

PHOENIX BUSINESS JOURNAL

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PHOENIX BUSINESS JOURNAL

THE LIST

Compiled by Dale Brown
602-308-6511, @PhxBizDaleBrown
dbrown@bizjournals.com

ADVERTISING AGENCIES

RANKED BY 2013 LOCAL CAPITALIZED BILLINGS*

Rank	Business name / 2014 Rank Website	Address Phone	2014 local capitalized billings	# of local, full-time advertising staff	Representative area clients	Top local executive	Year founded locally
1	RIESTER ① riester.com	802 N. 3rd Ave. Phoenix, AZ 85003 602-462-2200	\$140.97 million	123	ADHS, Berkshire Hathaway Energy, Casino Arizona, MidFirst Bank, Talking Stick Resort	Tim Riester, timriester@riester.com; Alan Perkal; Tom Ortega; Miya Riester	1989
2	LaneTerraLever ② laneterralever.com	725 W. McDowell Rd. Phoenix, AZ 85007 602-258-5263	\$127 million	118	AZ Lottery, CableONE, Inspirato, Montage, Honeywell	Chris Johnson, chris.johnson@laneterralever.com; Beau Lane	1962
3	LAVIDGE ③ lavidge.com	2777 E. Camelback Rd., #300 Phoenix, AZ 85016 480-980-2600	\$113.6 million	79	Phoenix International Raceway, Arizona Commerce Authority, Cable ONE, McDonald's Phoenix co-op, Sanctuary Resort	Bill Lavidge	1982
4	Out The Window Advertising ④ outthewindowad.com	310 S. 4th St., #502 Phoenix, AZ 85004 928-774-5250	\$72 million	35	Penske Automotive Group, Fox Sports Radio, AAA, British Airways	Bill Hager, bill@outthewindow.com	1998
5	Owens Harkey Advertising ⑤ owensharkey.com	3550 N. Central Ave., #1710 Phoenix, AZ 85012 602-254-5159	\$68.5 million	59	AV Homes, Sedona, Sun Devil Athletics, Fiesta Bowl, Raising Cane's	Matthew Owens, Scott Harley, sharkey@owensharkey.com	1960
6	Cramer-Krasselt ⑥ c-k.com	1850 N. Central Ave., #1800 Phoenix, AZ 85004 602-417-0600	\$67 million	49	MGM Grand, BA Sushi, SBB, Valley Toyota Dealers, Maricopa County CVB	Kristin Bloomquist, kbloomquist@ck.com	1981
7	R&R Partners ⑦ rpartners.com	121 E. Buchanan St. Phoenix, AZ 85004 480-317-6040	\$66 million	40	APS, Bowling, Cox Communications, First Solar	Matt Silvarman; Matt Masas	1996
8	Larry John Wright Inc. ⑧ larryjohnwright.com	231 N. Alma School Rd. Mesa, AZ 85201 480-833-8111	\$61 million	44	Bosch*, Lennar, Express Flooring, Spencer's TV and Appliance	John Wright, john@larryjohnwright.com; Jackson Wright, jr@wright; Jessica Sellwell; Sam John	1983
9	Off Madison Ave ⑨ offmadisonave.com	5555 E. Van Buren St., #215 Phoenix, AZ 85006 480-505-4500	\$52 million	45	Arizona Office of Tourism, Nike, Chipotle Mexican Grill	Mike Horne; David Anderson; Roger Horn	1986
10	Zion & Zion ⑩ zionandzion.com	432 S. Farmer Ave. Tempe, AZ 85281 480-751-1007	\$45.6 million	39	Goodwill, Childhelp USA, DMB, Berro's Pizzeria, Casino del Sol	Aric Zion, aric@zionandzion.com; Duane Zion	2003
11	FabCom - Integrated Strategic Marketing ⑪ fabcomiv.com	7819 E. Greenway Rd., #5 Scottsdale, AZ 85260 480-478-8500	\$36 million	36	Education, health care, technology	Brian Fabiano, brian@fabcomiv.com	1992
12	air INTEGRATED ⑫ airintegrated.com	58 W. Buffalo St., #200 Chandler, AZ 85225 480-921-2220	\$27 million	25	Discount Cab, Forever Resorts, Meritus, Phoenixian, BBO	David Rolis, david@airintegrated.com; Richard Conroy	1997
13	Urias Communications ⑬ uriascommunications.com	5050 N. 40th St., #290 Phoenix, AZ 85018 480-751-5569	\$26 million	8	APS, ADHS Diabetes, Cancer, Phoenix Zoo, SunPower Holdings	Lisa Urias	2004
14	Moses Inc. ⑭ mosesinc.com	20 W. Jackson St. Phoenix, AZ 85003 602-254-7312	\$24 million	35	GCU, FTE, ADHS, Valley Metro	Louie Moses, lmoses@mosesinc.com	2012
14	Santy ⑮ santy.com	8370 E. Via de Ventura, #K-100 Scottsdale, AZ 85258 602-317-8955	\$24 million	27	Peter Piper Pizzeria, China Mist Iced Tea, Paradise Bakery & Cafe	Daniel Santy, dsanty@santy.com	1991
16	Media Buying Services, Inc. ⑯ mediabuyingservices.com	4545 E. Shea Blvd., #162 Phoenix, AZ 85028 602-996-2232	\$20.9 million	12	Helix Education, Honor Health, Meridian LMB Bank, state of Arizona, Visit Phoenix	Kathy Munson; Chuck Munson	1986
17	Catalyst Media Design ⑰ catalystmediadesign.com	4141 N. Scottsdale Rd., #155 Scottsdale, AZ 85251 480-471-8390	\$20 million	14	ASU, Jack in the Box, Trilogy Active Lifestyle Communities, Barnes Dulaney Perkins Eye Centers, Marenich	Diana Trujillo, Renee@PlessisBestor; Liz Scott	2009
18	ANDERSON Advertising & Public Relations ⑱ anderson-ad.com	5800 E. Thomas Rd. Phoenix, AZ 85251 480-945-2229	\$16.13 million	22	Phoenix Children's Hospital, Mayo Clinic, Horlins Theatres, Heard Museum, Desert Schools Federal Credit Union	Ted Anderson, ted@anderson-ad.com	2005
19	Vilocity Interactive Inc. ⑲ vilocity.com	9927 E. Bell Rd., #140 Scottsdale, AZ 85260 480-584-5700	\$14 million	15	Emergen-C, Vitamin Drink Mix, Rock and Roll Hall of Fame + Museum, Academy of Television Arts & Sciences	Ronald Mital	1998
20	Colling Media ⑳ collingmedia.com	14362 N. Frank Lloyd Wright Blvd., #1240 Scottsdale, AZ 85260 480-899-8944	\$11 million	15	Ches Roberts, Guy Fieri Product Line, Southwestern Eye Center	Brian Colling, brian@collingmedia.com	2009
20	Six Degrees ㉑ six-degrees.com	8040 E. Gelding Dr. Scottsdale, AZ 85260 480-627-9650	\$11 million	27	State of Arizona, Ulthera	Frank Schab, fschab@six-degrees.com	1999
22	Caliber Group ㉒ calibergroup.com	120 S. Ash Ave., #B103 Tempe, AZ 85283 480-442-4595	\$6.69 million	10	Gammage & Barnham, Arizona Board of Regents, Arizona Oncology	Kerry Stratford, kstratford@calibergroup.com; Linda Weiler, lweiler@calibergroup.com	1997
23	Ideas Collide Marketing Communications ㉓ ideascollide.com	6125 E. Indian School Rd., Studio 1085 Scottsdale, AZ 85251 480-659-4520	\$6 million	34	Best Western International, Danzsen Dairy, Susan G. Komen Central and Northern AZ	Matthew Clyde; Rebecca Clyde; Michael Mason	2005
23	Knoodle ㉔ knoodle.com	4450 N. 12th St., #120 Phoenix, AZ 85014 602-530-9900	\$6 million	14	NA	Rosariya Cohn, rosariya@knoodle.com; Lad Makinde, lad@knoodle.com; Dabi Adeyemi, dabi@knoodle.com	1999
25	Arrowhead Advertising ㉕ arrowheadad.com	16155 N. 83rd Ave., #205 Peoria, AZ 85382 623-979-3000	\$5 million	40	NA	Kyle Eng, kyle@arrowheadad.com	2003

NOTES: NA - not applicable, not available or not approved * - not listed in 2014

► CLOSER LOOK

\$1.07B

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

\$1.11B

Total capitalized billings for the 25 advertising agencies on this list last year

JUST LISTED THE LIST

On Advertising Inc.	\$4.8M
Bluffish Design Studio	\$4.0M
Defero	\$4.1M
Elevation Marketing	\$4M
Decibel Blue Creative Marketing & PR	\$3.8M
BLIND SOCIETY	\$3M
Quintise	\$3M
KEO Marketing	\$2.5M
Tempo Creative	\$2.47M
Fingerprint	\$2.1M
I-ology	\$2M

ABOUT THE LIST

Information was obtained from agency representatives through email surveys and could not be independently verified by the Phoenix Business Journal. 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 full-time staffing. That alternatively ranked list appears on page 56. 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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ADVERTISING AGENCIES

RANKED BY NUMBER OF LOCAL, FULL-TIME STAFF*

Rank	Business name / 2014 Rank Website	Address Phone	# of local, full-time advertising staff	2014 local capitalized billings	Representative area clients	Top local executive	Year founded locally
1	RIESTER ② riester.com	802 N. 3rd Ave. Phoenix, AZ 85003 602-462-2300	123	\$100.97 million	ADHS, Berkshire Hathaway Energy, Casino Arizona, MidFirst Bank, Talking Stick Resort	Tim Blanton, tbranton@riester.com; Alan Parkal; Tom Ortega; Mija Blislar	1989
2	LaneTerraLever ① laneterralever.com	725 W. McDowell Rd. Phoenix, AZ 85007 602-258-5263	118	\$127 million	AZ Leasing, CatalinaONE, Inspira, Meritage, HomeyMed	Chris Johnson, chris.johnson@laneterralever.com; Basu Lane	1962
3	LAVIDGE ④ lavidge.com	2777 E. Camelback Rd., #100 Phoenix, AZ 85016 480-998-2600	79	\$113.6 million	Phoenix International Raceway, Arizona Commerce Authority, Citrus ONE, McDonald's, Phoenix Co-op, Seminary Resort	Bill Lavidge	1982
4	Owens Harkey Advertising ④ owensharkey.com	3550 N. Central Ave., #1710 Phoenix, AZ 85012 602-234-3159	59	\$68.5 million	AV Harmon, Sadom, Sun Oral Athletics, Fanta Bowl, Reiving Camis	Matthew Owens; Scott Harkey, s.harkey@owensharkey.com	1960
5	Cramer-Krasselt ⑤ c-k.com	1850 N. Central Ave., #1800 Phoenix, AZ 85004 602-417-0600	49	\$67 million	MGM Grand, RA Seshi, SRP, Valley Toyota Dealers, Maricopa County CVB	Kristin Bloomquist, kbloomquist@c-k.com	1981
6	Off Madison Ave ⑥ offmadisonave.com	3555 E. Van Buren St., #215 Phoenix, AZ 85008 480-505-4500	45	\$52 million	Arizona Office of Tourism, Nike, Chopito Mexican Grill	Mike Horne; David Anderson; Roger Hami	1996
7	Larry John Wright Inc. ⑧ larryjohnwright.com	231 N. Alma School Rd. Mesa, AZ 85201 480-833-8111	44	\$61 million	Boston's, Lemax, Express Flooring, Spencer's TV and Appliance	John Wright, johnwright@larryjohnwright.com; Jackson Wright; JJ Wright; Jessica Stillwell; Sam John	1983
8	R&R Partners ⑧ rampartners.com	121 E. Buchanan St. Phoenix, AZ 85004 480-317-6040	40	\$66 million	JPS, Boeing, Cox Communications, First Solar	Matt Sheerman; Matt Mason	1996
8	Arrowhead Advertising ③ arrowheadadv.com	16155 N. Rural Ave., #205 Peoria, AZ 85624 623-979-3000	40	\$5 million	NA	Kyle Eng, kylo@arrowheadadv.com	2003
10	Zion & Zion ⑩ zionandzion.com	432 S. Farmer Ave. Tempe, AZ 85281 480-751-1007	39	\$45.6 million	Goodwill, Chisholm USA, DMB, Barco's Pizza, Casino del Sol	Aric Zion, aric@zionandzion.com; DuGae Zion	2003
11	FabCom - Integrated Strategic Marketing ⑩ fabcominc.com	7819 E. Greenway Rd., #5 Scottsdale, AZ 85250 480-478-8500	36	\$36 million	Education, health care, technology	Brian Fabian, brian@fabcominc.com	1992
12	Moses Inc. ⑩ mosesinc.com	20 W. Jackson St. Phoenix, AZ 85003 602-254-7312	35	\$24 million	GCU, FTI, ADHS, Valley Metro	Leslie Moses, lmoses@mosesinc.com	2012
12	Out The Window Advertising ⑩ outthewindow.com	310 S. 49th St., #502 Phoenix, AZ 85004 928-774-5250	35	\$72 million	Penske Automotive Group, Fox Sports Radio, AAA, British Airways	Bill Hogen, bill@outthewindow.com	1998
14	Ideas Collide Marketing Communications ⑩ ideascollide.com	6125 E. Indian School Rd., Shalo 1005 Scottsdale, AZ 85251 480-659-4520	34	\$6 million	Best Western International, Dickinson Dairy, Susan G. Komen Central and Northern AZ	Matthew Clyde; Rebecca Clyde; Michael Mason	2005
15	Santy ⑩ santy.com	8370 E. Via de Ventura, #K-100 Scottsdale, AZ 85258 602-317-9355	27	\$24 million	Peter Piper Pizza, China Mist Icee Tea, Paradise Bakery & Cafe	Daniel Santy, dsanty@santy.com	1991
15	Six Degrees ⑩ six-degrees.com	8040 E. Goldline Dr. Scottsdale, AZ 85250 480-627-9650	27	\$11 million	State of Arizona, Uthera	Frank Scheib, fscheib@six-degrees.com; Eric Brandt	1999
17	Defero ⑩ deferoc.com	3131 E. Camelback Rd., #260 Phoenix, AZ 85016 602-368-3750	26	\$4.1 million	SDA, NFF, Combat, PCH, Tonic, Iwerbar	Eric Smetz, esmetz@deferoc.com; Eric Brandt	2006
18	Elevation Marketing ⑩ elevationmkt.com	1955 S. Val Vista Dr., #101 Mesa, AZ 85204 480-775-0500	25	\$4 million	Armed, LifeLock, Fortizuna	Scott Mroska, smroska@elevationmkt.com; Steve Reed, sreed@elevationmkt.com	1999
18	air INTEGRATED ⑩ airintegrated.com	58 W. Buffalo St., #200 Chandler, AZ 85225 480-921-3220	25	\$27 million	Discount Cab, Forever Resorts, Meritas, Presentation, BBB	David Bails, dbails@airintegrated.com; Richard Cassoy	1997
20	Blufish Design Studio ⑩ blufishdesign.com	110 E. 7th St. Tempe, AZ 85281 480-517-1900	23	\$4.6 million	Taylor Morrison, KB Home, University of Phoenix Stadium, Tibbony & Bosco	Matthew Hader, matt@blufishdesign.com	2002
21	ANDERSON Advertising & Public Relations ⑩ anderson-ad.com	5809 E. Thomas Rd. Phoenix, AZ 85251 480-945-2229	22	\$16.13 million	Phoenix Children's Hospital, Mayo Clinic, Harlins Theatres, Heard Museum, Desert Schools Federal Credit Union	Teel Anderson, teel@anderson-ad.com	2005
22	D+B (Davidson & Belluso Inc.) ⑩ dandb.com	4105 N. 20th St., #155 Phoenix, AZ 85016 602-277-1155	20	\$1.26 million	Tempe Tourism Office, city of Phoenix, Biox Systems Inc.	Michelle Belluso, michelle@db.com; Rob Davidson, rob@db.com	2001
22	Fingerprint² ⑩ fingerprintmarketing.com	6900 E. Camelback Rd., #350 Scottsdale, AZ 85251 480-368-7999	20	\$2.1 million	NA	Michelle Olson	2002
24	KEO Marketing Inc. ⑩ keomarketing.com	4809 E. Thistle Landing Dr., #100 Phoenix, AZ 85044 480-413-2090	16	\$2.5 million	CynsOne, American Action Co, Isola	Sheila Kieffer, sheila@keomarketing.com	2000
25	Velocity Interactive Inc. ⑩ velocity.com	9927 E. Bell Rd., #140 Scottsdale, AZ 85260 480-584-5700	15	\$14 million	Emergen-C Vitamin Drink Mix, Rock and Roll Hall of Fame + Museum, Academy of Television Arts & Sciences	Ronald Miliat	1998
25	Colling Media ⑩ collingmedia.com	14162 N. Frank Lloyd Wright Blvd., #1240 Scottsdale, AZ 85260 480-999-8944	15	\$11 million	Ches Roberts, Gay Fieri Product Line, Southwestern Eye Center	Brian Collins, brian@collingmedia.com	2009

1 D+B (Davidson & Belluso) acquired Papapoulos Strategic Communications (No. 25 on this list last year) on Feb. 6, 2015
2 Listed last year as Olson Communications Inc., which was acquired by Fingerprint in November, 2014.

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► CLOSER LOOK

1,037

Number of local, full-time advertising staff working for the 26 advertising agencies listed on this page

1,099

Total number of local, full-time equivalent advertising staff working for the 28 advertising agencies on this list last year

JUST MISSED THE LIST

Knoodle	14
Catalyst Media Design	14
Quantise	13
Media Buying Services Inc.	12
i-cology	12
On Advertising Inc.	11
Caliber Group	10
Magnetix	10

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