

74

Publicity Services

<u>Estimates (1977):</u> (\$ millions)	Payments	89.4	Receipts	28.0
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Comments : These figures are reported as the item "advertising and sales promotion" on the quadrennial Balance of Payments survey BP-21S. On the payments side an estimate for advertising by the provinces has been removed from government expenditures and added here, in agreement with Input-Output Division estimates.

U.K. Data : The U.K. Balance of Payments reports "advertising" credits and "agency expenses and advertising" debits.

79

Other Services Related to Records and Information

Estimates : No separate data.

* Data for these three categories have been aggregated for reasons of confidentiality.