

SPECIAL REPORT TOP AGENCIES

Agency	Category	Location	URL	Phone	Key executives	Est. '09 revenue (in mil.)	Est. '09 b-to-b revenue	% of revenue from b-to-b	Key clients	No. of emp.
90octane	Interactive	Denver	www.90octane.com	(720) 904-8169	Sam Eidson, partner Jim Grinney, partner	\$2.7	\$1.9	69%	Gates Corp., Atlas Copco CMT USA, ITT Visual Information Solutions, Jeppesen, NCM Fathom	34
360i	Interactive	New York	www.360i.com	(888) 360-9630	Bryan Wiener, CEO	N/A	N/A	16	Office Depot, Delphi, American Express, McGraw-Hill	191
Acquity Group	Interactive	Chicago	www.acquitygroup.com	(312) 427-2470	Christopher Dalton, president-CEO	51.0	30.0	59	Grainger, Adobe, 3M, Arrow Electronics, Motorola	281
AdComm Group	Small	Orland Park, Ill.	www.adcommgrp.com	(630) 243-1630	Tracy L. Nappier, president-CEO	1.5	1.5	100	Mars, Anheuser-Busch, National Confectioners Association, A.M. Todd	4
Adventive Marketing	Small	Arlington Heights, Ill.	www.adventive marketing.com	(847) 590-1110	Steve Bork, president	2.8	2.8	100	Abbott Laboratories, Belden, Cherry Electrical Products, Trapeze Networks	13
Alexander Marketing	Small	Grand Rapids, Mich.	www.alexander marketing.com	(616) 957-2000	Bob Milroy, president	3.4	3.4	100	Pentair Pool Products, Dow Chemical, Juno Lighting Group, Fairmont Minerals, CSA International	25
Allen and Gerritsen	Small	Watertown, Mass.	www.a-g.com	(617) 926-4005	Andrew Graff, CEO	10.0	5.0	50	Waters, MFS, Keane, Millipore, Health Dialog	107
Arketi Group	Small	Atlanta	www.arketi.com	(404) 929-0091	Sami Jajeh, principal Michael Neumeier, principal	2.3	2.3	100	Convergys, Cbeyond, Xerox Mortgage Services, Intermetro, Sage Software	14
Babcock & Jenkins	Interactive	Portland, Ore.	www.bnj.com	(503) 382-8500	Denise Barnes, president	7.3	7.3	100	Qwest, BMC, Ciena, DHL, IBM	35
Bader Rutter & Associates	Midsize	Brookfield, Wis.	www.bader rutter.com	(262) 784-7200	Greg Nickerson, CEO	22.5	16.9	75	Dow AgroSciences, Merial, Schneider Electric, GE Healthcare, Dairy Management	160
Badertscher Communications	Small	Marion, Ohio	www.bad comm.com	(740) 383-2633	Steve Badertscher, president-creative director	1.9	1.9	100	TODCO, Nucor Steel Marion, East Manufacturing, Rotary Lift, Tectum	9
Bayshore Solutions	Interactive	Tampa, Fla.	www.bayshore solutions.com	(813) 902-0141	Kevin Hourigan, president-CEO	5.5	2.0	35	KForce, Carlson, Missner, Hart and Hayslett, Enterprise Florida, Outback Steakhouse, Elizabeth Arden Red Door Spas	45
BBDO New York ■	Large	New York	www.bbdo.com	(212) 459-5000	John Osborn, president-CEO	N/A	N/A	30	FedEx, GE, Monster, Motorola, Bank of America	550
BGT Partners	Interactive	Miami	www.bgtpartners.com	(305) 438-1800	David Clarke, managing partner	N/A	N/A	60	Terramark, ADP, ADT, Office Depot, FedEx	150
BKV	Interactive	Overland Park, Kan.	www.bkv.com	(913) 648-8333	Rick Skaggs, president-CEO	17.5	7.0	40	Daimler Trucks North America, B.E. Smith, John Deere Construction & Forestry, Caterpillar Paving (North American Division), Primedia	155
Blue Iceberg	Interactive	New York	www.blue-iceberg.com	(212) 337-9920	Richard Cacciato, partner	N/A	N/A	65	Checkpoint Systems, Financial Security Assurance, Wolters Kluwer, Episcopal Diocese of New York, Yale Club of New York City	N/A
Boomm	Small	La Grange, Ill.	www.boomm.com	(708) 352-9700	Gary Mattes, CEO	2.2	1.9	85	Pilgrim's Pride Foodservice, McCain Foods USA, FINA, Corn Products (International), Alcan Packaging	8
Borenstein Group	Interactive	Fairfax, Va.	www.borenstein group.com	(703) 385-8178	Gal Borenstein, CEO	2.0	2.0	100	Oakwood, ADT Government Systems, STG International, U.S. Department of Defense, IBM	15
Boston Interactive	Interactive	Charlestown, Mass.	www.bostoninteractive.com	(617) 241-7977	Chuck Murphy, CEO	5.0	4.0	80	Genzyme, Forrester Research, uTest, Apparent Networks, Palomar Medical	30
BRC Marketing	Interactive	Dayton, Ohio	www.brcmarketing.com	(937) 384-0515	David Broughton, principal	N/A	N/A	100	Cintas, Premier Health Partners, SGS North America, Tosoh Biosciences	15
Bridgeline Software	Interactive	Woburn, Mass.	www.bridge linesw.com	(781) 376-5555	Thomas Massie, president-CEO	23.9	23.9	100	Budget Rent-a-Car, PODS, Bank of New York Mellon, Hooked-on-Phonics (Smarterville), American Academy of Pediatrics	197
Broadstreet	Interactive	New York	www.broadstreet.com	(212) 780-5700	Mark Baltazar, CEO	18.0	16.0	90	ESPN, Diageo, AstraZeneca, GlaxoSmithKline, BMW	35
BSY Associates	Small	Holmdel, N.J.	www.bsya.com	(732) 817-0400	Barbara Spector Yeninas, senior partner-CEO	N/A	N/A	100	Evergreen Group of Taiwan, Horizon Lines, Horizon Logistics, National Retail Systems, Intermodal Europe: Polzug & Transfracht	6
Bulldog Solutions	Interactive	Austin, Texas	www.bulldogsolutions.com	(877) 402-9199	Rob Solomon, CEO	6.0	6.0	100	Nortel, Bank of America, Fujitsu Network Communications, VeriSign, OpenText	35
Burk Advertising & Marketing	Interactive	Dallas	www.wambam.com	(214) 953-0494	B. Bailey Burk, CEO	N/A	N/A	91	Aerospace Optics, Evonik Foams, Elgiloy Specialty Metals	6
BusinessOnLine ■	Interactive	San Diego	www.businessol.com	(866) 333-1265	Thad Kahlow, CEO	5.1	3.0	60	Caterpillar, American Red Cross, Watkins Manufacturing, Plantronics, Sony Playstation	47
Carlson Marketing	Large	Minneapolis	www.carlson marketing.com	(763) 212-4520	Jeff Balagna, president-CEO	N/A	N/A	65	P&G, Amtrak, Oracle, Hallmark, Qwest	2,500
Carton Donofrio Partners	Small	Baltimore	www.carton donofrio.com	(410) 576-9000	Chuck Donofrio, CEO	26.3	8.6	33	Guardian, LPL Financial Services, Playworld, ITT Defense, Air Products	55
Catalyst	Small	Providence, R.I.	www.catalystb2b.com	(401) 732-1886	Brian Odell, president	3.8	3.8	100	EFI, Neopost USA, BARD Davol, BARD Peripheral Vascular, FLEXcon	12
Catalyst Direct	Small	Rochester, N.Y.	www.catalyst direct.com	(585) 453-8313	Jeff Cleary, managing director	10.0	4.0	40	Eastman Kodak Co., Carestream Health, Valvoline Instant Oil Change, ITT Corp., Standard Register	75

■ Winner ■ Runner-up ■ Honorable Mention

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Chempetitive ■	Small	Chicago	www.chempetitive.com	(312) 997-2436	Jeff Bergau, managing partner	\$5.0	\$5.0	100%	Illumina, Dow Biocides, Bio-Rad, McCrone Group, TechniKrom	27
Clean Design	Small	Durham, N.C.	www.cleandesign.com	(919) 473-2220	Natalie Perkins, president	2.0	1.0	50	John Deere, Lenovo, The Research Triangle Park, SAS, Blue Cross Blue Shield of North Carolina	18
Colman Brohan Davis	Midsize	Chicago	www.cbdmarketing.com	(312) 661-1050	Lori Colman, co-CEO Liz Brohan, co-CEO	11.2	7.2	63	Constellation Energy, Penford Food Ingredients, Loders Croklaan, Ralston Foods, CF Industries	25
Communica	Small	Toledo, Ohio	www.communica-usa.com	(800) 800-7890	Jeff Kimble, CEO	9.8	8.2	80	MTS Seating, Masco Builder Cabinet Group, Severstal, Owens Corning, BASF	25
Converseon	Interactive	New York	www.converseon.com	(212) 213-4297 x301	Rob Key, CEO	14.0	9.0	60	Siemens, 3M, Citrix	100
Cramer	Interactive	Norwood, Mass.	www.crameronline.com	(781) 278-2300	Tom Martin, CEO	N/A	N/A	90	EMD Serono, Dunkin' Brands, Zurich Financial, Boston Scientific, PwC	200
Crossbow Group	Interactive	Westport, Conn.	www.crossbowgroup.com	(203) 222-2244	Jay Bower, president-CEO	N/A	N/A	N/A	Intuit, Cigna HealthCare, MetLife, Invisalign (Parent: Align Technology), Converted Organics	16
David James Group	Small	Oakbrook Terrace, Ill.	www.davidjamesgroup.com	(630) 305-0003	David Laurenzo, president	1.8	1.7	97	Navman Wireless, Society of Women Engineers, Association for Laboratory Automation, Darwill, Mepaco	16
Davis Harrison Dion	Small	Chicago	www.dhdchicago.com	(312) 332-0808	Sue Harrison, partner Bob Dion, partner Doug Davis, partner	2.6	1.7	67	Corn Products, IDEAL, Mori Seiki, PetAg, Thomas Lighting	27
DDB and Tribal DDB	Large	New York	us.ddb.com	(212) 415-2000	Rick Carpenter, president-CEO	N/A	N/A	15	AT&T, Microsoft, Emerson, Lutron, McAfee	N/A
DeCarolis Design & Marketing	Small	San Jose, Calif.	www.decdesign.com	(408) 947-1411	Sheila Hatch, president	3.9	3.9	100	Cisco Systems, Oracle, Delta Electronics, Fine Science Tools	21
DeSantis Breindel	Small	New York	www.desantisbreindel.com	(212) 994-7693	Howard S. Breindel, partner	6.8	6.8	100	Stephens, American Bankers Association, Aon, CIT, Robert Wood Johnson Foundation	25
dgs Marketing Engineers	Small	Fishers, Ind.	www.dgsmarketing.com	(317) 813-2222	Marc Diebold, president-CEO	1.5	1.5	100	Mazak Corp., GF AgieCharmilles, Sandvik Coromant, OMAX, MSC Industrial Supply	7
Digitas	Interactive	Boston	www.digitas.com	(617) 867-1000	Laura Lang, CEO	N/A	N/A	N/A	American Express, Delta Air Lines, Samsung, Shell, Staples	3,000
Dodge Communications	Small	Roswell, Ga.	www.dodgecommunications.com	(770) 998-0500	Brad Dodge, president-CEO	2.7	2.7	100	Rubbermaid Medical Systems, NCR, NextGen Healthcare, Philips Dictation, Navicure	23
Doremus ■	Midsize	New York	www.doremus.com	(212) 366-3000	Carl Anderson, CEO	N/A	N/A	100	Hewlett Packard, Brocade, Knight Capital Group, Quintiles, Russell Investments	N/A
Draftfcb	Large	Chicago	www.draftfcb.com	(312) 425-5000	Laurence Boschetto, president-CEO	N/A	N/A	N/A	Blue Cross and Blue Shield of Florida, Boeing, Dow Chemical, Hewlett Packard, PACCAR	9,500
e-storm international	Interactive	San Francisco	www.e-storm.com	(415) 352-1200	William Gaultier, CEO	9.8	0.6	6	Hanley Wood, National University System, Mocana, Roundpeg	22
Eric Mower & Associates	Midsize	Syracuse, N.Y.	www.mower.com	(315) 466-1000	John Favalo, managing partner-group B2B	33.0	17.2	52	Nucor, FedEx, Charlotte Pipe & Foundry, Motorola, Eastman Kodak	245
Euro RSCG ■	Large	New York	www.eurorscg.com	(212) 886-2000	David Jones, global CEO	N/A	N/A	25	IBM, NYSE, Lexmark, Sprint, Charles Schwab corporate	10,158
FitzMartin	Small	Birmingham, Ala.	www.fitzmartin2b.com	(205) 322-1010	Sean Doyle, principal	2.5	1.8	72	Imaging Business Machines, Harbert Management, BBVA Compass Bank, Georgia-Pacific, Robins & Morton	11
Fixation Marketing	N/A	Bethesda, Md.	www.fixation.com	(240) 207-2009	Jean Whiddon, president-CEO	4.0	4.0	90	Biotechnology Industry Organization, International Association of Amusement Parks & Attractions, Packaging Machinery Manufacturers Institute, InfoComm International, Hearth, Patio & Barbecue Association	13
Fleming & Van Metre Advertising	Midsize	Plymouth Meeting, Pa.	www.fvmadvertising.com	(610) 941-0395	Paul Fleming, CEO	7.5	6.0	80	BASF Professional Pest Control, CommVault, Archdioceses of Philadelphia, Office of Catholic Education, Philadelphia Gear	23
fortytwoeightynine	Interactive	Rockford, Ill.	www.42en.com	(815) 398-4289	Rick Belinson, president	2.0	1.9	95	Nalco, Col-Met Spray Booths, Case Construction Equipment, Sethness, US Soy	9
Fullhouse	Interactive	Milwaukee	www.fullhouseinteractive.com	(414) 271-4001	Eric Zoromski, president	12.0	4.2	35	MillerCoors, Johnson Controls, Froedtert & Medical College of Wisconsin, GE Healthcare, InSinkErator	72

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Fusion b2b	Small	Naperville, Ill.	www.fusionb2b.com	(630) 579-8300	Laurie Oleksy, managing director	\$1.9	\$1.8	95%	Knaack Div. Emerson, Amcor Flexibles, Bosch Power Tool, Tru Vue, Pliant Corp.	17
Fusionbox	Interactive	Denver	www.fusionbox.com	(303) 952-7490	Alexander Groth, president	N/A	N/A	80	Quickbooks Merchant Services, Superior Energy Services, Adolphson & Peterson Construction, National Geographic, Equifax	18
G2 Direct & Digital	Interactive	New York	www.g2dd.com	(212) 537-3700	Wendy Lurie, president	N/A	70.0	35	Adobe, Sun Chemical, Time Warner Cable Business Class, NetApp, Rohm & Haas	1,200
Geary Interactive	Interactive	San Diego	www.gearyi.com	(619) 756-6700	Andreas Roell, chairman-CEO	19.6	5.4	28	Covad Communications, MobiTV, 8x8 Inc.	66
Godfrey	Small	Lancaster, Pa.	www.godfrey.com	(717) 393-3831	Chuck Manners, president-CEO	7.6	7.6	100	Johnson Controls, nora systems, Bosch Rexroth Corp., JLG Industries, Veeco Instruments	61
GyroHSR ■	Midsized	New York	www.gyrohsr.com	(212) 915-2490	Rick Segal, CEO-North America	74.0	59.2	80	First Data, USG, John Deere, LifeCell, AVG	600
Hacker Group	Midsized	Seattle	www.hackergroup.com	(206) 805-1500	Spyro Kourtis, president-CEO	N/A	N/A	28	AT&T, Kaiser Permanente, Carnival Cruise Lines, RSA Conference, Bresnan	160
Hart Associates	Small	Maumee, Ohio	www.hartinc.com	(419) 893-9600	Mike Hart, president-CEO	5.4	3.4	63	ProMedica Health System, La-Z-Boy, DePuy Orthopaedics, CBC America Corp, Wacker Chemical Corp.	49
hawkeye	Midsized	Dallas	www.hawkeyeww.com	(214) 749-0080	Richard Beanland, CEO	71.7	44.7	62	Hewlett-Packard, BASF, Deluxe Corp., Bank of America, Agilent Technologies	300
Hitchcock Fleming & Associates	Midsized	Akron, Ohio	www.teamhfa.com	(330) 376-2111	Jack DeLeo, chairman-CEO	85.2	40.1	47	Goodyear Tire & Rubber Co., LP Building Products, Liquid Nails, KraftMaid, Simonton Windows	100
Hodgson/Meyers	Small	Kirkland, Wash.	www.hodgsonmeyers.com	(425) 827-2506	Gary Meyers, president	4.7	4.3	90	Applied Systems, CSG Systems, Windstream Communications, Physio-Control, UC4	25
Idea	Interactive	Jacksonville, Fla.	www.idea.com	(713) 626-5242	Steve Ziff, president	33.0	25.7	78	HP, Microsoft, Sony Corp. USA	462
Image 7 Group ■	Small	East Perth, Western Australia	www.image7.com.au	(61 8) 9221 9777	Brad Entwistle, managing director	2.7	2.2	81	Emeco Group, Capricorn, TSC, CCIWA, Wather Corp.	14
Intermark Group	Midsized	Birmingham, Ala.	www.intermarkgroup.com	(800) 554-0218	Jake McKenzie, CEO	60.0	6.0	10	American Buildings Co., EHS, Toyota, Office Furniture USA, Mohawk Industries	130
IQ Interactive	Interactive	Atlanta	www.iqinteractive.com	(404) 255-3550	Tony Quin, CEO	8.7	7.6	87	Cardinal Health, Barclays Global Investors, Microsoft, UPS, IBM	60
Jackson Marketing Group	Midsized	Greenville, S.C.	www.jacksonmg.com	(864) 272-3000	Darrell Jackson, president-CEO	N/A	N/A	80	Volvo Construction Equipment, Michelin Truck/Off Road Tires, Pfizer-Capsugel division, NACCO (Hyster/Yale Brand Lift Trucks), BMW Manufacturing Co.	85
Jacobs Agency	Small	Chicago	www.jacobsagency.com	(312) 664-5000	Tom Jacobs, president	3.7	2.9	70	Microsoft, Avanade, Quill.com, OTTO, Cassidy Turley	13
JPL	Small	Harrisburg, Pa.	www.jplcreative.com	(800) 421-7697	Luke Kempinski, president	10.1	N/A	N/A	Harsco Corp., Kennametal, BAE Systems, Dentsply International, Tyco Electronics	85
JUMBOshrimp	Small	San Francisco	www.jumboshrimp.com	(415) 369-0500	Robert Ahearn, managing director	3.0	2.5	80	Ericsson, Dolby, CBS Interactive, Websense	15
Just Media	Midsized	Berkeley, Calif.	www.justmedia.com	(510) 540-5757 x18	Dick Reed, CEO	25.0	22.5	90	Juniper Networks, EMC, Fujitsu America, Autonomy Software, Motorola Business Communications	14
Kilgannon	Small	Atlanta	www.kilgannon.com	(404) 876-2800	Rena Kilgannon, principal-CEO	4.1	2.8	69	Manheim, Manheim Online, Cleaver-Brooks, SouthernLINC Wireless, SecureWorks	25
Koroberi	Small	Chapel Hill, N.C.	www.koroberi.com	(919) 945-0563	Kathryn Anne Olive, president	4.0	4.0	100	FKI Logistex, ELS Airport Systems, Intelligrated, Hyster Americas, Alimak Hek	20
Leapfrog Online	Interactive	Evanston, Ill.	www.leapfrogonline.com	(847) 492-1968	Dave Husain, CEO	N/A	N/A	20	Comcast, Time Warner, Culligan	100
Leo Burnett Business	Midsized	New York	www.leoburnettbusiness.com	(646) 840-8350	Lisa Abbatiello, CEO	N/A	N/A	90	ACE, BP, Jefferies & Co., Options Industry Council, Untied Kingdom Trade & Investment	10
Lesniewicz Associates	Small	Perrysburg, Ohio	www.designtoinfluence.com	(419) 873-0500	Rodney Frysinger, president	3.5	2.8	80	Dana, Robert Bosch Corp., Trane, TruArx, OneCommand	10
Liquid Interactive	Interactive	Breinigsville, Pa.	www.liquidint.com	(484) 397-4197	Doug Mancini, managing director	1.7	1.3	76	Mack Trucks, B. Braun, Teva Pharmaceuticals, Fujifilm, D&B	20
LRG Marketing Communications	Midsized	Nyack, N.Y.	www.lrgmarketing.com	(845) 358-1801	Diana Wolff, president	19.8	16.9	85	Panasonic System Networks Co., Altronix, Aktina Medical, Thales Angenieux, Nightmare Street Rods	23
LSFinteractive	Interactive	South San Francisco, Calif.	www.lsfinteractive.com	(877) 616-8226	Daniel Laury, CEO	N/A	N/A	40	Unica, Laird Technologies, NeoPost, Honeywell, GE Capital	90
Maier Advertising	Small	Farmington, Conn.	www.maier.com	(860) 677-4581	William F. Maier, president	6.0	6.0	100	Thermo Fisher Scientific, Hubbell, Gexpro, GE Energy, Mott Corp.	18
MarketSense	Small	Burr Ridge, Ill.	www.market-sense.com	(630) 654-0170	Andrew Mahler, president	7.0	7.0	100	Sealy Global Hospitality, Bosch Rexroth, MAVERICK Technologies, Anvil, vAuto	65

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Martin Agency	Midsize	Richmond, Va.	www.martinagency.com	(804) 698-8000	John B. Adams, chairman-CEO	N/A	N/A	9%	UPS, Newspaper Association of America, Sun Life Financial	485
Martino & Binzer	Small	Farmington, Conn.	www.goodbait.com	(860) 678-4300	David Martino, president	6.4	2.8	40	Assa Abloy, Ward Leonard, Loctite U.S., PrimeSource, BYK Chemicals	27
McKinney Chicago	Small	Chicago	www.mckinneychicago.com	(312) 944-6784	Daniel Hoexter, president	4.3	4.3	100	Applied Biosystems, Bimba Manufacturing Co., Remel, Trustwave, XTRA Lease	16
MEA Digital	Interactive	San Diego	www.meadigital.com	(619) 308-5266	John Hartman, president	5.0	3.0	60	Cars.com, Vistate, Mitsubishi Electronics, SAVO Group, Thompson Financial	30
The Media Center	Small	Crystal Lake, Ill.	www.themediactr.com	(815) 455-3882	Cindy Lind, president	N/A	N/A	100	Lubrizol Advanced Materials, Motorola, Danaher, CENTA Corp., Air Products	10
Media Logic	Midsize	Albany, N.Y.	www.mlinc.com	(518) 456-3015	David Schultz, president	8.0	2.0	25	Visa, MVP Health Care, Penn Mutual Life Insurance Co., Fortitech, SPX Cooling Technologies	70
Miller Brooks	Midsize	Zionsville, Ind.	www.millerbrooks.com	(317) 873-8100	Barbie Wentworth, president	7.5	7.0	93	Whirlpool/Maytag, CertainTeed, Kimball Office, Delta Faucet	42
MLT Creative	Small	Clarkston, Ga.	www.mltcreative.com	(404) 292-4502	Craig Lindberg, partner-exec VP	4.0	4.0	100	Manheim, AutoTec/AuctionACCESS, Airgas, EMS SkyConnect, BioGuard	17
Mobium	Small	Chicago	www.mobium.com	(312) 422-5990	Gordon Hochhalter, partner	N/A	N/A	100	Herff Jones, Pitney Bowes Business Insight, Pay Flex Corp., University of Illinois Foundation, Aprimo Software	38
Moss Warner	Midsize	San Juan Capistrano, Calif.	www.mosswarner.com	(949) 429-2266	Bob Smithers, president	12.0	12.0	100	Mars, Bayer Healthcare, Cadbury Adams, Beyond Trust, Food Export	15
Movéo Integrated Branding	Small	Oakbrook Terrace, Ill.	www.moveo.com	(630) 570-4800	Robert Murphy, managing partner Brian Davies, managing partner	10.4	8.8	85	Zebra Technologies, Careerbuilder, Molex, Flexco, NES Rentals	37
MRM Worldwide ■	Interactive	New York	www.mrmworldwide.com	(646) 865-6230	Reuben Hendell, CEO	N/A	N/A	31	Microsoft, Intel, Verizon, Dell, Vodafone (SFR)	2,300
Nelson Schmidt	Small	Milwaukee	www.nelsonschmidt.com	(414) 224-0210	Dan Nelson Jr., president	6.1	5.0	82	ADP Small Business Services, Honeywell, Northwestern Mutual, Harley-Davidson, McKesson	47
nFusion	Interactive	Austin, Texas	www.nfusion.com	(512) 716-7000	John Ellett, managing partner-CEO	17.0	6.4	38	The Planet, Comerica Bank, Zimmer Spine, Red Hat/JBoss, Freescale	50
Nicholson Kovac	Midsize	Kansas City, Mo.	www.nicholsonkovac.com	(816) 842-8881	Peter Kovac, president-CEO	12.2	7.8	64	FMC Corp., 3M Medical, FedEx Freight, O-I, Kinze Manufacturing	101
Ogilvy & Mather North America ■	Large	New York	www.ogilvy.com	(212) 237-4000	John Seifert, chairman-CEO	N/A	N/A	60	IBM Corp., Cisco Systems, CDW, SAP, Siemens	N/A
Oliver Russell	Small	Boise, Idaho	www.oliverussell.com	(208) 287-6545	Russ Stoddard, CEO	2.5	2.0	78	HP Personal Systems Group, HP Imaging and Printing Group, Cisco Systems, StructuredWeb, Snapfish	16
Pepper Group	Small	Palatine, Ill.	www.peppergroup.com	(847) 963-0333	Tim Padgett, president-CEO	1.7	1.4	85	Follett, 3M, Tetra Pak, Huron Consulting, Nielsen	17
PJA Advertising+Marketing ■	Midsize	Cambridge, Mass.	www.agencycja.com	(617) 234-7371	Mike O'Toole, president	11.5	11.1	97	EMC, Novell, Infor, GE Healthcare, Trend Micro	58
Princeton Partners	Small	Princeton, N.J.	www.princetonpartners.com	(609) 452-8500	Tom Sullivan, CEO	5.2	3.0	56	Yale Materials Handling, AkzoNobel, Pacer International, Henkel International, Integrity Health	47
Proteus B2B	Small	Grand Rapids, Mich.	www.proteusb2b.com	(616) 235-1122	Galen De Young, managing director	N/A	N/A	100	Ryder, Topdeq, Granco Clark, Acoustics by Design, Feyen Zylstra	10
Quiet Light Communications	Small	Rockford, Ill.	www.quietlightcom.com	(815) 398-6860	Terry Schroff, president-CEO	N/A	N/A	N/A	Sargento, Praxair, Danisco, Grain Processing Corp., Pure Circle	N/A
R/GA	Interactive	New York	www.rga.com	(212) 946-4000	Bob Greenberg, chairman-CEO	133.0	N/A	18	Avaya, HP, Verizon, Goldman Sachs, MasterCard	670
Resource Interactive	Interactive	Columbus, Ohio	www.resource.com	(800) 550-5815	Nancy Kramer, CEO	41.0	8.5	19	HP, Symantec, Steelcase, Shaw, Sherwin-Williams	275
Richards Group	Large	Dallas	www.richards.com	(214) 891-5700	Stan Richards, principal	167.0	5.1	3	Behringer Harvard, Farmers Insurance, Bombardier Flexjet, Rockwell Collins, ThyssenKrupp Elevator	620
RiechesBaird ■	Small	Irvine, Calif.	www.riechesbaird.com	(949) 586-1200	Ryan Rieches, CEO	8.0	8.0	100	Toyota Industrial Equipment, American Airlines Cargo, AMN Healthcare, Hoag Hospital, Villeroy & Boch	20
Roberts Communications	Midsize	Rochester, N.Y.	www.robertscomm.com	(585) 325-6000	Bill Murtha, president-CEO	14.6	9.5	65	Xerox Corp., ITT Fluid Technology, ITT Space Systems, MasterCard, Paychex	69
s2 Financial Marketing	Small	Chicago	www.movingthedecimalpoint.com	(312) 382-9000	Steve Schmieder, president-managing partner	5.1	4.4	86	Janus Capital, Envestnet, Old Second Bank, Bridgeway, Van Kampen Investments	20
Sacunas	Small	Harrisburg, Pa.	www.sacunas.net	(717) 652-0100	Nancy Sacunas, president-CEO	1.8	1.7	95	National Corrugated Steel Pipe Association, Joseph Machine Co., HRG Engineering, Gunn Mowery, ARRO Engineering	12
Sanna Mattson MacLeod	Interactive	Smithtown, N.Y.	www.smmadagency.com	(631) 265-5160	Charles MacLeod, president	16.8	14.7	85	Bystronic, Mill-Max, Audiovox, Reliance Steel & Aluminum, Suffolk County Department of Economic Development and Workforce Housing	31

■ Winner ■ Runner-up ■ Honorable Mention

SPECIAL REPORT TOP AGENCIES

Agency	Category	Location	URL	Phone	Key executives	Est. '09 revenue (in mil.)	Est. '09 b-to-b revenue	% of revenue from b-to-b	Key clients	No. of emp.
Schermer Kuehl ■	Small	Minneapolis	www.skmarketing.com	(612) 375-9999	Chris Schermer, president	\$3.2	\$3.2	100%	Best Buy For Business, Stratasys, United Hospital Services, Datalink, PureSafety	10
Schubert Communications	Small	Downingtown, Pa.	www.schubert.com	(610) 269-2100	Allen Silveri, president Joseph Schubert, CEO	N/A	N/A	100	Sartomer, Extol International, MEI, Nilfisk Advance, Hydro Aluminum	N/A
Sensis	Interactive	Los Angeles	www.sensisagency.com	(213) 341-0171	Jose Villa, president	6.7	2.1	31	Association of Hispanic Advertising Agencies, Cooperative of American Physicians, E-Verify/Department of Homeland Security, Southern California Gas Co., United Healthcare	34
SGW Integrated Marketing Communications	Small	Montville, N.J.	www.sgw.com	(973) 299-8000	David F. Scelba, CEO	10.0	7.5	75	Fujinon, Lonza, Lecroy, Anritsu, JHP Pharmaceuticals	55
Sigma Marketing Group	Midsize	Rochester, N.Y.	www.sigmamarketing.com	(585) 473-7300	Kenyon Blunt, CEO	10.0	6.3	63	Xerox, Avaya, Trend Micro, Shred-It, FMC	N/A
Slack Barshinger	Midsize	Chicago	www.slackbarshinger.com	(312) 970-5800	Gary Slack, chairman-CEO	8.5	8.5	100	Dow Corning Xiameter, National Starch Food Innovation, Fellowes, Google, Tellabs	50
Sonnhalter	Small	Berea, Ohio	www.sonnhalter.com	(440) 234-1812	Matt Sonnhalter, vision architect	6.8	6.8	100	RIDGID, Idex, Wright Tool, Molex, Brennan Industries	11
Steel Advertising & Interactive	Interactive	Austin, Texas	www.steeladvertising.com	(866) 783-3564	Kirsten Cutshall, president	0.8	0.5	64	Bender Consulting, NCI, Convio, Gulf Packaging, Biomedical Services Laboratories	35
Stein Rogan+Partners	Small	New York	www.steinrogan.com	(212) 213-1112	Tom Stein, president- chief creative officer	10.2	9.4	90	Towers Watson, McGraw-Hill, TransitChek/TransitCenter, Allemnus.com, Syniverse Technologies	40
Stiegler, Wells, Brunswick & Roth	Small	Bethlehem, Pa.	www.swbrinc.com	(610) 866-0611	Ernie Stiegler, CEO	8.6	6.9	80	Mack Trucks, Masco Bath, Paslode, Glacier Garlock Bearings, Crayola	28
StudioNorth	Small	North Chicago, Ill.	www.studionorth.com	(847) 473-4545	Mark Mohr, CEO	6.6	5.6	85	CDW, Philips Lighting Electronics, Abbott Laboratories, Career Education Co., BP	50
Sullivan	Small	New York	www.sullivannyc.com	(212) 888-2881	Barbara Apple Sullivan, managing partner	4.3	2.8	67	American Express, Charles Schwab, MetLife, Fidelity Investments, MassMutual	25
Sullivan Higdon & Sink	Midsize	Wichita, Kan.	www.wehatesheep.com	(316) 263-0124	Tom Bertels, managing partner	34.5	18.5	54	Cargill Meat Solutions, Pratt & Whitney, American Century Investments, Spirit Aerospace Systems, Carefusion	81
Symmetri Marketing Group	Small	Chicago	www.symmetri-mg.com	(312) 222-2500	Carl Triemstra, president	3.0	3.0	100	Schawk, Dentsply Caulk, Kollmorgen, Cars.com, EGS Electrical Group	20
T3	Interactive	Austin, Texas	www.t-3.com	(512) 499-8811	Gay Gaddis, president-CEO	21.0	6.0	30	ConocoPhillips, UPS, JPMorgan Chase	145
The Phelps Group	Midsize	Santa Monica, Calif.	www.thephelpsgroup.com	(310) 752-4400	Joe Phelps, president-CEO	60.0	24.0	40	Panasonic, Tahiti Tourisme, Dunn-Edwards Paints, American Modular Systems, Great American Group	70
theBATstudio	Interactive	Oakland, Calif.	www.thebatstudio.com	(510) 339-7300	Christopher Harmon, principal	1.0	0.8	80	Eloqua, Clickability, ON24, UC4 Software, Callidus Software	7
TMP Directional Marketing	Interactive	New York	www.tmpdm.com	(866) 738-4127	Michael Flanagan, president-CEO	50.4	45.5	90	Kelly Services, United Rentals, OfficeMax, FedEx/FedEx Office, HQ Regus	477
Tocquigny	Interactive	Austin, Texas	www.tocquigny.com	(512) 532-2800	Yvonne Tocquigny, CEO	N/A	N/A	70	Teradata, Dell, IDG, Millipore Life Sciences, Depository Trust & Clearing Corp.	45
Traction ■	Interactive	San Francisco	www.tractionco.com	(415) 962-5800	Adam Kleinberg, CEO	5.0	2.5	50	SAP, Sun Microsystems, Egencia, Bank of America, Adobe	30
VantagePoint	Small	Greenville, S.C.	www.vantagep.com	(864) 331-1240	Craig O'Neal, president-CEO	N/A	N/A	98	T&S Brass, Jarden Plastics, Estes, Agilysys, SEW-EURODRIVE	20
Walker Sands Communications	Interactive	Chicago	www.walkersands.com	(312) 267-0066	Ken Gaebler, CEO	2.0	1.6	80	Microsoft Advertising, Echo Global Logistics, True Blue, Empathica, Centerline Drivers	15
WalkerTek	Interactive	Fairfield, N.J.	www.walkertek.com	(973) 227-6003	Michael Walker, CEO	1.2	1.2	100	Sarnoff Corp., Church & Dwight, Bios International, Global Infrastructure Partners, Halocarbon	7
WebMetro	Interactive	San Dimas, Calif.	www.webmetro.com	(909) 599-8885	Carlos Ugalde, CEO	12.4	1.7	14	American Management Association, Canadian Management Centre, Arrow Electronics, Scientific Learning	45
White Horse	Interactive	Portland, Ore.	www.whitehorse.com	(503) 471-4200	Jennifer Modarelli-DeVoe, principal	11.8	4.7	40	Trane, FEI Co., Schlage, Nike.net, USG	45
Winsper	Midsize	Boston	www.winsper.com	(617) 695-2900	Jeff Winsper, president	25.0	17.0	68	Picis, CrunchTime!, IBM/Cognos, STIHL, Inglesina	25
Wirestone	Interactive	Chicago	www.wirestone.com	(312) 222-0733	Dan James Lynch, president	25.0	17.5	70	HP, Motorola, Microsoft, Shell, ComPsych	175
Wunderman	Large	New York	www.wunderman.com	(212) 941-3000	Daniel Morel, chairman-CEO	N/A	N/A	N/A	Ford, Microsoft, Nokia, Citibank, Dell	0
Y&R	Large	New York	www.yr.com	(212) 210-3000	Hamish McLennan, chairman-CEO	N/A	N/A	N/A	Xerox, Accenture, Chevron, Dell, Office Depot	N/A
Young Co.	Small	Laguna Beach, Calif.	www.youngcompany.com	(949) 376-8404	Bart Young, CEO	1.3	1.2	90	Edison International, Digital Map Products, IBM Tivoli, Samsung, United Capital	10

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