



16 advertising & media

THE Book of Lists 2014-15

THE LIST

Compiled by Dale Brown
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ADVERTISING AGENCIES

Ranked by 2013 local capitalized billings*

Originally published: AUGUST 22, 2014

CLOSER LOOK

\$1.11B

Total capitalized billings for the 25 ad agencies listed on this page

\$44.5M

Average capitalized billings for the 25 ad agencies listed on this page

JUST MISSED THE LIST

- Six Degrees \$6M
- Defera \$4.5M
- Ideas Collide Marketing Communications \$4.2M
- Blufish Design Studio \$3.7M
- On Advertising Inc. \$3.4M

ABOUT THE LIST

Information was obtained from agency representatives through email surveys and could not be independently verified by the Phoenix Business Journal. McKinney/TMG (No. 1 last year) and Sitewire (No. 7) did not respond to our inquiries by deadline. Only those agencies responding to our inquiries are listed. * - To illustrate a correlation (or lack thereof) between an agency's number of employees and its capitalized billings, this list has also been ranked by FTE staffing. That alternatively ranked list appears on page 18. FTE (full-time equivalent employee) represents the number of hours a company's employees worked in a week, divided by 40. Capitalized billings in the advertising industry are commonly defined as fee-based revenue (i.e., billing for staff time multiplied by 6.67 plus production and media revenue)

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WANT TO BE ON THE LIST?

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	Business name / 2013 Ranking Website	Address Phone	2013 local capitalized billings	FTE advertising staff	Representative areas clients	Top local executive	Year founded locally
1	RIESTER ② www.riester.com	802 N. Third Ave., Phoenix 85003 602-462-2200	\$143.05M	121	Axix, Dept. of Health Services, McDonald's, Mod'First Bank, Talking Stick Resort	Tim Riestler, tbiester@riester.com; Alan Perkel, Tom O'Leary, Mirya Riestler	1989
2	LaneTerraLever ① www.laneterralever.com	733 W. McDowell Road, Phoenix 85007 602-258-5263	\$122M	125	AZ Lottery, National Bank of Arizona, Biola Intl/Wildpans, Arizona Super Bowl 2015	Bruce Lane; Chris Johnson, chris.johnson@laneterralever.com	1962
3	Lavidge ③ www.lavidge.com	2777 E. Camelback Road, Ste. 300, Phoenix 85016 480-998-2600	\$99.1M	69	Yxion, Republic Services, United Rentals, Phoenix International Raceway	Bill Lavidge	1982
4	Cramer-Krasselt ③ www.c-k.com	1850 N. Central Ave., Ste. 1400, Phoenix 85004 602-417-0600	\$80.39M	51	Grand Canyon University, Phoenix Children's Hospital, Universal Technical Institute	Kristin Bissinger, kbissinger@cti.com	1981
5	Arrowhead Advertising ⑤ www.arrowheadad.com	16155 N. 83rd Ave., Ste. 205, Phoenix 85261 623-979-3000	\$75M	95	Hyundai Motor America, Saab, Chevrolet and Buick, Nationwide Vision	Kyle Eng, kyle@arrowheadad.com	2003
6	Out The Window Advertising ⑥ www.outthewindow.com	310 S. Fourth St., Ste. 502, Phoenix 85004 928-774-2150	\$68M	32	Penske Automotive Group, Fox Sports Radio, British Airways	Bill Hagan, bill@outthewindow.com	1996
7	R&R Partners ⑦ www.rorpartners.com	121 E. Buchanan St., Phoenix 85004 480-317-6040	\$65M	40	Cox Communications, Maricopa Community College District, Ferrovie Crea	Matt Silverman	1996
8	Larry John Wright Inc. ⑧ www.larryjohnwright.com	231 N. Alma School Road, Mesa 85201 480-833-8111	\$64M	37	DND	John Wright, john@larryjohnwright.com; Larry John	1983
9	Owens Harkey Advertising ⑨ www.owensharkey.com	3550 N. Central Ave., Ste. 1710, Phoenix 85012 602-254-1519	\$61M	48	Honda Financial Services, Acorn, Rising Cases, Special Olympics Arizona, Shea Homes	Matthew Owens; Scott Harkey, s.harkey@owensharkey.com	1960
10	Moses Inc. ⑩ www.mosesinc.com	20 W. Jackson St., Phoenix 85003 602-254-7312	\$52M	35	Valley Metro, Grand Canyon Assoc., ADHS, Four Peaks, FTF	Louise Moses, louise@mosesinc.com	2012
11	Zion & Zion ⑪ www.zionandzion.com	432 S. Farmer Ave., Tempe 85281 480-751-1007	\$42.1M	35	Fox Restaurants, Childhelp, Barro's Pizzeria, AV Homes, The Farm at South Mountain	Eric Zion, eric@zionandzion.com; Duke Zion	2003
12	FabCom - Integrated Strategic Marketing ⑫ www.fabcominc.com	7819 E. Greenway Road, Ste. 5, Scottsdale 85260 480-478-8500	\$35.5M	31	Finance, insurance, technology	Brian Fabians, brian@fabcominc.com	1992
13	Elevation Marketing ⑬ www.elevationmktg.com	1955 S. Val Vista Drive, Ste. 101, Mesa 85204 480-775-8860	\$28.2M	35	LifeLock, Avnet, Find Your Influence, Feribana, Apache Nitrogen	Scott Mroczka, smroczka@elevationmktg.com	1999
14	air INTEGRATED ⑭ www.airintegrated.com	4720 E. Cotton Gin Loop, Ste. 240, Phoenix 85040 480-921-3220	\$27.5M	25	Marriott, Discount Cab, Fourwhe Resorts, Sonite	David Ball, david@airintegrated.com	1997
15	Media Buying Services Inc. ⑮ www.mediabuyingservices.com	4545 E. Shea Blvd., Ste. 162, Phoenix 85028 602-990-2232	\$21.2M	12	Apollo Group, Blue Cross Blue Shield AZ, MIM	Kathy Munson; Chuck Munson	1986
16	Foresold ⑯ www.foresold.com	3900 E. Camelback Road, Ste. 140, Phoenix 85018 480-503-2111	\$20M	6	GameTruck, Ford, Precision Air & Heating	Josh Valdez-Eliasta, josh@foresold.com; Brenda Mendler	2012
17	Martz Parsons ⑰ www.martzparsons.com	7077 E. Marilyn Road, Bldg. 5, Scottsdale 85254 480-988-3154	\$15.72M	43	parkbus sports on phones, Pacific Links International, Estrella	Carrie Martz, carrie@martzparsons.com	1980
18	ANDERSON Advertising & Public Relations ⑱ www.anderson-adv.com	5725 N. Scottsdale Road, Ste. 105, Scottsdale 85250 480-945-2229	\$15.2M	21	Desert Schools Federal Credit Union, Intel Liquid, Larry H. Miller Dealerships of Arizona, Barrio Queen, Paper Springs Galas	Ted Anderson, ted@anderson-adv.com	2005
19	IDS Technology Marketing ⑲ www.idstec.com	14811 N. Kierland Blvd., Ste. 300, Scottsdale 85254 480-685-5470	\$14.67M	18	Insight, Avnet, iSmart	Scott Sellen, ssellen@idstec.com; Rachel Salkin	2008
20	Catalyst Media Design ⑳ www.catalystmediadesign.com	4141 N. Scottsdale Road, Ste. 155, Scottsdale 85251 480-471-8190	\$14M	10	ASU, Shea Homes Active Lifestyle & Trilogy Communities, Mazerich	Olivia Trujillo; Bonnie & Phillip Baston; Liz Scott	2009
21	Spark ㉑ www.sparkad.com	425 S. Mill Ave., Ste. 101, Tempe 85281 480-929-0455	\$10.1M	14	Cox Campus, Qore24, Avnet Electronics Marketing, PB Ball	Vince Adam	1996
22	Torres Marquez Communications ㉒ www.torresmarquez.com	801 E. Washington St., Phoenix 85034 602-354-3430	\$9.82M	15	MHS, Cox Communications, AZ Diamondsback	Tania Torres, tania@torresmarquez.com	2009
23	The Producers Inc. / Power Trade Media ㉓ www.theproducersinc.com	4742 N. 24th St., Ste. 340, Phoenix 85016 602-264-7100	\$6.64M	8	Aerospace, medical device, secure telecom	Judi Victor, judi@theproducersinc.com	1977
24	Papagalos ㉔ www.papagalos.com	7130 N. 16th St., Ste. 8102, Phoenix 85020 602-379-2933	\$8M	15	Tutor Perini, McMillan Group International, Archer Western, Rainier	Nicholas Papagalos, nicholas@papagalos.com	1991
25	Park&Co ㉕ www.parkandco.com	4144 N. 40th St., Ste. A-2, Phoenix 85018 602-967-7123	\$7M	14	Goodwill of Central Arizona, ASU Global Institute of Sustainability, Expect More Arizona	Park Howell, park@parkandco.com	1995

* E.B. Lane and TerraLever merged in October 2013.

NOTES: NA - not applicable, not available or not approved. * - not listed in 2013. DND - did not disclose



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ADVERTISING AGENCIES

Ranked by number of full-time equivalent staff*

Originally published: AUGUST 22, 2014

CLOSER LOOK

1,099

Total number of full-time equivalent employees working for the 28 ad agencies listed on this page

529

Total number of years in business locally for the 28 ad agencies listed on this page

JUST MISSED

Spent	14
Serendip Consulting	14
ParkCo.	14
i-ology	12
Media Buying Services Inc.	12

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1	LaneTerraever ¹ ⑤ www.laneterraever.com	733 W. McDowell Road, Phoenix 85007 602-258-5264	125	\$127M	AZ Lottery, National Bank of Arizona, Boots Int'l, Walgreens, Arizona Super Bowl 2015	Beau Lane, Chris Johnson, chris.johnson@laneterraever.com	1962
2	RIESTER ② www.riester.com	802 N. Third Ave., Phoenix 85003 602-462-2200	121	\$143.05M	Am. Dept. of Health Services, McDonald's, WDFW Bank, Talking Stick Resort	Tim Riestler, triester@riester.com	1989
3	Arrowhead Advertising ③ www.arrowheadad.com	16155 N. 83rd Ave., Ste. 205, Peoria 85382 623-979-3800	95	\$75M	Hyundai Motor America, Sands Chevrolet and Kia, Nationwide Vision	Kyle Eng, kylea@arrowheadad.com	2003
4	Lavidge ④ www.lavidge.com	2777 E. Camelback Road, Ste. 400, Phoenix 85016 480-998-2600	69	\$95.1M	Nyxon, Republic Services, United Rentals, Phoenix International Raceway	Bill Lavidge	1982
5	Cramer-Krasselt ⑥ www.c.k-r.com	1850 N. Central Ave., Ste. 1800, Phoenix 85004 602-417-0600	51	\$80.39M	Grand Canyon University, Phoenix Children's Hospital, Universal Technical Institute	Kristin Blomquist, kbloomquist@ckr.com	1981
6	Off Madison Ave ⑦ www.offmadisonave.com	5555 E. Van Buren St., Ste. 215, Phoenix 85008 480-505-4500	50	NA	Nile, Arizona Office of Tourism, National Academy of Sports Medicine, CVS Caremark	Mike Hone, David Anderson, Roger Harris	1998
7	Owens Harkey Advertising ⑧ www.owensharkey.com	3550 N. Central Ave., Ste. 1710, Phoenix 85012 602-254-5159	48	\$61M	Home Financial Services, Acura, Raising Cane's, Special Olympics Arizona, Shea Homes	Matthew Owens, Scott Harkey, sharkey@owensharkey.com	1960
8	Martz Parsons ⑨ www.martzparsons.com	7077 E. Marilyn Road, Bldg. 5, Scottsdale 85254 480-998-3154	43	\$15.72M	yurbuds sports earphones, Pacific Links International, Esprit, Cbs Communications, Maricopa Community College District, Ferromore Craig	Carrie Martz, cmartz@martzparsons.com	1980
9	R&R Partners ⑩ www.r.rpartners.com	121 E. Buchanan St., Phoenix 85004 480-317-6040	40	\$65M		Matt Silverman	1996
10	Larry John Wright Inc. ⑪ www.larryjohnwright.com	231 N. Alma School Road, Mesa 85201 480-833-8111	37	\$64M	DND	John Wright, johnwright@larryjohnwright.com; Larry John	1983
11	Elevation Marketing ⑫ www.elevationmk.com	1955 S. Val Vista Drive, Ste. 101, Mesa 85204 480-775-9890	35	\$28.2M	LifeLock, Avnet, Find Your Influence, PetBonga, Apache Nitrogen	Scott Miraglia, smiraglia@elevationmk.com	1999
11	Zion & Zion ⑬ www.zionandzion.com	432 S. Farmer Ave., Tempe 85281 480-751-1007	35	\$42.1M	Five Restaurants, Childhelp, Bono's Pizzeria, Al Homes, The Farm at South Mountain	Eric Zion, eric@zionandzion.com; Duke Zion	2003
11	Moses Inc. ⑭ www.mosesinc.com	20 W. Jackson St., Phoenix 85003 602-254-7312	35	\$52M	Valley Metro, Grand Canyon Assoc., ADHS, Four Peaks, FTF	Lois Moses, lmoses@mosesinc.com	2012
14	Out The Window Advertising ⑮ oatw@outthewindow.com	310 S. Fourth St., Ste. 502, Phoenix 85004 928-774-5250	32	\$60M	Penske Automotive Group, Fox Sports Radio, British Airways	Bill Hagart, bill@oatwoutthewindow.com	1998
15	FabCom - Integrated Strategic Marketing ⑯ www.fabcomlive.com	7819 E. Greenway Road, Ste. 5, Scottsdale 85260 480-478-8500	31	\$35.5M	Firemax, insurance, technology	Brian Fabians, brian@fabcomlive.com	1992
16	air INTEGRATED ⑰ www.airintegrated.com	4720 E. Cotton Gin Lane, Ste. 240, Phoenix 85040 480-921-3210	25	\$27.5M	Meritas, Discount Cab, Forever Resorts, Sante	David Rolis, david@airintegrated.com	1997
17	Ideas Collide Marketing Communications ⑱ www.ideascollide.com	6125 E. Indian School Rd., Studio 1005, Scottsdale 85251 480-455-4510	24	\$4.2M	Best Western International, Dorcisean Dairy, League of Arizona Cities and Towns	Matthew Clyde; Rebecca Clyde; Michael Mason	2005
18	Defero ⑲ www.defero.com	3131 E. Camelback Road, Ste. 360, Phoenix 85016 602-360-3750	23	\$4.5M	Combat, BNG, NFF SDA, Tave	Eric Brandt, eric@deferofusa.com; Eric Brandt	2006
19	Blufish Design Studio ⑳ www.blufishdesign.com	110 E. Seventh St., Tempe 85281 480-517-1500	21	\$9.7M	Taylor Morrison, HS Home, Titus & Bisco, University of Phoenix Stadium	Matthew Hatcher, matt@blufishdesign.com	2002
19	ANDERSON Advertising & Public Relations ㉑ www.anderson-adv.com	5715 N. Scottsdale Road, Ste. 105, Scottsdale 85250 480-945-2279	21	\$15.2M	Desert Schools Federal Credit Union, Intellogica, Larry H. Miller Dealerships of Arizona	Ted Anderson, ted@anderson-adv.com	2005
19	Six Degrees ㉒ www.sixdegrees.com	8940 E. Golding Drive, Scottsdale 85260 480-427-9850	21	\$4M	DND	Franz Schab, fschab@sixdegrees.com	1999
19	Santy ㉓ www.santy.com	8370 E. Verde Verbuca, Ste. K-100, Scottsdale 85258 602-317-8955	21	NA	Paradise Bakery & Cafe, Peter Piper Pizza, El Terito	Daniel Santy, dsanty@santy.com	1991
23	The James Agency ㉔ www.thejamesagency.com	8100 E. Indian School Road, Ste. 201, Scottsdale 85251 480-248-6710	18	\$2M	Osborne Roseway, Hotel Valley Ho, Sander's Pizzeria, Safeguard Security	Veronique James, veronique@thejamesagency.com	2005
23	IDS Technology Marketing ㉕ www.ids.com	14811 N. Meridian Blvd., Ste. 300, Scottsdale 85254 480-495-5470	18	\$14.67M	Insight, Avnet, iSmart	Scott Salter, scott@ids.com; Rachel Salter	2008
25	KEO Marketing Inc. ㉖ www.keomarketing.com	4809 E. Thistle Landing Drive, Ste. 100, Phoenix 85044 480-413-2090	15	\$2.5M	CyruOne, Regions Bank, Auction Systems Auctioneers & Appraisers	Shelia Kiofforn, shelia@keomarketing.com	2000
25	Papagalos ㉗ www.papagalos.com	7320 N. 16th St., Ste. B102, Phoenix 85020 602-270-2933	15	\$8M	Tutor Perini, McClain Group International, Archer Western, Rainier	Nicholas Papagalos, nicholas@papagalos.com	1991
25	Steve LeVine Entertainment & Public Relations ㉘ www.stevetalevine.com	7819 E. Paradise Lane, Scottsdale 85260 480-284-6033	15	\$2M	Arizona Rattlers, W Scottsdale, Mayo Day + Night Club	Steve LeVine, steve@stevetalevine.com	2007
25	Torres Marquez Communications ㉙ torresmarquez.com	801 E. Washington St., Phoenix 85034 602-354-3430	15	\$8.92M	MHS, Cox Communications, AZ Diamondsucks	Tania Torres, tania@torresmarquez.com	2009

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