

PHOENIX BUSINESS JOURNAL

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PHOENIX BUSINESS JOURNAL

THE LIST

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ADVERTISING AGENCIES

RANKED BY 2015 LOCAL CAPITALIZED BILLINGS*

Agency name / 2015 Rank	Address	2015 local capitalized billings	Current # of local, full-time advertising staff	Representative area clients	Top local executive	Year founded locally
1 RIESTER ① riester.com	2344 E. Camelback Rd. Phoenix, AZ 85018 602-462-2200	\$133 million	126	AZ Dept of Health, Casino Arizona, Honor Health, Insight, La Victoria, MidFirst Bank, Nationwide Insurance, Talking Stick Resort, United Healthcare	Tim Riestler, tim@riester.com; Alan Perlet, Maja Riestler; Tom Oranga	1989
2 LaneTerraLever ② laneterralever.com	725 W. McDowell Rd. Phoenix, AZ 85007 602-258-5263	\$130 million	110	Arizona Lottery, Cabela's, Inspirato, Mortgage Homes, Honeywell	Ben Lenn, Chris Johnson, Chris Johnson@laneterralever.com	1982
3 LAVIDGE ③ lavidge.com	2777 E. Camelback Rd. Phoenix, AZ 85016 480-998-2600	\$83.36 million	64	Arizona Commerce Authority, ASU, Banner, McDonald's, Phoenix International Raceway, Reliath, Republic Services, Salvation Army, Taser	Bill Lavidge, Anne Robertson	1982
4 Owens Harkey Advertising ④ owensharkey.com	3550 N. Central Ave., #1710 Phoenix, AZ 85013 602-254-5359	\$84.3 million	58	Arizona Lottery, Raising Cane's, Jim Clark Auto, AZDHS, IH Home, Sedona	Matthew Owens, Scott Harkey, sharkey@owensharkey.com	1966
5 Out The Window Advertising ⑤ outthewindow.com	11 S. Central Ave. Phoenix, AZ 85004 928-774-5250	\$75 million	35	Penske Automotive Group, Fox Sports Radio, AAA, British Airways, Cars & Coffee Scottsdale	Bill Hagen, bill@outthewindow.com	1998
6 R&R Partners ⑥ rnpartners.com	121 E. Buchanan St. Phoenix, AZ 85004 480-317-6040	\$68.5 million	40	API, Arnet Inc., Barrow Neurological Institute, Boring, Cox Communications	Matt Silverman, Matt Moun	1996
7 Larry John Wright Inc. ⑦ larryjohnwright.com	211 N. Alma School Rd. Mesa, AZ 85201 480-833-8111	\$65 million	45	Emergency Chiropractic, Express Flooring, Busha'	John Wright, john@larryjohnwright.com; Jackson Wright, JR Wright, Jessica Stillwell, Sam John	1983
8 Cramer-Krasselt ⑧ c-k.com	1850 N. Central Ave., #1900 Phoenix, AZ 85004 602-417-0900	\$62.54 million	42	MSM Grand, RA South, SBF, Valley Toyota, Maricopa County Convention & Visitors Bureau, OneAZ Credit Union	Kristin Bloomquist, kbloomquist@ck.com	1981
9 Off Madison Ave ⑨ offmadison.com	5555 E. Van Buren St., #215 Phoenix, AZ 85008 480-503-4200	\$50 million	41	Arizona Office of Tourism, Chobotz, CVS Caremark, Credit Karma	Roger Harris, David Anderson, Mike Horne	1996
10 Zion & Zion ⑩ zionandzion.com	432 S. Farmer Ave. Tempe, AZ 85281 480-751-1007	\$47.3 million	39	Goodwill, Barro's Pizza, Dorso Network of AZ, Cavino del Sol	Art Zier, art@zionandzion.com; Duane Zier	2003
11 FabCom ⑪ fabcominc.com	7819 E. Greenway Rd., #5 Scottsdale, AZ 85260 480-476-8300	\$38.2 million	42	Health care, education, technology, B2B and B2C	Brian Fabians, brian@fabcominc.com	1992
12 Santy ⑫ santy.com	8370 E. Via de Ventura, #K-100 Scottsdale, AZ 85258 888-879-3685	\$32 million	40	Peter Piper Pizza, Pei Wei Asian Diner, China Mail Ltd Tea	Daniel Santy, dsanty@santy.com	1991
13 Ideas Collide Marketing Communications ⑬ ideascollide.com	4135 E. Indian School Rd., #1001 Scottsdale, AZ 85251 480-659-4520	\$28.75 million	40	Best Western Hotels and Resorts, Dorianism Bats, Susan G. Komen Arizona	Matthew Clark, Rebecca Clark, Michael Mason	2005
14 Moses Inc. ⑭ mosesinc.com	29 W. Jackson St. Phoenix, AZ 85003 602-254-7312	\$27.5 million	45	Grand Canyon University, Arizona Department of Health Services, Valley Metro	Leslie Moses, lmoses@mosesinc.com	1982
15 Commit Agency ⑮ commitagency.com	58 W. Beale St., #200 Chandler, AZ 85225 480-921-3220	\$27 million	25	The Conley, Elusant Cab, Camelot Homes, BBB, Phoenixans, Forever Resorts	David Ralls, david@commitagency.com; Richard Casey; Joel Coon	1997
16 Urias Communications ⑯ uriascommunications.com	1050 N. 40th St., #248 Phoenix, AZ 85018 480-751-5569	\$26.68 million	6	APS, Phoenix Zoo, Dignity Health	Lisa Urias	2004
17 BIG YAM, The Parsons Agency ⑰ bigyam.com	15750 N. Northsight Blvd. Scottsdale, AZ 85260 480-410-6000	\$22 million	30	FMG, Harley-Davidson of Scottsdale, Arizona Association of Realtors	Marlene Curtan, David Richardson, Winne Steiger, win@bigyams.com	2013
18 Catalyst Media Design ⑱ catalystmediadesign.com	4141 N. Scottsdale Rd., #155 Scottsdale, AZ 85251 480-471-8390	\$20 million	14	Trilogy Active Lifestyle Communities, Barnett Balaney Perkins Eye Center, LEGOLAND Discovery Center, KTVK 3TV, KPHO CBS 5, USUW	Dana Trojillo, Renee dePlessis, Liz Scott	2009
19 Media Buying Services Inc. ⑲ mediabuyingservices.com	4545 E. Shea Blvd., #162 Phoenix, AZ 85028 602-998-2232	\$19.2 million	9	State of Arizona, Health Education, Indiana Wesleyan Univ., LMB Bank, Visit Phoenix, Phoenix Art Museum, Desert Botanical Garden	Kathy Murnan, Chuck Murnan	1986
20 ANDERSON Advertising & Public Relations ⑳ anderson-ad.com	5800 E. Thomas Rd. Phoenix, AZ 85251 480-945-2229	\$18.8 million	22	Desert Schools Federal Credit Union, Phoenix Childrens Hospital, Mayo Clinic, Harkins Theatres, Kiewit	Ted Anderson, ted@anderson-ad.com	2005
21 On Advertising Inc. ㉑ on-advertising.com	101 N. 1st Ave., #2000 Phoenix, AZ 85003 480-705-6623	\$12.67 million	10	Arnet Inc., state of Arizona, Maricopa County, Dignity Healthcare, Financier's Restaurants	John Hernandez, Ron Merritt	1994
22 Vilocity Interactive Inc. ㉒ vilocity.com	9027 E. Bell Rd., #140 Scottsdale, AZ 85248 480-584-5700	\$10.5 million	15	Emergen-C Vitamin Drink Wks, Book and Ball Hall of Fame + Museum	Ronald Maltz, Jennifer Smith	1998
23 The James Agency ㉓ thejamesagency.com	81801 E. Indian School Rd., #303 Scottsdale, AZ 85251 480-248-6710	\$10.36 million	28	Hotel Valley Hill, Safeguard, Sprouts' Pizzeria	Veronique James, veronique@thejamesagency.com	2001
24 Six Degrees ㉔ six-degrees.com	8540 E. Golding Dr. Scottsdale, AZ 85260 480-627-9850	\$8.5 million	24	NA	Frank Schab, fschab@six-degrees.com	1999
25 Torres Multicultural Communications ㉕ torresmulticultural.com	901 E. Washington St. Phoenix, AZ 85034 602-394-3430	\$6.2 million	7	NA	Tania Torres, tania@torresmulticultural.com	2009

NOTES: NA - not applicable, not available or not approved * - not listed in 2015

► CLOSER LOOK

\$1.1B

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

\$1.07B

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

HONORABLE MENTION

Blush Design Studio	\$6M
Decibel Blue	\$6M
Spark	\$5.2M
Defers	\$4.2M
Encode	\$4M
Crosby-Wright	\$3.5M
KEO Marketing Inc.	\$2.2M
HDE LLC	\$2M
Magwry	\$1.95M
Quaintie	\$1.5M
DigitalViva360	\$1.06M
BeThinc Advertising	\$1M

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 18. 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?

If you wish to be surveyed when The List is next updated, or if you wish to be considered for other Lists, email your contact information to Dale Brown at dbrown@bizjournals.com.



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ADVERTISING AGENCIES

RANKED BY NUMBER OF LOCAL, FULL-TIME STAFF*

Agency name / 2015 Rank Website	Address Phone	Current # of local, full-time advertising staff	2015 local capitalized billings	Representative area clients	Top local executive	Year founded locally
1 RIESTER ① riester.com	3344 E. Camelback Rd. Phoenix, AZ 85018 602-462-2290	126	\$133 million	AZ Dept of Health, Casino Arizona, Honor Health, Insight, La Victoria, MidFirst Bank, Nationwide Insurance, Talking Stick Resort, United Healthcare	Tim Riestler, trestler@riester.com, Alan Perini, Mira Riestler, Tom Ortega	1989
2 LaneTerralEver ② laneterralever.com	725 W. McDowell Rd. Phoenix, AZ 85007 602-219-5263	110	\$110 million	Arizona Lottery, CableONE, Insignia, Mortgage Homes, HomePwll	Beau Lane, Chris Johnson, chris.johnson@laneterralever.com	1962
3 LAVIDGE ① lavidge.com	2777 E. Camelback Rd. Phoenix, AZ 85018 480-998-2030	84	\$85.36 million	Arizona Commerce Authority, ASU, Banner, McDonald's, Phoenix International Raceway, RedBull, Republic Services, Salvation Army, Taser	Bill Lavidge, Anne Robertson	1962
4 Owens Harkey Advertising ④ owensharkey.com	3550 N. Central Ave., #1718 Phoenix, AZ 85012 602-254-5159	58	\$84.3 million	Arizona Lottery, Raising Cane's, Jim Chick Auto, AZDHS, AV Homes, Setona	Matthew Owens, Scott Harkey, sharkey@owensharkey.com	1968
5 Larry John Wright Inc. ⑦ larryjohnwright.com	233 N. Alma School Rd. Mesa, AZ 85201 480-833-1131	45	\$65 million	Emergency Orthopaedic, Express Flooring, Bahua'	John Wright, johnwright@larryjohnwright.com, Jackson Wright, JR Wright, Jessica Stillwell, Sam John	1983
5 Moses Inc. ⑩ mosesinc.com	20 W. Jackson St. Phoenix, AZ 85001 602-254-7312	45	\$27.5 million	Grand Canyon University, Arizona Department of Health Services, Valley Metro	Lois Moses, loismoses@mosesinc.com	1962
7 Cramer-Krasselt ⑤ cra-k.com	1850 N. Central Ave., #1100 Phoenix, AZ 85004 602-417-0600	42	\$62.54 million	H&M Grant, RA Smith, SRP, Valley Toyota, Maricopa County Convention & Visitors Bureau, OneAZ Credit Union	Wendy Bloomquist, kbloomquist@cra-k.com	1981
7 FabCom ⑩ fabcom.com	7819 E. Greenway Rd., #5 Scottsdale, AZ 85260 480-478-8500	42	\$38.2 million	Health care, education, technology, B2B and B2C	Brian Fabiani, brian@fabcom.com	1992
9 Off Madison Ave ⑩ offmadison.com	5055 E. Van Buren St., #215 Phoenix, AZ 85008 480-505-4300	41	\$50 million	Arizona Office of Tourism, Chipotle, CVS, Carwash, Credit Karma	Roger Harris, David Anderson, Mike Horne	1998
10 R&R Partners ⑩ rarpn.com	121 E. Buchanan St. Phoenix, AZ 85004 480-317-0040	40	\$66.5 million	APL, Annet Inc., Barrow Neurological Institute, Boeing, Cox Communications	Matt Silverman, Matt Mason	1996
10 Ideas Collide Marketing Communications ⑩ ideascollide.com	6125 E. Indian School Rd., #1001 Scottsdale, AZ 85251 480-639-4520	40	\$26.75 million	Best Western Hotels and Resorts, Darwen Dairy, Susan G. Komen Arizona	Matthew Clyde, Rebecca Clyde, Michael Mason	2005
10 Sentry ⑩ sentry.com	8370 E. Via de Ventura, #6-100 Scottsdale, AZ 85258 888-679-3685	40	\$32 million	Peter Piper Pizza, Pui Wei Asian Drive, China Wild, Iced Tea	Daniel Sentry, dsentry@sentry.com	1991
13 Zion & Zion ⑩ zionandzion.com	432 S. Farmer Ave Tempe, AZ 85281 480-751-1097	39	\$47.3 million	Seaskell, Barco's Pizza, Donor Network of AZ, Casino del Sol	Eric Ziss, ericziss@zionandzion.com, Dulce Dan	2003
14 Bluish Design Studio ⑩ bluishdesign.com	118 E. 7th St. Tempe, AZ 85281 480-517-1900	37	\$6 million	Homebuilding, commercial/residential development	Matthew Fisher, matt@bluishdesign.com	2002
15 Out The Window Advertising ⑩ roacht@outthewindow.com	11 S. Central Ave. Phoenix, AZ 85004 602-774-5250	35	\$75 million	Penske Automotive Group, Fox Sports Radio, AAA, British Airways, Cars & Coffee Scottsdale	Bill Roach, bill@roachtthewindow.com	1998
16 BIG YAM, The Parsons Agency ⑩ bigyam.com	15750 N. Northlight Blvd. Scottsdale, AZ 85260 480-410-0000	30	\$22 million	PGI, Harley-Davidson of Scottsdale, Arizona Association of Realtors	Marianne Curran, David Richardson, Wivie Stolper, wstolper@bigyam.com	2011
17 Defero ⑩ deferousa.com	3131 E. Camelback Rd., #300 Phoenix, AZ 85016 602-368-3730	28	\$4.5 million	SMS, SDA, IFS, OFSAZ, PHL, PSI	Eric Brandt, Eric Smith, eric@deferousa.com	2006
17 The James Agency ⑩ thejamesagency.com	8100 E. Indian School Rd., #201 Scottsdale, AZ 85251 480-248-6730	28	\$26.36 million	Hotel Valley Ho, Safeguard, Spina's Pizzeria	Vronique James, vronique@thejamesagency.com	2005
19 Commit Agency ⑩ commitagency.com	58 W. Buffalo St., #200 Chandler, AZ 85225 480-921-3220	25	\$27 million	The Combs, Discount Cab, Camelot Homes, BBB, Phoenix, Forever Resorts	Dave Hall, drahall@commitagency.com, Richard Casary, Joel Cain	1997
20 Six Degrees ⑩ six-degrees.com	8040 E. Golding Dr. Scottsdale, AZ 85260 480-627-9830	24	\$6.5 million	NA	Frank Schab, fschab@six-degrees.com	1999
21 ANDERSON Advertising & Public Relations ⑩ anderson-adv.com	5800 E. Thomas Rd. Phoenix, AZ 85251 480-945-2229	22	\$18.8 million	Deer's Schools Federal Credit Union, Phoenix Children's Hospital, Wayne Clinic, Marlin's Theatres, Knaders	Ted Anderson, ted@anderson-adv.com	2005
22 KEO Marketing Inc. ⑩ keomarketing.com	1 E. Washington St., #598 Phoenix, AZ 85004 480-413-2090	21	\$2.2 million	Intech Equipment, Cactus Semiconductors, Mysak, BillingTree	Sheila Kierkorn, sheila@keomarketing.com	2000
23 Vilocity Interactive Inc. ⑩ vilocity.com	8927 E. Bell Rd., #140 Scottsdale, AZ 85260 480-584-5790	15	\$10.5 million	Emergen-C Vitamin Drink Mix, Rock and Roll Hall of Fame + Museum	Ronald Miki, Jennifer Smith	1998
24 Catalyst Media Design ⑩ catalystmediadesign.com	4341 N. Scottsdale Rd., #135 Scottsdale, AZ 85251 480-471-0390	14	\$20 million	Trilogy Active Lifestyle Communities, Barnet Delaney Perkins Eye Care, LEGBLAND Diagnostics Center, KTVB 3TV, KPHO CBS 5, WJXH	Diana Trujillo, Renee O'Flaherty, Liz Scott	2009
24 Yeager Marketing ⑩ yeagermarketing.com	5110 E. High St., #350 Phoenix, AZ 85054 602-456-1900	14	\$443,217	NA	Renee Yeager, Mark Yeager	2006

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► CLOSER LOOK

1,025

Number of local, full-time advertising staff working for the 25 advertising agencies listed on this page

1,062

Total number of local, full-time advertising staff working for the 27 advertising agencies on this list last year

HONORABLE MENTION

Crosby-Wright	13
Quintline	12
Magnetix	11
On Advertising Inc.	10
4B West Agency	10
Sperk	10
HDE LLC	9
Decibel Blue	9
Media Buying Services Inc.	9
Avadium Design	8
DigitalWire360	8
Rethink Advertising	8

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