

## Sub-Group 505-06, Advertising & Marketing Industry Sector 5: Transportation, Communications & Storage

Rate Risk Category

15%

Included	Similar but Classified Elsewhere
<p>✓ Promotion, advertising and marketing services, including:</p> <ul style="list-style-type: none"> <li>• Media buys (secure advertising space with various media suppliers)</li> <li>• Providing sample products, doing demonstrations, setting up displays and windows in retail stores</li> <li>• Custom merchandising</li> <li>• Creating and arranging set-up of ads or displays in public places, including rest rooms, bus stops, billboards, etc.</li> <li>• Direct mailing services</li> <li>• Create, print and distribute print materials for promotional purposes, including coupon books and discount cards</li> <li>• Organizing and producing trade shows</li> <li>• Administration of point/reward programs</li> <li>• Firms that develop and maintain technological platforms that arrange for the custom delivery of goods and services (including food and beverages for multiple restaurants, people, etc.) are found under this classification</li> </ul>	<ul style="list-style-type: none"> <li>✗ Marketing performed in conjunction with sales, where there are no stock of goods in Manitoba, is found under, 60306, "Sales Agents &amp; Brokers".</li> <li>✗ Merchandising performed by a Manitoba manufacturer or vendor is considered incidental to their main manufacturing or retail/wholesale activity.</li> <li>✗ Product samples and demonstrations by a retail establishment are considered incidental to the main retail activity.</li> <li>✗ Coverage for marketing consultants is optional and is found under 903-13, "Professional &amp; Business Offices".</li> <li>✗ Operation of a call centre is found under 704-09, "Call Centres".</li> <li>✗ Businesses that custom deliver goods &amp; services (including food and beverages for multiple restaurants, people, etc.) would be classified under 506-02, "Courier Services".</li> </ul>

Effective : May 2019

**DISCLAIMER:** Industry classification descriptions can change from time to time. Please make sure that you are reading the most current description, which can be found at [www.wcb.mb.ca](http://www.wcb.mb.ca).

# Workers Compensation Board Classification Descriptions

---

Sub-Group 505-06 Advertising and Marketing

Page 2 of 2

Effective January 1, 2009

---

DISCLAIMER: *The information in this document is subject to change without notice.*

Printed on: May 24, 2019