutlery	H900-HOME & BUILDING: COMB COPY & NEC
G613 Cat & Dog Food Combination	H232 Household Equipment & Utensils NEC	TRANSPORTATION & TRAVEL
G630 Pet Food NEC	H290 Household Applncs,Equip&Utnsils:Comb&NEC	T100-AUTOMOTIVE,AUTOMOTIVE ACCESS & EQUIP
G640 Pets & Pet Supplies	H300-HOUSEHOLD SUPPLIES	T110 Cars & Light Trucks, Factory: Sls & Lsg
G690 Pets, Pet Foods & Supplies: Comb & NEC	H310 Household Batteries	T111 Cars, Domestic Factory: Sales & Leasing
G700-HORTICULTURE & FARMING	H320 Minor Home Repair Products	T112 Cars, Asian Factory: Sales & Leasing
G710 Horticulture	H330 Household Paper Products	T113 Cars, European & NEC Factory: Sls & Lsg
G711 Garden Machinery, Implements & Fixtures	H331 Paper Towels	T114 Cars&Lt Trucks, Dmstc Factory: Sls&Lsg
G712 Lawn & Garden Seeds,Bulbs & Nursery Stk	H332 Facial Tissues	T115 Cars&Lt Trucks, Asian Factory: Sls&Lsg
G713 Lawn & Garden Fertilizers & Seed Trtmnts	H333 Bathroom Tissue	T116 Cars&Lt Trucks,Eurpn&NEC Frctry: Sls&Lsg
G714 Lawn & Garden Pest Controls	H339 Household Paper Products: Comb & NEC	T117 Light Trucks, Domestic Factory: Sls&Lsg
G715 House Plants & Supplies	H340 Food Wraps, Foils & Bags	T118 Light Trucks, Asian Factory: Sls&Lsg
G719 Horticulture: Comb Copy & NEC	H350 Insecticides,Disinfectants&Deodorizers	T119 Light Trucks, Eurpn&NEC Factory: Sls&Lsg
G720 Agriculture, Farming & Livestock	H351 Home Pest Controls	T120 Car & Truck Dlr Assn: Sls&Lsg (Consumer)
G721 Farm & Livestock Machinery & Equipment	H352 Home Disinfectants	T121 Car & Truck Dealer Assn: Domestic
G722 Poultry,Livestk:Feeds,Supplmnts&Remedies	H353 Deodorizers, Air Fresheners & Purifiers	T122 Car & Truck Dealer Assn: Asian
G723 Farm Chemicals & Fertilizers	H359 Insecticides,Disinfcntns&Ddrzrs:Comb&NEC	T123 Car & Truck Dealer Assn: European & NEC
G724 Farm Pest Controls	H360 Barbecue Cooking Supplies	T130 Motorcycles,Comml&Vehicles NEC: Sls&Lsg
G725 Farm Seeds	H390 Household Supplies: Comb Copy & NEC	T131 Motorcycls,Mtr Bikes,ATVs,Frctry:Sls&Lsg
G729 Agriculture,Farming&Livestock: Comb&NEC	H400-HOUSEHOLD SOAPS, CLEANERS & POLISHES	T132 Comml Trucks,Fleet Vehicles:Sls&Lsg
G800-SCHOOLS, CAMPS, SEMINARS	H410 Dishwashing Soaps & Preparations	T139 Vehicles, Sales & Leasing: Comb Copy&NEC
G810 Colleges & Universities	H420 Laundry Soaps & Preparations	T140 Vehicle Accessories & Equipment
G820 Seminars & Lectures	H421 Fine Fabric Washes,Stain Remvrs,Presoaks	T141 Automotive Batteries
G830 Schools & Camps Not-Itemized	H422 Heavy Duty Laundry Detergents	T142 Anti-Freeze & Automotive Additives
G840 Vocational & Training Schools	H423 Bleach & Fabric Softeners	T143 Car Cleaners, Waxes & Polishes
G850 Schools NEC	H429 Laundry Soaps & Preparations: Comb & NEC	T144 Car & Truck Parts, Accessories & Kits
G890 Schools & Camps: Comb Copy & NEC	H430 Cleaners & Cleansers (Genl Hsehdld Use)	T145 Car & Truck Tires & Tubes, Manufacturers
G900-GENERAL NEC	H440 Cleaners, Cleansers & Polishes (Spcl Use)	T149 Vehicle Access & Equip & Auto NEC
G910 Misc NEC: Agate/Classified	H441 Floor & Furniture Polish & Wax	T150 Car & Truck Rental Companies
G920 Misc NEC: Not Itemized	H442 Drain & Septic Cleaners	T151 Car Rental Companies, National, Consumer
G930 Corporate Advertising NEC	H443 Bath & Kitchen Cleaners	T152 Car Rental Companies, Local, Consumer
HOME & BUILDING	H449 Cleaners,Clnsrs,Plshs(Spcl Use):Comb&NEC	T190 Automotive, Auto Access&Equip: Comb&NEC
H100-HOUSEHOLD FURNISHINGS & ACCESSORIES	H490 Household Soaps,Clnsrs&Plshs: Comb&NEC	T200-GASOLINE, LUBRICANTS (TRANS) & FUELS
H110 Dinnerware, Glassware & Flatware	H500-AUDIO & VIDEO EQUIPMENT & SUPPLIES	T210 Gasoline & Motor Oil
H111 Dinnerware, Glassware & Pottery	H510 Electronic Entertainment Equipment	T211 Gasoline
H112 Silverware & Metalware	H511 Video Equip & Access	T212 Motor Oil
H120 Furniture & Mattresses	H512 Home Audio Equipment & Accessories	T220 Petroleum Companies, Corporate
H121 Furniture	H513 Automotive Electronic Entertainmnt Equip	T290 Gas,Lubricants(Transport)&Fuels:Comb&NEC

PIB CLASSIFICATIONS

T300-AVIATION (EXCL FREIGHT)

T400-PUBLIC TRANSPORTATION, HOTELS & RSRTS

T410 Public Transportation

- T411 Railroad Travel
- T412 Cruise Ship Travel
- T413 Airline Passenger Travel, Domestic
- T414 Airline Passenger Travel, Foreign
- T419 Public Transportion (Excl Local)&Comb

T420 Travel Services

T430 Resorts & Travel Accommodations

- T431 Hotels & Resorts, Domestic
- T432 Hotels & Resorts, Foreign
- T433 Tourism Promotion, Domestic (Area)
- T434 Tourism Promotion, Foreign (Area)

T440 Amusement, Water & Theme Parks

T490 Public Transport,Hotels&Resorts:Comb&NEC

T900-TRANSPORTATION & TRAVEL NEC: COPY&NEC

T990 Transportation & Travel: Comb Copy & NEC

MISC SERVICES, AMUSE, RETAIL, DIR RESP

V100-MISC SERVICES & AMUSEMENTS

V110 Apparel Services

V120 Business Services

- V121 Manufacturing & Industrial Services
- V122 Auctioneers & Auction Houses
- V129 Business Services NEC

V130 Beauty, Health & Medical Services

- V131 Beauty Shops
- V132 Doctors, Nurses, Chiropractors, Dentists
- V133 Hospitals, Clinics & Medical Centers
- V134 Convalescent, Retirement & Nursing Homes
- V135 Optical Goods & Services
- V139 Beauty, Health & Medical Svcs: Comb&NEC

V140 Food & Beverage Services

V150 Misc Services

- V151 Legal Services
- V152 Photographers & Photo Studios
- V153 Rental Services
- V154 Agricultural & Horticultural Services
- V155 Dating Services
- V156 Phone Services (1-800/1-900) NEC
- V157 Funeral Homes & Services
- V158 Veterinarians & Pet Services
- V159 Misc Services: Comb Copy & NEC

V160 Amusements & Events

- V161 Live Theater, Opera, Music, Dance
- V162 Participatory Sports
- V163 Spectator Sporting Events
- V164 Conventions, Trade & Hobby Shows
- V165 Movie Theaters, Cinemas, Drive-ins
- V166 Parks,Fairgrnds,Zoos,Museums,Cnvntrn Ctrs
- V167 Night Clubs & Discos
- V169 Amusements & Events: Comb Copy & NEC

V170 Home & Building Services

- V171 Architects, Contractors, Engineers
- V172 Exterminators
- V173 Power, Electric & Water Companies
- V174 Fuel Suppliers,Plumbing,Heating & AC Svc
- V175 Pool Contractors, Supplies & Services
- V179 Home & Building Services: Comb & NEC

V180 Transit Services, Local

V190 Misc Services: Comb Copy

V200-AUTOMOTIVE DEALERS & SERVICES

V210 Car & Truck Dealers: Sales & Leasing

- V211 Car & Lt Truck Local Dealers: Domestic
- V212 Car & Lt Truck Local Dealers: Asian
- V213 Car & Lt Truck Local Dealers: European
- V219 Car & Truck Dlrs, Sales & Lsg: Comb&NEC

V230 Vehicles Dealers & Services NEC

- V231 Mobile Homes Dealers,Services & Sites
- V232 Camper & RV Dealers & Services
- V233 Motorcycles,Motor Bikes&ATV Dlrs & Svcs

V240 Automotive Services & Gas Stations

- V241 Automotive Repair Services
- V242 Gasoline Service Stations

V290 Automotive Dealers & Services: Comb&NEC

V300-RETAIL

V310 Apparel Retailers

- V311 Clothing Stores
- V312 Fur Salons
- V313 Shoe Stores

V314 Jewelry Stores

V319 Apparel Retailers: Comb Copy & NEC

V320 Business Retailers

- V321 Computer & Software Stores & Services
- V322 Office Equipment, Furntr & Supply Stores
- V329 Business Retailers: Comb Copy & NEC

V330 Pharmacies,Health & Bty Supply Retailers

V340 Food & Beverage Retailers

- V341 Liquor & Wine Stores
- V342 Bake Shops
- V343 Dairy, Ice Cream & Yogurt Stores
- V344 Meat, Fish & Poultry Stores
- V345 Food Stores & Supermarkets (Chain)
- V346 Food Stores & Supermarkets (Independent)
- V349 Food & Beverage Retailers: Comb & NEC

V350 Retailers NEC

- V351 Florists
- V352 Collectible Stores & Galleries
- V353 Fabric & Sewing Machine Stores
- V354 Pet Stores & Services
- V355 Card, Gift & Book Stores
- V357 Luggage & Leather Shops
- V358 Nurseries, Lawn & Garden Stores
- V359 Retailers: Comb Copy & NEC

V360 Consumer Elect,Sprt,Toy,Hobby Retailers

- V361 Consumer Electronic Stores
- V362 Video Rental, CD, Tape & Record Stores
- V363 Toy Stores
- V364 Hobby & Craft Stores
- V365 Sporting Goods Stores
- V369 Cons Elec,Sprt,Toy,Hobby Rtlrs:Comb&NEC

V370 Home & Building Retailers

- V371 Appliance & Phone Stores
- V372 Home Furnishing Stores
- V373 Carpet & Floor Covering Stores
- V374 Drapery & Window Covering Stores
- V375 Furniture Stores
- V376 Home Centers & Hardware Stores
- V377 Bedding Stores/Sleep Centers
- V378 Lighting & Light Fixture Stores
- V379 Home & Building Retailers: Comb & NEC

V380 Automotive Supply Retailers

V390 Retail: Comb Copy

V400-DEPARTMENT STORES

V410 Apparel-Dept Store

V420 Business-Dept Store

V430 Drug & Toiletry-Dept Store

V440 Food & Beverage-Dept Store

V450 General-Dept Store

V470 Home & Building-Dept Store

V480 Automotive & Travel-Dept Store

V490 Department Stores: Comb Copy

V500-DISCOUNT DEPARTMENT & VARIETY STORES

V510 Apparel-Discout Dept Store

V520 Business-Discout Dept Store

V530 Drug & Toiletry-Discout Dept Store

V540 Food & Beverage-Discout Dept Store

V550 General-Discout Dept Store

V570 Home & Building-Discout Dept Store

V580 Auto & Travel-Discout Dept Store

V590 Discout Dept&Variety Stores: Comb Copy

V600-SHOPPING CENTERS & CATALOG SHOWROOM

V610 Catalog Showrooms

V620 Shopping Centers & Associations

V630 Wholesale Clubs

V800-DIRECT RESPONSE COMPANIES

V810 Apparel-Direct Response

V820 Business-Direct Response

V821 Computers, Softwr & Home Office-Dir Rsp

V823 Publishers & Book Clubs-Dir Rsp

V829 Business-Direct Response: NEC

V830 Drug & Toiletry-Direct Response

V840 Food & Beverage-Direct Response

V850 General-Direct Response

V851 Crafts,Hobbies,Sportg Gds&Toys-Dir Rsp

V852 Collectibles & Art-Dir Rsp

V853 Lawn & Garden Seeds & Bulbs-Dir Rsp

V854 Correspondence Schools-Dir Rsp

V859 General-Direct Response: NEC

V870 Home & Building-Direct Response

V871 Audio Supplies & Equipment-Dir Rsp

V872 Household Furniture & Appliances-Dir Rsp

V873 Video Supplies & Equipment-Dir Rsp

V879 Home & Building-Direct Response: NEC

V880 Automotive & Travel-Direct Response

V890 Direct Response: Comb Copy & NEC

V891 Direct Response Not Itemized

V899 Direct Response: Comb Copy

V900-MISC SVC,AMUSE,RETAIL,DIR RESP:COMB&NEC