

BPA Market Category Code	BPA Market Category	Market Segment Code	Market Segment
1	ADVERTISING, MARKETING, MEDIA & SALES	1	ADVERTISING & MARKETING
		35B	DISCOUNT MARKETING
		60A	GRAPHIC DESIGN
		75	JOURNALISM & PUBLISHING
		95	MOTION, TALK, SOUND, COMMERCIAL PICTURES, ETC.
		113	PHOTOGRAPHIC
		122	RADIO, TV & VIDEO
		131A	SALES MANAGEMENT
2	AGRICULTURE	44	FARM IMPLEMENTS (GENERAL)
		44C	FEED, GRAIN & MILLING
		45	FERTILIZER & AGRICULTURAL CHEMICALS
		77	LANDSCAPE, GARDEN SUPPLIES
		119	PRODUCE (FRUITS & VEGETABLES)
		133	SEED & NURSERY TRADE
3	AUTOMOTIVE	6	AUTOMOTIVE
		96	MOTOR TRUCKS & ACCESSORIES
4	AVIATION & AEROSPACE	7	AVIATION & AEROSPACE
5	BANKING/ FINANCIAL/ INSURANCE/ LEGAL	10	BANKING
		46	FINANCIAL
		72	INSURANCE
		80	LEGAL
		2	AC/HEATING/PLUMBING/REFRIGERATION/ SHEET METAL/VENTILATION
		4	ARCHITECTURE
		19	BUILDING
		19A	BUILDING MANAGEMENT & REAL ESTATE
		19B	BUILDING PRODUCTS RETAILING

6	BUILDINGS, CONSTRUCTION & ENGINEERING	39	ELECTRICAL
		40C	ENERGY APPLICATION & MANAGEMENT
		41	ENGINEERING & CONSTRUCTION
		48B	FLOOR COVERINGS/INSTALLATION
		73	INTERIOR DESIGN / FURNISHINGS / SPACE PLANNING
		81	LIGHTING & LIGHTING FIXTURES
		83A	MAINTENANCE/CLEANING
		97A	MOVING & STORAGE
		108	PAINT & WALLCOVERINGS, PAINTING & DECORATING
		129	ROOFING
		140A	SWIMMING POOLS
7	EDUCATION & CAREER	38	EDUCATIONAL
		40B	EMPLOYMENT OPPORTUNITIES & RECRUITMENT
		68	HUMAN RESOURCES
		126	RELIGIOUS
		132	SCHOOL ADMINISTRATION
8	ELECTRONIC ENGINEERING, INDUSTRIAL TECHNOLOGY, SCIENCE and R&D	40	ELECTRONIC ENGINEERING
		40A	ELECTRONIC IMAGING
		101A	NUCLEAR SCIENCE & ENGINEERING
		102B	OCEAN SCIENCE & ENGINEERING
		115B	POLLUTION CONTROL (AIR & WATER)
		120	PRODUCT DESIGN ENGINEERING
		132A	SCIENCE, RESEARCH & DEVELOPMENT
		154	WASTE MANAGEMENT
		155	WATER SUPPLY & SEWAGE DISPOSAL

9	GENERAL BUSINESS	20A	BUSINESS - METRO, STATE & REGIONAL
		73B	INTERNATIONAL TRADE
		103A	OFFICE METHODS & MANAGEMENT
		120B	PROFESSIONAL ASSOCIATION MANAGEMENT
10	GOVERNMENT (LOCAL, STATE & FEDERAL), PUBLIC SERVICES & PUBLIC WORKS	47	FIRE PROTECTION
		60	GOVERNMENT (LOCAL, STATE & FEDERAL) AND PUBLIC WORKS
		63C	HOMELAND SECURITY & RESPONSE
		90	MILITARY & NAVAL (ACTIVE & INACTIVE SERVICE)
		110	PARKS, PUBLIC
		115A	POLICE, LAW ENFORCEMENT & PENOLOGY
		121	PUBLIC TRANSPORTATION & MASS TRANSIT
		H1	ALLERGY
		H2	ANESTHESIOLOGY
		H3	BIOTECHNOLOGY
		H4	CARDIOLOGY
		H5	CHIROPRACTIC
		H6	DENTAL
		H7	DERMATOLOGY
		H8	DIABETES & ENDOCRINOLOGY
		H9	EMERGENCY MEDICINE
		H10	EXTENDED HEALTHCARE
		H11	GASTROENTEROLOGY & PROCTOLOGY
		H12	GENERAL SURGERY
		H13	GERIATRICS & GERONTOLOGY
		H14	HEALTHCARE BUSINESS MANAGEMENT
		H15	HEMATOLOGY
		H16	INFECTIOUS DISEASES

11

HEALTHCARE

H17	INTERNAL MEDICINE
H18	LABORATORY, PATHOLOGY & BIOMEDICAL SCIENCES
H19	MANAGED HEALTHCARE
H20	MEDICAL PRODUCT DIRECTORIES/MANUFACTURING/DISTRIBUTION
H21	MULTI-SPECIALTY & PRIMARY CARE
H22	NEPHROLOGY
H23	NEUROSCIENCES/NEUROLOGY
H24	NURSE PRACTITIONER & PHYSICIAN ASSISTANT
H25	NURSING
H26	NUTRITION & DIETETICS
H27	OBSTETRICS & GYNECOLOGY
H28	ONCOLOGY
H29	OPHTHALMOLOGY
H30	OPTOMETRY & GENERAL EYE CARE
H31	ORTHOPEDICS & ORTHOPEDIC SURGERY
H32	OTORHINOLARYNGOLOGY
H33	PEDIATRIC MEDICINE
H34	PHARMACEUTICS & PHARMACOLOGY
H35	PHYSICAL, OCCUPATIONAL & OTHER THERAPY/REHABILITATION
H36	PODIATRY
H37	PSYCHIATRY
H38	PSYCHOLOGY & COUNSELING
H39	PULMONARY HEALTH
H40	RADIOLOGY
H41	RHEUMATOLOGY
H42	SPEECH LANGUAGE PATHOLOGY & AUDIOLOGY

		H43	SPORTS MEDICINE
		H44	SURGICAL SPECIALTIES
		H45	UROLOGY
		H46	VETERINARY
12	INFORMATION TECHNOLOGY & TELECOMMUNICATIO	32C	COMPUTERS
		142	TELECOMMUNICATIONS TECHNOLOGY
13	LEISURE, HOSPITALITY & SPORTS	3	AMUSEMENTS & GAMING MANAGEMENT
		21A	CAMPGROUNDS, RECREATIONAL
		21B	CAMPS
		48A	FITNESS PROFESSIONAL
		59	GOLF
		66	HOTELS, MOTELS, CLUBS & RESORTS
		97	MOTORCYCLE & BICYCLE
		125	RECREATIONAL VEHICLES, TRAILERS & ACCESSORIES
		137	SPORTING GOODS
		3A	APPLIANCES
		14	BOATING
		16	BREWING, DISTILLING, BOTTLING AND BEVERAGE MARKETS
		26	CERAMICS
		28	CHEMICAL & CHEMICAL PROCESS INDUSTRIES
		34	CONTROL & INSTRUMENTATION SYSTEMS
		34B	COSMETICS
		48	FISHING, COMMERCIAL
		49A	FLUID POWER SYSTEMS
		50	FOOD - PROCESSING & DISTRIBUTION
		55	GAS
		57A	GLASS
		69	INDUSTRIAL
		69A	INDUSTRIAL AUTOMATION

14

**MANUFACTURING,
PROCESSING &
DISTRIBUTION**

70	INDUSTRIAL DISTRIBUTION
70A	INDUSTRIAL PURCHASING
70B	INDUSTRIAL PURCHASING DIRECTORIES & CATALOGS
82	LOGGING, FOREST MANAGEMENT/PRODUCT MANUFACTURING
83B	MANUFACTURING/INDUSTRIES, EQUIP., PRODUCTS & SYSTEMS
84	MARITIME, MARINE, SHIPBUILDING, REPAIR & OPERATING
85	MATERIALS
85A	MATERIALS HANDLING & DISTRIBUTION
88	METAL, METALWORKING & MACHINERY
93	MINING (COAL, METAL & NONMETALLIC)
107	PACKAGING MANUFACTURERS (PAPERBOARD/FLEXIBLE PACKAGING)
109	PAPER
111	PETROLEUM & OIL
114	PLASTICS & COMPOSITES
117	POWER & POWER PLANTS
118	PRINTING & PRINTING PROCESSES
124	RAILROAD
128	ROBOTICS
130	RUBBER
139	STONE PRODUCTS, ETC.
140	SUGAR & SUGAR CROPS
141	TEA, COFFEE, SPICES
143	TEXTILES & KNIT GOODS
145	TOBACCO

		148	TRANSPORTATION, LOGISTICS & DISTRIBUTION
		156	WELDING
		158	WIRE & WIRE PRODUCTS
		159	WOODWORKING
		107A	PACKAGING (USERS)
		113B	PLANT/ENGINEERING, MAINTENANCE, REPAIR & OPERATIONS
		121A	QUALITY ASSURANCE
15	RESTAURANTS & FOOD SERVICE	9	BAKING
		33	CONFECTIONERY
		34C	DAIRY PRODUCTS (MILK, ICE CREAM, MILK PRODUCTS)
		86	MEATS & PROVISIONS
		116	POULTRY & POULTRY PRODUCTS
		127	RESTAURANTS & FOOD SERVICE
		5	ARTS
		12	BEAUTY & HAIRDRESSING
		15	BOOKS & BOOK TRADE
		25	CEMETERY & MONUMENTS
		27	CHAIN STORES
		31	CLOTHING & FURNISHING GOODS (MEN'S)
		32B	COIN-OPERATED & VENDING MACHINES
		35A	DEPARTMENT & SPECIALTY STORES
		35C	DISPLAY
		35D	DRAPERIES & CURTAINS
		49	FLORISTS & FLORICULTURE
		52	FUNERAL DIRECTORS
		54	FURNITURE & UPHOLSTERY

16	RETAIL, MERCHANDISING and GROCERY	57	GIFTWARE/ART GOODS/DECORATIVE ACCESSORIES/GREETING CARDS
		61	GROCERY
		62	HARDWARE
		63B	HOME FURNISHINGS
		64	HORSE & RIDER SUPPLIES, APPAREL & EQUIPMENT
		67	HOUSEWARES
		70C	INFANTS, CHILDREN'S & TEEN AGE GOODS
		73C	INTIMATE APPAREL
		74	JEWELRY & WATCHMAKING
		78	LAUNDRY & DRYCLEANING
		79	LEATHER, BOOTS & SHOES
		83	LUGGAGE & LEATHER GOODS
		99	MUSIC & MUSIC TRADES
		103	OFFICE EQUIPMENT & STATIONERY
		112	PETS
		126A	RENTAL & LEASING EQUIPMENT
		135	SHOPPING CENTERS
147	TOYS, HOBBIES & NOVELTIES		
17	SECURITY	131	SAFETY, ACCIDENT PREVENTION
		132B	SECURITY
18	TRAVEL	149A	TRAVEL, BUSINESS CONVENTIONS & MEETINGS
		149B	TRAVEL, RETAIL