

TOP AGENCIES SPECIAL REPORT

Agency	Category	Location	URL	Phone	Key executive	Est. '10 revenue (in mil.)	Est. '10 b-to-b revenue	% of revenue from b-to-b	Key clients	No. of emp.
15miles	Interactive	New York	www.15miles.com	(877) 753-0015	Michael Flanagan, CEO	\$48.8	\$9.7	20%	Kelly Services, United Rentals, Uline Inc., FedEx/FedEx Office, Lafarge	385
90octane	Interactive	Denver	www.90octane.com	(720) 904-8169	Sam Eidson, partner; Jim Grinney, partner	3.1	1.5	47	Gates Corp., Jeppesen, Atlas Copco, MWH Global, Ramtron	35
ABI	Small	New York	www.abipr.com	(212) 529-4500	Alan Isacson, president	N/A	N/A	100	Eastman Chemical, Bosch Packaging Technology, Crown Holdings, Saint-Gobain, Sherwin-Williams	32
Acquity Group	Interactive	Chicago	www.acquitygroup.com	(312) 427-2470	Christopher Dalton, president-CEO	72.0	43.0	60	Grainger, Adobe, FedEx, 3M, McAfee	375
AdComm Group	Small	Lemont, 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, Category Management Association	5
Adventive Marketing	Small	Arlington Heights, Ill.	www.adventivemarketing.com	(847) 590-1110	Steven E. Bork, president	2.8	2.8	100	Abbott Laboratories, Belden, Cherry Electrical Products, Thermax, Plastic Powerdrive Products	12
Alinean	Interactive	Orlando, Fla.	www.alinean.com	(407) 382-0005	Tom Pisello, chairman	7.5	7.5	100	IBM, HP, Microsoft, EMC, Dell	45
Arketi Group	Small	Atlanta	www.arketi.com	(404) 929-0091 x202	Rory Carlton, principal; J. Michael Neumeier, principal; Sami Jajeh, principal	2.6	2.6	100	A.D.A.M., Cbeyond, GMT Corp., Sage Software, Xerox	16
Babcock & Jenkins	Interactive	Portland, Ore.	www.bnj.com	(503) 382-8500	Denise Barnes, president	9.5	9.5	100	Qwest, VTech, NetApp, Adobe, Ciena	40
Bader Rutter & Associates ■	Midsize	Brookfield, Wis.	www.bader-rutter.com	(262) 784-7200	Greg Nickerson, CEO	26.0	20.1	77	Dow AgroSciences, Pfizer Animal Health, Standard Insurance, GE Healthcare, Dairy Management	180
Badertscher Communications	Small	Marion, Ohio	www.badcomm.com	(740) 383-2633	Steve Badertscher, president-creative director	1.6	1.6	100	TODCO, Nucor Steel Marion, East Manufacturing, Tusco Display, Ohio Semitronics	8
Bayshore Solutions	Interactive	Tampa, Fla.	www.bayshoresolutions.com	(813) 902-0141	Kevin Hourigan, president-CEO	5.0	3.5	67	Huber Engineered Materials, Vology Data Systems, Tampa Bay Partnership, Jacobsen Homes, Doosan Hydro Technologies	36
BBDO New York ■	Large	New York	www.bbdo.com	(212) 459-5000	John Osborn, president-CEO	N/A	N/A	N/A	AT&T, FedEx, GE, Monster, Motorola	N/A
BGT Partners	Interactive	Miami	www.bgtpartners.com	(305) 438-1800	David Clarke, managing partner	35.0	15.0	43	Carnival Cruise Lines, Tyco International, ADP, Office Depot, ADT	150
BKV	Interactive	Overland Park, Kan.	www.bkv.com	(913) 648-8333	Rick Skaggs, president-CEO	18.2	7.8	43	Daimler Trucks North America, B.E. Smith, John Deere Construction & Forestry, Caterpillar Paving (North American Division), Delta Tech Ops	165
Boomm	Small	La Grange, Ill.	www.boomm.com	(708) 352-9700	Gary Mattes, CEO	1.7	1.5	95	Pilgrim's Pride Foodservice, McCain Foods USA, FINA, Ralcorp, Cabot Microelectronics	7
Borenstein Group	Small	Reston, Va.	www.borensteingroup.com	(703) 385-8178	Gal Borenstein, CEO	2.0	1.7	70	STG International, ADT Government Systems, IBM, U.S. Department of Defense, Lockheed Martin	15
Boston Interactive	Interactive	Charlestown, Mass.	www.bostoninteractive.com	(617) 241-7977	Chuck Murphy, CEO	5.0	5.0	100	Genzyme, Forrester Research, EarthFare, Stratus Technology, Palomar Medical	30
Bridgeline Digital	Interactive	Woburn, Mass.	www.bridgeline-digital.com	(781) 376-5555	Thomas Massie, president-CEO	24.0	24.0	100	Budget Rent-a-Car, PODS, Bank of New York Mellon, Shaw Industries, American Academy of Pediatrics	197
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, National Retail Systems, Embassy of Poland Trade and Investment, Containerization & Intermodal Institute	5
Bulldog Solutions	Interactive	Austin, Texas	www.bulldogsolutions.com	(877) 402-9199	Rob Solomon, CEO	9.0	9.0	100	Avaya, Humana, Motorola, Bank of America, OpenText	54
BusinessOnline ■	Interactive	San Diego	www.businessol.com	(619) 699-0767	Thad Kahlow, CEO	6.7	6.1	90	Masco, Sybase, Watkins Manufacturing, Workday, Honeywell	58
Canyon Communications	Small	Mesa, Ariz.	www.canyoncomm.com	(480) 775-8880	Nancy Landl, president	5.0	5.0	100	Avnet, Toro, Agrium, Horizon Distributors, Phoenix Environmental Care	22
Carlson Marketing	Large	Minneapolis	www.carlsonmarketing.com	(763) 445-3000	Jeff Balagna, president-CEO	N/A	N/A	N/A	P&G, Ford, Oracle, Hallmark, Delta	2,200
Carton Donofrio Partners	Small	Baltimore	www.cartondonofriopartners.com	(410) 576-9000	Ellen Moore, CEO	8.1	3.4	42	Guardian, Avendra, Playworld Systems, ITT, Air Products	51
Catalyst	Small	Providence, R.I.	www.catalystb2b.com	(401) 732-1886	Brian Odell, president	4.9	4.9	100	Ricoh/IKON, Neopost USA, BARD Davol, SolidWorks, Metso	12
Catalyst	Small	Rochester, N.Y.	www.catalystinc.com	(800) 836-7720	Jeff Cleary, managing director; Mike Osborn, managing director	9.2	2.6	29	Eastman Kodak, ITT Corp., Valvoline Instant Oil Change, Assurant Health, Océ	80
Catalyst Marketing Communications	Small	Stamford, Conn.	www.catalystmc.com	(203) 348-7541	Charles Wintrub, president	1.5	1.3	84	American Specialties, Bilco Co., Bendheim, CULTTEC, Parker Hannifin Fluid Control Division	6
Chempetitive Group	Small	Chicago	www.chempetitive.com	(312) 997-2436	Jeff Bergau, managing partner	6.5	6.5	100	llumina, Dow Microbial Control, Bio-Rad, Gore Medical, SAFC	34
CMD	Midsize	Portland, Ore.	www.cmdagency.com	(503) 223-6794	Phil Reilly, president	26.0	19.5	75	Intel, Hewlett-Packard, Microsoft, JELD-WEN, Cisco Systems	165

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Colman Brohan Davis	Small	Chicago	www.cbdmarketing.com	(312) 661-1050	Lori Colman, co-CEO; Liz Brohan, co-CEO	\$11.5	\$7.0	60%	Constellation Energy, Penford Food Ingredients, Alphagraphics, Grecian Delight Foods, International Food Network	28
Communica	Small	Toledo, Ohio	www.communica-usa.com	(800) 800-7890	Jeff Kimble, CEO	9.0	7.0	70	MTS Seating, Masco Builder Cabinet Group, Severstal, Owens Corning, BASF	30
Construction Marketing Advisors	Small	Naperville, Ill.	www.constructionmarketingadvisors.com	(630) 579-8383	Neil M. Brown, CMO	0.9	0.8	93	Emerson Electric, Construction Marketing Association, Bosch Tool Corp., Weather Guard, RIDGID	9
Cramer	Interactive	Norwood, Mass.	www.crameronline.com	(781) 278-2300	Tom Martin, CEO	N/A	N/A	N/A	EMD Serono, PwC, Zurich Financial, Boston Scientific	150
Crossbow Group	Interactive	Westport, Conn.	www.crossbowgroup.com	(203) 222-2244	Jay Bower, president-CEO	N/A	N/A	65	Intuit, Cigna HealthCare, Bloomberg, Invisalign (Parent: Align Technology), MetLife	24
David James Group	Small	Oakbrook Terrace, Ill.	www.davidjamesgroup.com	(630) 305-0003	David Laurenzo, president	2.0	2.0	100	Navman Wireless, Society of Women Engineers, Society for Laboratory Automation and Screening, Corn Products International, Transamerica Life and Protection	16
Davis Harrison Dion	Small	Chicago	www.dhdchicago.com	(312) 332-0808	Sue Harrison, partner; Bob Dion, partner; Doug Davis, partner	2.6	1.5	58	Corn Products, Pet Ag, Atlas Material Testing	26
DeCarolus Design & Marketing	Small	San Jose, Calif.	www.decdesign.com	(408) 947-1411	Sheila Hatch, president	4.2	4.2	100	Cisco Systems, Oracle, Delta Electronics, Fine Science Tools, Synaptics	23
DeSantis Breindel	Small	New York	www.desantisbreindel.com	(212) 994-7690	Howard S. Breindel, partner; Dru DeSantis, partner	7.3	7.3	100	Stephens, Epoch Investment Partners, Royal Bank of Scotland, CIT, Robert Wood Johnson Foundation	27
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, NSK Precision America, OMAX Corp., MSC Industrial Supply	8
Digitas ■	Interactive	Boston	www.digitas.com	(617) 867-1000	Laura Lang, CEO	N/A	N/A	N/A	Aflac, AMEX, ConocoPhillips, Samsung, Staples	3,000
Dodge Communications	Small	Roswell, Ga.	www.dodgecommunications.com	(770) 998-0500	Brad Dodge, president-CEO	2.8	2.8	100	Rubbermaid Medical Systems, NCR, NextGen Healthcare, Philips Dictation, Navicure	28
Doremus ■	Midsize	New York	www.doremus.com	(212) 366-3000	Carl Anderson, CEO	N/A	N/A	95	Corning, HP, Owens-Illinois, Quintiles, Thomson Reuters	N/A
Draftfcb	Large	New York	www.draftfcb.com	(212) 885-2900	Laurence Boschetto, president-CEO	N/A	N/A	N/A	HP, Blue Cross and Blue Shield of Florida, PACCAR, Boeing, Dow	9,200
Eleven Inc.	Midsize	San Francisco	www.eleveninc.com	(415) 707-1111	Courtney Buechert, president	21.8	7.2	33	NetApp, Visa, Life Technologies, Eaton Vance, Apple	110
Emerging Marketing	Small	Columbus, Ohio	www.emergingmarketing.com	(614) 923-6000	Chris McGovern, president	1.3	1.3	100	Emerson Network Power, Sterling, IBM, Greif, Chromalox	12
Eric Mower & Associates	Midsize	Syracuse, N.Y.	www.mower.com	(315) 466-1000	John Favalo, managing partner, EMA Group B2B	30.6	15.4	51	Domtar Paper, GE Energy, Eastman Kodak, Newell Rubbermaid Division, Nucor Steel	219
Euro RSCG	Large	New York	www.eurorscg.com	(212) 886-2000	David Jones, global CEO	N/A	N/A	33	IBM, Sprint, AMD, Regus, NYSE Next	11,000
Event Architects	Small	Chicago	www.event-architects.com	(312) 879-0186	Fergus Rooney, CEO	7.0	5.0	75	GE, Boeing, United, Tourism Australia, Sears Holdings	30
Faction Media	Interactive	Denver	www.factionmedia.com	(303) 339-0206	Dave Greves, partner and CEO	9.5	8.8	92	Avaya, Johns Manville, Comcast Spotlight, Xcel Energy, TW Telecom	40
FitzMartin	Small	Birmingham, Ala.	www.fitzmartinb2b.com	(205) 322-1010	Sean Doyle, principal & director-strategy	N/A	N/A	80	BBVA Compass Bank: Commercial, Alabama Telco Credit Union, Isolatek International, BBVA Compass Bank: Wealth, Maynard, Cooper & Gale	10
Fixation Marketing	Small	Bethesda, Md.	www.fixation.com	(240) 207-2009	Jean Whiddon, president-CEO	4.1	4.0	99	Biotechnology Industry Organization, International Association of Amusement Parks & Attractions, Packaging Machinery Manufacturers Institute, Food Marketing Institute, Solar Energy Trade Shows	18
fortytwoeightynine	Small	Rockford, Ill.	www.42en.com	(815) 398-4289	Rick Belinson, president	1.8	1.8	100	Nalco, Col-Met Spray Booths, Perkins, Sethness, Valley Proteins	9
Fullhouse	Interactive	Milwaukee	www.fullhouseinteractive.com	(414) 271-4001	Eric Zoromski, president	7.8	6.1	78	MillerCoors, Johnson Controls, Oshkosh Corp., Ruud Lighting, Crisis Prevention Institute	50
Fusion b2b	Small	Naperville, Ill.	www.fusionb2b.com	(630) 579-8300	Laurie Oleksy, managing director	2.1	2.0	96	Knaack Div. Emerson, Amcor Packaging, Tru Vue, IMEC (Illinois Manufacturing Extension Center), Berry Plastics	16
Fusionbox	Interactive	Denver	www.fusionbox.com	(303) 952-7490	Alexander Groth, president	1.0	0.5	50	Comcast, Superior Energy Services, Adolfson & Peterson Construction, National Geographic, Equifax	N/A
G2 USA	Interactive	New York	www.g2.com	(212) 537-3700	John Paulson, CEO	N/A	N/A	20	Adobe, SunGard, Time Warner Cable Business Class, NetApp, Waste Management	N/A
Geary Interactive	Interactive	San Diego	www.gearyi.com	(619) 756-6700	Andreas Roell, chairman-CEO	23.8	6.7	28	Covad Communications, MobitV, PEER 1	72
Godfrey	Small	Lancaster, Pa.	www.godfrey.com	(717) 393-3831	Chuck Manners, president-CEO	10.4	10.4	100	Avantor, Johnson Controls, JLG Industries, Nora Systems, Bosch Rexroth	75
GyroHSR ■	Midsize	New York	www.gyrohsr.com	(212) 915-2490	Rick Segal, worldwide president-chief practice officer	79.0	62.5	78	VMware, USG, John Deere, Hobart, Pitney Bowes	600

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Hacker Group	Midsize	Seattle	www.hacker-group.com	(206) 805-1500	Spyro Kourtis, president-CEO	N/A	N/A	N/A	AT&T, Kaiser Permanente, Carnival Cruise Lines, RSA Conference, Bresnan	182
Harris D. McKinney	Small	Chicago	www.harrisd-mckinney.com	(312) 506-5200	Daniel Hoexter, president	4.5	4.5	100	Life Technologies, Bimba Manufacturing Co., Remel, Ash Stevens, Sigma	20
Hart Associates	Small	Maumee, Ohio	www.hartinc.com	(419) 893-9600	Mike Hart, president-CEO	5.4	3.2	60	ProMedica Health System, La-Z-Boy, Ohio Lottery, CBC America Corp, Wacker Chemical Corp.	48
hawkeye	Midsize	Dallas	www.hawkeye-ww.com	(214) 749-0080	G. Steven Dapper, chairman	76.2	46.2	61	HP, BASF, Juniper, Agilent Technologies, Western Union	319
Hitchcock Fleming & Associates	Midsize	Akron, Ohio	www.teamhfa.com	(330) 376-2111	Jack DeLeo, chairman-CEO	85.0	36.0	42	Goodyear Tire & Rubber, LP Building Products, AkzoNobel, Icnene, KraftMaid Cabinetry	101
Hodgson/Meyers	Small	Kirkland, Wash.	www.hodgson-meyers.com	(425) 827-2506	Gary Meyers, president	3.8	3.8	100	CSG Systems, Fluke Corp., Windstream Communications, Amprobe, Webasto	23
Hudson Horizons	Small	Saddle Brook, N.J.	www.hudson-horizons.com	(201) 845-8700	Daryl H. Bryant, president-CEO	N/A	N/A	40	NBTY, Find Any Floor, Pierre-Fabre, New York Economic Development Corp., Realogy	14
imageseven	Small	East Perth, Western Australia	www.image-seven.com.au	(61 8) 9221 9777	Brad Entwistle, managing director	2.4	1.9	81	Emeco Group, Crowe Horwath, CCI WA, TSC, Insight Environmental	18
Intermark Group	Large	Birmingham, Ala.	www.intermark-group.com	(800) 554-0218	Jake McKenzie, CEO	118.2	40.6	34	American Buildings Co., Krispy Kreme Doughnuts, Toyota, Hancock Bank, Mohawk Industries	168
Isobar	Interactive	Watertown, Mass.	http://na.isobar.com	(617) 218-6500	Darryl Gehly, national managing director-chief client officer	N/A	N/A	8	Lonza Bioscience, Hospira, J. J. Keller & Associates, VSP Vision Care, SanDisk	153
Jackson Marketing Group	Midsize	Greenville, S.C.	www.jacksonmg.com	(864) 272-3000	Darrell Jackson, president-CEO	N/A	N/A	70	Volvo Truck/Construction Equipment, Michelin Truck/Off Road Tires, Pfizer-Capsugel division, NACCO (Hyster/Yale Brand Lift Trucks), BMW Manufacturing Co.	100
Jacobs Agency	Small	Chicago	www.jacobs-agency.com	(312) 664-5000	Tom Jacobs, president	4.3	3.2	74	Microsoft, Tate and Lyle, Comcast Business, OTTO, Cassidy Turley	20
JPL	Small	Harrisburg, Pa.	www.jplcreative.com	(800) 421-7697	Luke Kempinski, president	9.4	6.7	71	Harsco Corp., Kennametal, BAE Systems, Dentsply International, Tyco Electronics	N/A
Just Media	Midsize	Berkeley, Calif.	www.justmedia.com	(510) 540-5757	Dick Reed, CEO	35.0	30.0	85	EMC, Juniper Networks, Fujitsu America, Motorola Business Communications, Autonomy Software	18
Keiler	Small	Farmington, Conn.	www.keiler.com	(860) 677-8821	Lynn Taylor, managing partner; Bill Smith, managing partner; Mel Maffei, managing partner	6.0	4.7	85	Lockheed Martin, Deloitte, SimplexGrinnell, Stanley Black & Decker, NYU Stern School of Business	50
Kilgannon	Small	Atlanta	www.kilgannon.com	(404) 876-2800	Rena Kilgannon, principal-CEO	3.5	3.3	93	Manheim, Cleaver-Brooks, SecureWorks, McCormick Agricultural Equipment, NYCM Insurance	26
Koroberi	Small	Chapel Hill, N.C.	www.koroberi.com	(919) 945-0563	Kathryn Anne Olive, president	3.5	3.5	100	Stella Nova Technologies, ELS Airport Systems, Intelligrated, Ashe Avenue Development, RMT Robotics	15
KW Advertising	Midsize	Brookfield, Wis.	www.kw-advertising.com	(262) 786-4402	Gary L. Ebert, president	13.8	7.6	55	Security Health Plan, Ward Manufacturing, Victory Homes, MB Metals Technologies, Norco Manufacturing	N/A
Leo Burnett Business	Small	New York	www.leoburnett-business.com	(646) 840-8350	Lisa Abbatiello, CEO	N/A	N/A	100	Options Industry Council, HCC Specialty Insurance, Heidelberg, Johnson & Johnson, Research in Motion	14
Liquid Interactive	Interactive	Breinigsville, Pa.	www.liquidint.com	(484) 397-4171	Doug Mancini, managing director	2.0	1.3	75	Mack Trucks, B. Braun, Teva Pharmaceuticals, Fujifilm, D&B	23
LRG Marketing Communications	Midsize	Nyack, N.Y.	www.lrg-marketing.com	(845) 358-1801	Diana Wolff, president	20.6	17.5	85	Panasonic System Networks Co., Altronix, Trans-Lux, Thales Angenieux, G4S (Wackenhut)	27
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
Martino & Binzer	Small	Farmington, Conn.	www.goodbait.com	(860) 678-4300	David Martino, president	6.1	2.5	45	Assa Abloy, Ward Leonard, Loctite U.S., PrimeSource, BYK Chemicals	28
MEA Digital	Interactive	San Diego	www.mea-digital.com	(619) 308-5266	John Hartman, president	6.0	3.0	50	Cars.com, Vistage, Mitsubishi Electronics, SAVO Group, Thompson Financial	40
Media Logic	Midsize	Albany, N.Y.	www.mlinc.com	(518) 456-3015	David M. Schultz, president	N/A	N/A	25	Visa, US Bank, MVP Health Care, Fortitech, Pearson	64
Metia	Interactive	Kirkland, Wash.	www.metia.com	(425) 629-5800	Andrew Martin, VP-general manager	10.0	10.0	99	Microsoft, AT&T, Alcatel-Lucent, Juniper Networks, Dell	63
Miller Brooks	Small	Zionsville, Ind.	www.miller-brooks.com	(317) 873-8100	Barbie Wentworth, president-COO	9.5	9.0	95	Whirlpool/Maytag, CertainTeed, Kimball Office, Delta Faucet, Fiberweb	43
Mint Advertising	Small	Branchburg, N.J.	www.mint-advertising.com	(908) 722-9400	Eric W Schoenfeld, CEO	3.5	1.8	50	CRP Industries, Savoury Systems, World Wide Metric, FTC Methods, PVI	12

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Mintz & Hoke	Small	Avon, Conn.	www.mintz-hoke.com	(860) 678-0473	Chris Knopf, CEO	N/A	N/A	75%	Aetna, Prudential Financial, DRS Technologies, Praxair, Wiremold	58
MLT Creative	Small	Clarkston, Ga.	www.mlt-creative.com	(404) 292-4502	Craig Lindberg, exec VP-partner	5.0	5.0	100	Manheim, AutoTec/AuctionACCESS, Airgas, Capital Access Network, Keystone Foods	21
Mobium	Small	Chicago	www.mobium.com	(312) 422-5990	Gordon Hochhalter, partner	7.8	7.8	100	Herff Jones, Moog, Pay Flex/Health Hub, Corn Products, Aprimo Software	37
Moss Warner	Midsize	San Juan Capistrano, Calif.	www.moss-warner.com	(949) 429-2266	Bob Smithers, president	19.0	19.0	100	Mars Chocolate, Mars Petcare, Beyond Trust, Infineum, Food Export	20
Movéo Integrated Branding	Small	Oakbrook Terrace, Ill.	www.moveo.com	(630) 570-4800	Robert Murphy, managing partner; Brian Davies, managing partner	10.7	9.9	92	Zebra Technologies, Abbott, Careerbuilder, Westex, Molex	39
MRM Worldwide	Interactive	New York	www.mrm-worldwide.com	(646) 865-6230	Marc Landsberg, CEO	N/A	N/A	24	Verizon, Dell, Intel, VeriSign, ExxonMobil	2,200
Nelson Schmidt	Small	Milwaukee	www.nelson-schmidt.com	(414) 224-0210	Dan Nelson Jr., president	7.2	6.0	83	Alliance Laundry Systems, Honeywell, McKesson, CUNA Mutual Group, Harley-Davidson Motor Co.	52
nFusion	Interactive	Austin, Texas	www.nfusion.com	(512) 716-7000	John Ellett, managing partner-CEO	19.1	6.5	34	Comerica Bank, Samsung, Zimmer Spine, AMD, The Planet	45
Nicholson Kovac	Midsize	Kansas City, Mo.	www.nicholson-kovac.com	(816) 842-8881	Peter Kovac, president-CEO	8.2	5.7	70	FMC Corp., 3M Medical, O-I, FedEx Freight, Great Salt Lake Minerals	65
Ogilvy & Mather North America ■	Large	New York	www.ogilvy.com	(212) 237-4000	John Seifert, chairman-CEO	N/A	N/A	60	IBM, UPS, Cisco Systems, SAP, Siemens	N/A
Oliver Russell	Small	Boise, Idaho	www.oliver-russell.com	(208) 287-6530	Russ Stoddard, CEO	3.4	2.3	68	HP Personal Systems Group, HP Imaging and Printing Group, Cisco Systems, Snapfish, Avaya	15
Pepper Group	Small	Palatine, Ill.	www.pepper-group.com	(847) 963-0333	Tim Padgett, president-CEO	1.7	1.6	92	Follett, 3M, Navistar, Tetra Pak, Nielsen	17
PJA Advertising+ Marketing ■	Small	Cambridge, Mass.	www.agency-pja.com	(617) 234-7371	Mike O'Toole, president	11.4	10.2	90	EMC, Novell, Infor, Tyco Electronics, Brother International	54
PriceWeber Marketing Communications	Small	Louisville, Ky.	www.price-weber.com	(502) 499-9220	Shanna Columbus, chairman-CEO	4.8	3.2	67	Cummins, Brown-Forman Beverages, ArvinMeritor, R.J. Reynolds Tobacco, Valvoline	50
Princeton Partners	Small	Princeton, N.J.	www.princeton-partners.com	(609) 452-8500	Tom Sullivan, CEO	3.2	2.1	65	Pacer Global Logistics, AkzoNobel, Integrity Health, Western Pest Services Commercial, NJM Bank	29
Proteus B2B	Small	Grand Rapids, Mich.	www.proteus-b2b.com	(616) 235-1122	Galen De Young, managing director	N/A	N/A	100	Ryder, Windstream Communications, Granco Clark, Acoustics by Design, dmStrategists	14
Quiet Light Communications	Small	Rockford, Ill.	www.quiet-lightcom.com	(815) 398-6860	Terry Schroff, CEO	N/A	N/A	N/A	Sargento, Praxair, Danisco, Precision Foods, All American Pharmaceutical	N/A
Razorfish	Interactive	Seattle	www.razorfish.com	(206) 816-8800	Clark Kokich, chairman	N/A	N/A	N/A	EMC Corp., Microsoft, O2	2,000
Red House	Small	Alpharetta, Ga.	www.redhouse-usa.com	(770) 475-2103	Dan Hansen, senior partner; Terry McLane, senior partner	N/A	N/A	100	McKesson, Reed Elsevier/LexisNexis, Alere, TeamHealth, AT&T	16
Richards Group	Large	Dallas	www.richards.com	(214) 891-5700	Stan Richards, principal-creative director	170.0	6.0	4	Behringer Harvard, Flexjet, LPL Financial, Nomacorc, Southern Co.	658
RiechesBaird ■	Small	Irvine, Calif.	www.rieches-baird.com	(949) 586-1200	Ray Baird, president	10.0	10.0	100	American Airlines Cargo, Hoag Hospital, Pegasystems, Villeroy & Boch, Constellation Energy	23
Roberts Communications	Midsize	Rochester, N.Y.	www.roberts-comm.com	(585) 325-6000	Bill Murtha, president-CEO	14.7	8.9	61	Xerox Corp., MasterCard Worldwide, ITT Goulds Pumps, Thales North America, Rochester Regional Health Information Organization (RHIO)	69
Rosetta	Interactive	Hamilton, N.J.	www.rosetta.com	(609) 689-6100	Chris Kuenne, chairman-CEO	214.0	22.0	20	Safeguard, Microsoft, Crane, Lincoln Electric, MSC Direct	1,100

■ Winner ■ Runner-up ■ Honorable Mention



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TOP AGENCIES SPECIAL REPORT

Agency	Category	Location	URL	Phone	Key executive	Est. '10 revenue (in mil.)	Est. '10 b-to-b revenue	% of revenue from b-to-b	Key clients	No. of emp.
Roundarch	Interactive	Chicago	www.roundarch.com	(312) 529-2564	Jeff Maling, president-CEO	\$51.5	\$15.5	30%	Motorola Solutions, SGS, Crowley, Waters, Healthways	225
Sacunas	Small	Harrisburg, Pa.	www.sacunas.net	(717) 652-0100	Nancy Sacunas, president-CEO	1.6	1.4	88	National Corrugated Steel Pipe Association, Tyco Electronics, AD&M Division, Boston Mutual Life Insurance Co., Gunn Mowery, PA Concrete Association	12
Sandstorm Design	Interactive	Chicago	www.sandstormdesign.com	(773) 348-4200	Sandy Marsico, principal	2.1	1.6	75	National Association of Realtors, Lincoln Financial Group, American Medical Association, CareerBuilder.com, Hudson	13
Sanna Mattson MacLeod	Midsize	Smithtown, N.Y.	www.smmadagency.com	(631) 265-5160	Charles MacLeod, president	17.1	14.2	83	Bystronic, Mill-Max, Travelers Insurance, Reliance Steel & Aluminum, Suffolk County Department of Economic Development and Workforce Housing	31
SapientNitro	Interactive	Boston	www.sapient.com/en-us/sapientnitro.html	(617) 621 0200	Alan Herrick, CEO	513.7	N/A	N/A	Coca-Cola, Singapore Airlines, Target, Citi, Mars	8,500
Schermer	Small	Minneapolis	www.schermer.co	(612) 375-9999	Chris Schermer, president	3.8	3.6	95	Best Buy for Business, Datacard, Teradata, Ideas, GN Resound	15
Sigma Marketing Group	Small	Rochester, N.Y.	www.sigma-marketing.com	(585) 473-7300	Kenyon Blunt, CEO	11.2	7.4	66	Xerox, Avaya, Trend Micro, Shred-It, FMC	86
Slack and Co.	Midsize	Chicago	www.slack-barshinger.com	(312) 970-5800	Gary L. Slack, chairman-chief experience officer	11.5	11.5	100	Dow Corning, National Starch Food Innovation, Nuveen Investments, Fellowes, Aon	55
SolutionSet	Interactive	Mill Valley, Calif.	www.solutionset.com	(415) 289-1110	Zain Raj, president-CEO	79.8	1.6	2	AMD, AmEx Business4Business, Employers Insurance, eBay PowerUp, Autodesk	400
Sonnhalter	Small	Berea, Ohio	www.sonnhalter.com	(440) 234-1812	Matt Sonnhalter, vision architect	6.8	6.8	100	RIDGID, Knipex, Wright Tool, Molex, Brennan Industries	11
Steel Advertising & Interactive	Interactive	Austin, Texas	www.steel-advertising.com	(800) 681-8809	Kirsten Lea Cutshall, president	1.0	0.7	70	NCI, Bio-Medical Services, Hoover's, StarTex Power, Consona	18
Stein Rogan+ Partners ■	Small	New York	www.steinrogan.com	(212) 213-1112	Tom Stein, president-chief creative officer	12.4	10.6	85	TheLadders, D-Link Systems, PR Newswire, IPC Systems, Syniverse Technologies	40
Stiegler, Wells, Brunswick & Roth	Small	Bethlehem, Pa.	www.swbrinc.com	(610) 866-0611	Ernie Stiegler, CEO	8.5	7.0	82	Mack Trucks, GGB Bearings, Paslode Tools, Masco Bath, TTI Floor Care (Commercial Div.)	26
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, Siemens, GE	50
Sullivan	Small	New York	www.sullivan-nyc.com	(212) 888-2881	Barbara Apple Sullivan, managing partner	7.3	6.1	84	American Express, Charles Schwab, Ameriprise, Dolan Media, MetLife	42
Sullivan Higdon & Sink	Midsize	Wichita, Kan.	www.wehatesheep.com	(316) 263-0124	Tom Bertels, managing partner	42.0	26.0	61	Cargill, Pratt & Whitney, American Century Investments, Merial Limited, Spirit Aerospace Systems	97
Symmetri Marketing Group	Small	Chicago	www.symmetri-mg.com	(312) 222-2500	Carl Triemstra, president	3.3	3.3	100	Dentsply International, Kollmorgen, Schawk Inc., EGS Electrical Group, Cars.com	20
The Heavyweights	Midsize	Indianapolis	www.theheavyweights.com	(317) 684-7777	John P. Luginbill, CEO	7.0	5.6	80	Darlington, Kimball Office, Lilly Corp., Maplehurst Bakeries, Roche Diagnostics	26
theBATstudio	Interactive	Oakland, Calif.	www.thebatstudio.com	(510) 339-7300	Christopher Harmon, principal	N/A	N/A	95	Marketo, Demandbase, UC4 Software, Baynote, MaaS360	N/A
Tocquigny	Interactive	Austin, Texas	www.tocquigny.com	(512) 532-2800	Yvonne Tocquigny, CEO	10.0	5.0	50	Teradata, Dell, IDG, Millipore Life Sciences, Global Experience Specialists	70
Traction ■	Interactive	San Francisco	www.tractionco.com	(415) 962-5800	Adam Kleinberg, CEO	5.1	2.8	55	SAP, Intuit, Robert Half International, Salesforce.com, Adobe	32
TriComB2B	Small	Vandalia, Ohio	www.tricomb2b.com	(937) 890-5311	Chris Eifert, principal; John Buscemi, principal	3.5	3.5	100	Flowserve Corp., Woolpert, Rittal Corp., ITW Paxton, Emerson Climate Technologies	26
True North	Midsize	New York	www.truenorthinc.com	(212) 557-4202	Steve Fuchs, CEO; Tom Goosmann, chief creative officer	12.5	4.4	35	Pitney Bowes, ThomasNet, Medco, Quorum, Direct Marketing Association	45
VantagePoint	Small	Greenville, S.C.	www.vantagep.com	(864) 331-1240	Craig O'Neal, president-CEO	N/A	N/A	100	T&S Brass, Cryovac, Estes, U.S. Xpress, SEW-EURODRIVE	16
Walker Sands Communications	Interactive	Chicago	www.walkersands.com	(312) 267-0066	Mike Santoro, president	2.2	1.8	80	Alterian, Echo Global Logistics, True Blue, Empathica, Toovio	19
WalkerTek	Interactive	Fairfield, N.J.	www.walkertek.com	(973) 227-6003	Mike Walker, CEO	1.0	1.0	100	Sarnoff Corp., Church & Dwight, Bios International, Global Infrastructure Partners, Halocarbon	N/A
WebMetro	Interactive	San Dimas, Calif.	www.webmetro.com	(909) 599-8885	Carlos Ugalde, CEO	22.0	2.1	10	American Management Association, Canadian Management Centre, Arrow Electronics, McGrath Rentcorp, Bomgar	55
Winsper	Midsize	Boston	www.winsper.com	(617) 695-2900	Jeff Winsper, president	18.0	12.0	66	STIHL, Pitney Bowes, Hypertherm, Inglesina	N/A
Wunderman ■	Large	New York	www.wunderman.com	(212) 941-3000	Daniel Morel, chairman-CEO	850.0	N/A	40	Ford, Microsoft, Nokia, Telefonica, Dell	6,000
Young Co.	Small	Laguna Beach, Calif.	www.youngcompany.com	(949) 376-8404	Bart Young, CEO	1.5	1.3	90	Edison International, Ropak Packaging, IBM Tivoli, Samsung, United Capital	10

■ Winner ■ Runner-up ■ Honorable Mention