

PHOENIX BUSINESS JOURNAL

AUGUST 18, 2017

25



ADVERTISING AGENCIES

RANKED BY 2016 LOCAL CAPITALIZED BILLINGS*

Agency name / 2016 Rank Website	Address Phone	2016 local capitalized billings	Current # of local, full-time advertising staff	Representative area clients	Top local executive	Year founded locally
1 RIESTER ① riester.com	3344 E. Camelback Rd. Phoenix, AZ 85018 602-462-2200	\$166 million	120	ASU Foundation, Casino Arizona, Kona Grill Restaurants, MidFirst Bank, Phoenix Rising FC	Tim Riestler, triester@riester.com; Alan Perkel	1989
2 LaneTerralver ② laneterralever.com	725 W. McDowell Rd. Phoenix, AZ 85007 602-258-5263	\$135 million	105	Arizona Cardinals, Cable ONE, Lyft, Meritage Homes, St. Vincent De Paul, SRP, Phoenix Suns, Phoenix Mercury	Beau Lane; Chris Johnson, chris.johnson@laneterralever.com	1962
3 OH Partners ④ ohpartners.com	3550 N. Central Ave., 19th Fl. Phoenix, AZ 85012 602-254-5159	\$120 million	110	Arizona Lottery, Gila River Hotels & Casinos, Cancer Treatment Centers of America	Matthew Owens; Scott Harkey, s.harkey@owensharkey.com; Matt Moore; Brad Casper	1960
4 LAVIDGE ③ lavidge.com	2777 E. Camelback Rd., #300 Phoenix, AZ 85016 480-998-2500	\$88.06 million	79	Arizona Commerce Authority, ASU, McDonald's, Phoenix International Raceway, Cable ONE	Bill Lavidge; Bob Case, bcas@lavidge.com	1982
5 Out The Window Advertising ⑤ reachoutthewindow.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	Bill Hagen, bill@reachoutthewindow.com	1998
6 Zion & Zion ⑩ zionandzion.com	432 S. Farmer Ave. Tempe, AZ 85281 480-751-1007	\$71.4 million	41	Goodwill, Barro's Pizza, Casino Del Sol, Chas Roberts	Aric Zion, aric@zionandzion.com; DuGue Zion	2003
7 Larry John Wright Inc. ⑦ larryjohnwright.com	231 N. Alma School Rd. Mesa, AZ 85201 480-833-8111	\$69.3 million	42	NA	John Wright, john@larryjohnwright.com; Jackson Wright; JR Wright; Jessica Stillwell; Sam John	1983
8 V Digital Services ⑥ vdigitalservices.com	1201 E. Jefferson St. Phoenix, AZ 85034 480-441-0784	\$68.85 million	76	Cheba Hut, Chevy, Miller Beer	Scott Tobias, scott.tobias@voicemediagroup.com; Chris Bird	2013
9 R&R Partners ⑥ rrpartners.com	121 E. Buchanan St. Phoenix, AZ 85004 480-317-6040	\$67 million	30	Avnet, Boeing, NHL, Cox Communications	Matt Silverman; Matt Mason	1996
10 Off Madison Ave ⑩ offmadisonave.com	5555 E. Van Buren St., #215 Phoenix, AZ 85008 480-505-4500	\$50 million	40	Arizona Office of Tourism, NASM, OdySea Aquarium	Roger Hurni; David Anderson; Mike Horne	1998
11 Santy ⑫ santy.com	8370 E. Via de Ventura, #K-100 Scottsdale, AZ 85258 888-679-3685	\$42 million	41	Peter Piper Pizza, Kitchell, Delta, China Mist	Daniel Santy, dsanty@santy.com	1991
12 FabCom ⑪ fabcomlive.com	7819 E. Greenway Rd. Scottsdale, AZ 85260 480-478-8500	\$38 million	40	Health care, technology, education, not-for-profit, B2B, B2C	Brian Fabiano, brian@fabcomlive.com	1992
13 BIG YAM, The Parsons Agency ⑦ bigyam.com	15750 N. Northsight Blvd. Scottsdale, AZ 85260 480-410-6000	\$33 million	31	PKG, Brooklyn Bedding, Yandy	Bob Parsons; Marianne Guenther; Winnie Stolper	2012
14 Ideas Collide ⑬ ideascollide.com	6125 E. Indian School Rd., #1001 Scottsdale, AZ 85251 480-659-4520	\$26 million	40	Best Western Hotels & Resorts, Danzsen Dairy, Paul Mitchell	Matthew Clyde; Rebecca Clyde	2005
15 CoNecs North America ⑱ uriascommunications.com	5343 N. 16th St., #240 Phoenix, AZ 85016 480-751-5569	\$24 million	10	Mercy Care Plan, Achieve60AZ, NCLR, APS	Lisa Urias	2016
16 Fingerpaint ⑫ fingerpaintmarketing.com	6900 E. Camelback Rd., #360 Scottsdale, AZ 85251 480-368-7999	\$20.31 million	30	RefreshQ, Depomed, Ohio State James Cancer Hospital	Michelle Olson	2002
17 Catalyst Media Design ⑱ catalystmediadesign.com	4141 N. Scottsdale Rd., #155 Scottsdale, AZ 85251 480-471-8390	\$20 million	15	Barnet Dulaney Perkins Eye Center, DentalOne Partners, KTVK, KPHO, Macerich, Senior Lifestyle	Joe Scott	2009
18 Media Buying Services Inc. ⑨ mediabuyingservices.com	4545 E. Shea Blvd., #162 Phoenix, AZ 85028 602-996-2232	\$19.21 million	9	UMB Bank, Vantage West Credit Union, Honor Healthcare, State of Arizona, Helix Education	Kathy Munson; Chuck Munson	1986
19 Moses Inc. ⑭ mosesinc.com	106 E. Buchanan St. Phoenix, AZ 85004 602-254-7312	\$18.5 million	21	NA	Louie Moses, louiemoses@mosesinc.com	1983
20 Commit Agency ⑱ commitagency.com	58 W. Buffalo St., #200 Chandler, AZ 85225 480-921-3220	\$18.31 million	22	Phoenician, Forever Resorts, Sante, Camelot, Magnolia Hotels, BBB	David Rails, drails@commitagency.com; Richard Cassey; Joel Coen	1997
21 On Advertising Inc. ⑳ on-advertising.com	101 N. 1st Ave., #2000 Phoenix, AZ 85003 480-705-6623	\$15.1 million	12	Avnet, Ari Energy, state of Arizona, Sonoran Technology, Dignity Healthcare, city of Phoenix	John Hernandez; Ron Meritt	1994
22 The James Agency ⑳ thejamesagency.com	8100 E. Indian School Rd., #201 Scottsdale, AZ 85251 480-248-6710	\$15 million	35	Hotel Valley Ho, Mountain Shadows, Safeguard Security, Superfly/Lost Lake Festival	Veronique James, veronique@thejamesagency.com	2005
23 ANDERSON Advertising & Public Relations ⑳ anderson-adv.com	5800 E. Thomas Rd., #100 Scottsdale, AZ 85251 480-945-2229	\$14.7 million	21	Desert Schools Federal Credit Union, Phoenix Children's Hospital, Mayo Clinic, Alliance Home Loans	Ted Anderson, ted@anderson-adv.com	2005
24 Decibel Blue ⑳ decibelblue.com	350 W. Washington St., #308 Tempe, AZ 85281 480-894-2583	\$7 million	10	My Sister's Closet, My Sister's Attic, Well Sulted, M Culinary Concepts	David Eichler, david@decibelblue.com; Diane Eichler	2005
25 Blufish Design Studio ⑳ blufish.com	110 E. 7th St. Tempe, AZ 85281 480-517-1900	\$6 million	40	NA	Matthew Hasher, matt@blufishdesign.com	2002

* Listed last year as Urias Communications.

NOTES: NA - not applicable, not available or not approved * - not listed in 2016

➤ CLOSER LOOK

\$1.17B

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

\$1.1B

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

HONORABLE MENTION

Iconic Results	\$5.5M
Knoodle	\$4.5M
Rainmaker Integrated	\$4.5M
Digital Wire360	\$3.8M
Magnetry	\$3.5M
Yeager Marketing	\$3.1M
KEO Marketing Inc.	\$2.3M
HDE LLC	\$1.8M
Crosby-Wright	\$1.2M

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 full-time employees and its capitalized billings, this list has also been ranked by full-time staffing. That alternatively ranked list appears on page 23.

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)

NEED A COPY OF THE LIST?

For information on obtaining reprints, web permissions and commemorative plaques, contact Barbara Barnstead at 602-308-6541 or barnstead@bizjournals.com. More information can be found online at Phoenix.Bizjournals.com by clicking "More..." on the Menu bar.

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.

PHOENIX BUSINESS JOURNAL

AUGUST 18, 2017

23

THE LIST

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

ADVERTISING AGENCIES

RANKED BY NUMBER OF LOCAL, FULL-TIME STAFF*

Agency name / 2016 Rank Website	Address Phone	Current # of local, full-time advertising staff	2016 local capitalized billings	Representative area clients	Top local executive	Year founded locally
1 RIESTER ① riester.com	3344 E. Camelback Rd. Phoenix, AZ 85018 602-462-2200	120	\$166 million	ASU Foundation, Casino Arizona, Kona Grill Restaurants, MidFirst Bank, Phoenix Rising FC	Tim Riester, triester@riester.com; Alan Perkel	1989
2 OH Partners ④ ohpartners.com	3550 N. Central Ave., 19th FL Phoenix, AZ 85012 602-254-5159	110	\$120 million	Arizona Lottery, Gila River Hotels & Casinos, Cancer Treatment Centers of America	Matthew Owens; Scott Harkey, s.harkey@owensharkey.com; Matt Moore; Brad Casper	1960
3 LaneTerraLever ② laneterralever.com	725 W. McDowell Rd. Phoenix, AZ 85007 602-259-5263	105	\$135 million	Arizona Cardinals, Cable ONE, Lyft, Meritage Homes, St. Vincent De Paul, SRP, Phoenix Suns, Phoenix Mercury	Beau Lane; Chris Johnson, chris.johnson@laneterralever.com	1962
4 LAVIDGE ③ lavidge.com	2777 E. Camelback Rd., #300 Phoenix, AZ 85016 480-998-2600	79	\$88.06 million	Arizona Commerce Authority, ASU, McDonald's, Phoenix International Raceway, Cable ONE	Bill Lavidge; Bob Case, bcase@lavidge.com	1982
5 V Digital Services ⑥ vdigitalservices.com	1201 E. Jefferson St. Phoenix, AZ 85034 888-441-0784	76	\$68.85 million	Cheba Hut, Chevy, Miller Beer	Scott Tobias, scott.tobias@voicemediagroup.com; Chris Bird	2013
6 Iconic Results ⑧ iconicresults.com	8125 N. 23rd Ave., #100 Phoenix, AZ 85021 480-739-2071	75	\$5.55 million	Nationwide	NA	2014
7 Larry John Wright Inc. ⑤ larryjohnwright.com	231 N. Alma School Rd. Mesa, AZ 85201 480-833-8111	42	\$69.3 million	NA	John Wright, john@larryjohnwright.com; Jackson Wright; JR Wright; Jessica Stillwell; Sam John	1983
8 Zion & Zion ⑬ zionandzion.com	432 S. Farmer Ave. Tempe, AZ 85281 480-751-1097	41	\$71.4 million	Goodwill, Barro's Pizza, Casino Del Sol, Chas Roberts	Aric Zion, aric@zionandzion.com; DuGue Zion	2003
8 Santy ⑩ santy.com	8370 E. Via de Ventura, #K-100 Scottsdale, AZ 85258 888-679-3685	41	\$42 million	Peter Piper Pizza, Kitchell, Delta, China Mist	Daniel Santy, dsanty@santy.com	1991
10 R&R Partners ⑩ rrpartners.com	121 E. Buchanan St. Phoenix, AZ 85004 480-317-6040	40	\$67 million	Avnet, Boeing, NHL, Cox Communications	Matt Silverman; Matt Mason	1996
10 Blufish Design Studio ⑭ blufish.com	110 E. 7th St. Tempe, AZ 85281 480-517-1900	40	\$6 million	NA	Matthew Hasher, matt@blufishdesign.com	2002
10 FabCom ⑦ fabcomlive.com	7819 E. Greenway Rd. Scottsdale, AZ 85260 480-478-8500	40	\$38 million	Health care, technology, education, not-for-profit, B2B, B2C	Brian Fabiano, brian@fabcomlive.com	1992
10 Ideas Collide ⑫ ideascollide.com	6125 E. Indian School Rd., #1001 Scottsdale, AZ 85251 480-659-4520	40	\$26 million	Best Western Hotels & Resorts, Danzeisen Dairy, Paul Mitchell	Matthew Clyde; Rebecca Clyde	2005
10 Off Madison Ave ⑨ offmadisonave.com	5555 E. Van Buren St., #215 Phoenix, AZ 85008 480-505-4500	40	\$50 million	Arizona Office of Tourism, NASM, OdySea Aquarium	Roger Humi; David Anderson; Mike Horne	1998
15 Out The Window Advertising ⑮ reachoutthewindow.com	11 S. Central Ave. Phoenix, AZ 85004 928-774-5250	35	\$75 million	Penske Automotive Group, Fox Sports Radio, AAA, British Airways, Cars & Coffee	Bill Hagen, bill@reachoutthewindow.com	1998
15 The James Agency ⑰ thejamesagency.com	8100 E. Indian School Rd., #201 Scottsdale, AZ 85251 480-248-6710	35	\$15 million	Hotel Valley Ho, Mountain Shadows, Safeguard Security, Superfly/Lost Lake Festival	Veronique James, veronique@thejamesagency.com	2005
17 BIG YAM, The Parsons Agency ⑱ bigyam.com	15750 N. Northlight Blvd. Scottsdale, AZ 85260 480-410-6000	31	\$33 million	PXG, Brooklyn Bedding, Yandy	Bob Parsons; Marianne Guenther; Wichie Stolper	2012
18 Fingerpaint ⑫ fingerpaintmarketing.com	6900 E. Camelback Rd., #360 Scottsdale, AZ 85251 480-368-7999	30	\$20.31 million	RefreshinQ, Depomed, Ohio State James Cancer Hospital	Michelle Olson	2002
19 KEO Marketing Inc. ⑳ keomarketing.com	1 E. Washington St., #500 Phoenix, AZ 85004 480-413-2090	22	\$2.3 million	TBConsulting, BillingTree, Red Flag Group	Sheila Kloefkorn, sheila@keomarketing.com	2000
19 Commit Agency ⑲ commitagency.com	58 W. Buffalo St., #200 Chandler, AZ 85225 480-921-3220	22	\$18.31 million	Phoenician, Forever Resorts, Sante, Carnelot, Magnolia Hotels, BBB	David Ralls, dralls@commitagency.com; Richard Cassey; Joel Coen	1997
21 Moses Inc. ⑮ mosesinc.com	106 E. Buchanan St. Phoenix, AZ 85004 602-254-7312	21	\$18.5 million	NA	Louie Moses, louiemoses@mosesinc.com	1983
21 ANDERSON Advertising & Public Relations ⑳ anderson-adv.com	5800 E. Thomas Rd., #100 Scottsdale, AZ 85251 480-945-2229	21	\$14.7 million	Desert Schools Federal Credit Union, Phoenix Children's Hospital, Mayo Clinic, Alliance Home Loans	Ted Anderson, ted@anderson- adv.com	2005
23 Yeager Marketing ㉑ yeagermarketing.com	5310 E. High St., #350 Phoenix, AZ 85054 602-456-1980	20	\$3.1 million	NA	Renee Yeager; Mark Yeager	2008
24 Knoodle ㉒ knoodle.com	4450 N. 12th St., #120 Phoenix, AZ 85014 602-530-9900	18	\$4.5 million	NA	Rosaria Cain, rosariag@useyourknoodle.com	1999
25 Catalyst Media Design ㉓ catalystmediadesign.com	4141 N. Scottsdale Rd., #155 Scottsdale, AZ 85251 480-471-8390	15	\$20 million	Barnet Dulaney Perkins Eye Center, DentalOne Partners, KTVK, KPHO, Macerich, Senior Lifestyle	Liz Scott	2009
25 Vilocity Interactive Inc. ㉔ vilocity.com	9927 E. Bell Rd., #140 Scottsdale, AZ 85260 480-584-5700	15	\$10,500	NA	Ronald Milet; Jennifer Smith	1998

NOTES: NA - not applicable, not available or not approved * - not listed in 2016

► CLOSER LOOK

1,174

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

1,732

Total number of employees working for the 26 advertising agencies listed on this page

HONORABLE MENTION

Magnetry	12
On Advertising Inc.	12
CoNecs North America	10
Decibel Blue	10
DigitalWire360	10
Crosby-Wright	9
HDE LLC	9
Media Buying Services Inc.	9

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 full-time employees and its capitalized billings, this list has also been ranked by local capitalized billings. That alternatively ranked list appears on page 25. 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).

NEED A COPY OF THE LIST?

For information on obtaining reprints, web permissions and commemorative plaques, contact Barbara Barnstead at 602-308-6541 or bbarnstead@bizjournals.com. More information can be found online at Phoenix.Bizjournals.com by clicking "More..." on the Menu bar.

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.