

# PHOENIX BUSINESS JOURNAL

## THE LIST

Compiled by Dale Brown  
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dbrown@bizjournals.com

### ADVERTISING AGENCIES

RANKED BY 2017 LOCAL CAPITALIZED BILLINGS\*

Agency name / 2017 Rank Website	Address Phone	2017 local capitalized billings	Current # of local, full-time advertising staff	Representative area clients	Top local executive	Year founded locally
<b>1</b> OH Partners ③ ohpartners.com	3550 N. Central Ave., 19th Fl. Phoenix, AZ 85012 602-254-5159	\$176.91 million	110	Gila River Hotels & Casinos, Arizona Lottery, SBP	Matthew Owens; Scott Harkey, s.harkey@owensharkey.com; Matt Moore; Brad Casper	1960
<b>2</b> Lane Terralver ② laneterraver.com	645 E. Missouri Ave., #400 Phoenix, AZ 85012 602-258-5263	\$175 million	102	Arizona Cardinals, Toyota, Universal Technical Institute	Beau Lane; Chris Johnson, chris.johnson@laneterraver.com	1962
<b>3</b> RIESTER ① riester.com	3344 E. Camelback Rd. Phoenix, AZ 85018 602-462-2200	\$169.66 million	108	Arizona Department of Health, Casino Arizona, Citizens Open Elections Commission, Inland Museum, Phoenix Rising FC	Tim Riestler, triester@riester.com; Alan Perkel, aperkel@riester.com	1989
<b>4</b> LAVIDGE ④ lavidge.com	2777 E. Camelback Rd., #300 Phoenix, AZ 85016 480-996-2600	\$104 million	72	McDonald's, APS, ACA, ISM Raceway, ASU, Sanctuary, Cable One, Delta Dental, AAA	Bill Lavidge	1982
<b>5</b> Zion & Zion ⑤ zionandzion.com	432 S. Farmer Ave. Tempe, AZ 85281 480-751-1007	\$81.4 million	40	ABS/Roscoe Booter, BARD BD, Sun Health, Barro's Pizza, Arthur Andrew Medical	Art Zion, arizonandzion.com; DuGee Zion	2003
<b>6</b> V Digital Services ⑥ vdigitalservices.com	1201 E. Jefferson St. Phoenix, AZ 85034 888-441-0784	\$76.74 million	71	Chelba Hut, Clavy, Four Peaks Brewing	Scott Tobin, scott.tobin@vdcimedialogroup.com	2013
<b>7</b> Out The Window Advertising ⑦ reachoutthewindow.com	11 S. Central Ave. Phoenix, AZ 85004 928-774-5250	\$75 million	35	Perini Automotive Group, For Sports, AAA, British Airways, Cars & Coffee Scottsdale, Los Arizona Beachfront	Bill Hagen, bill@reachoutthewindow.com	1998
<b>8</b> Off Madison Ave ⑧ offmadisonave.com	5555 E. Van Buren St., #215 Phoenix, AZ 85008 480-505-4500	\$68 million	42	Arizona Office of Tourism, OdySea Aquarium, NASM	Roger Hurn; David Anderson	1998
<b>9</b> IWS ⑨ workwiththes.com	5330 N. 12th St. Phoenix, AZ 85014 602-222-4704	\$53.36 million	28	APS, The Phoenix Symphony, Ivy Brain Tumor Center, First Things First, US Soccer Foundation	Max Foxe, max@workwiththes.com; Paul McKay	1999
<b>10</b> FabCom ⑩ fabcomllc.com	7819 E. Greenway Rd. Scottsdale, AZ 85260 480-478-8500	\$43.5 million	43	NA	Brian Fabians, brian@fabcomllc.com	1992
<b>11</b> Santy ⑪ santy.com	8370 E. Via de Ventura, #100 Scottsdale, AZ 85258 888-679-3685	\$42 million	27	Peter Piper Pizza, Pochy, Arizona State University, Kitchell, Delta, APS, China Mist, Verizon	Daniel Santy, dsanty@santy.com	1991
<b>12</b> Larry John Wright Inc. ⑫ larryjohnwright.com	231 N. Alma School Rd. Mesa, AZ 85201 480-833-8111	\$41 million	47	NA	John Wright, john@larryjohnwright.com; Jackson Wright; JR Wright; Jessica Stillwell; Sam John	1983
<b>12</b> BIG YAM, The Parsons Agency ⑫ bigyam.com	15750 N. Northlight Blvd. Scottsdale, AZ 85260 480-410-6000	\$41 million	37	PKU, Cruise Agents, Arizona Association of Realtors, Browne Law Group, Phoenix Children's Hospital	Bob Parsons; Marlene Guenther; Winnie Stolper	2013
<b>14</b> Ideas Collide ⑭ ideascollide.com	6125 E. Indian School Rd., #1001 Scottsdale, AZ 85251 480-659-4520	\$36.5 million	45	TechData, Best Western Hotels & Resorts, Paul Mitchell	Matthew Clyde; Rebecca Clyde; Michael Mason, msk@ideascollide.com	2005
<b>15</b> Fingerprint ⑮ fingerprintmarketing.com	3131 E. Camelback Rd., #300 Phoenix, AZ 85016 480-368-7999	\$30.89 million	35	NA	Michelle Olson	2002
<b>16</b> Six Degrees ⑯ six-degrees.com	8040 E. Golding Dr. Scottsdale, AZ 85260 480-627-9850	\$26.8 million	27	NA	Willy Schab, wilschab@six-degrees.com; Kimberly Coffman, kcoffman@six-degrees.com	1999
<b>17</b> Commit Agency ⑰ commitagency.com	58 W. Buffalo St., #200 Chandler, AZ 85225 480-921-3220	\$23.1 million	27	Goodwill of Central & Northern Arizona, Forever Resorts, BBB, Make-A-Wish America, The Phoenixian	Dave Rahn, drahn@commitagency.com; Joel Coen	1997
<b>18</b> Catalyst Media Design ⑱ catalystmediadesign.com	6991 E. Camelback Rd., #C-340 Scottsdale, AZ 85251 480-471-8390	\$20 million	16	Macerich, Trilogy Communities, Valley of the Sun United Way, Barnett Dulaney Perkins Eye Center	Liz Scott	2009
<b>19</b> Media Buying Services Inc. ⑲ mediabuyingservices.com	4545 E. Shea Blvd., #162 Phoenix, AZ 85028 602-996-2232	\$17.6 million	9	Helix Education, HonorHealth, Maricopa County, Payday HCM, Phoenix Children's Hospital	Kathy Munson; Chuck Munson	1986
<b>20</b> The James Agency ⑳ thejamesagency.com	6240 E. Thomas Rd., #200 Scottsdale, AZ 85251 480-248-6710	\$17 million	35	Mountain Shadows, Hotel Valley Ho, Safeguard	Veronique James, veronique@thejamesagency.com	2005
<b>21</b> ON Advertising Inc. ㉑ on-advertising.com	101 N. 1st Ave., #2000 Phoenix, AZ 85003 480-705-6623	\$15.54 million	17	Amet, ASU, Cavanaugh Law Firm, Hines Construction, Pioneer Packaging, State of Arizona	John Hansacker; Ron Meritt	1994
<b>22</b> ANDERSON Advertising & Public Relations ㉒ anderson-adv.com	5800 E. Thomas Rd., #100 Scottsdale, AZ 85251 480-945-2229	\$15 million	22	Dewert Financial Credit Union, Oregon's, Phoenix Children's Hospital, High Street, Mayo Clinic	Ted Anderson, ted@anderson-adv.com	2005
<b>23</b> CoNecs North America ㉓ conecsa.com	5343 N. 16th St., #240 Phoenix, AZ 85016 480-751-5569	\$14.67 million	14	APS, Dignity Health, Mercy Care, Maricopa Community Colleges	Lisa Urias	2016
<b>24</b> BIGFISH Creative Group ㉔ thinkbigfish.com	7000 E. 1st Ave. Scottsdale, AZ 85251 480-355-2550	\$14 million	25	Fiesta Bowl, ADOT, Basix.ed	Joe Pizzimenti, jp@thinkbigfish.com	2006
<b>25</b> Yeager Marketing ㉕ yeagermarketing.com	5310 E. High St., #350 Phoenix, AZ 85054 602-456-1980	\$12.7 million	19	Amet, Tech Data, Optima ECM	Renee Yeager; Mark Yeager	2008

NOTES: NA - not applicable, not available or not approved \* - not listed in 2017

#### ► CLOSER LOOK

### \$1.39B

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

### \$1.24B

Total capitalized billings for the 26 advertising agencies on this list last year

#### HONORABLE MENTION

Moses Inc.	\$11.5M
Velocity Interactive Inc.	\$10.5M
Defaroe	\$10M
Iconic Results	\$9M
Knoodle	\$8.5M
Decibel Blue	\$7M
Magnatry	\$6.1M
Blush Design Studio	\$4.8M
DigitalWire360	\$3.4M
Crosby-Wright	\$2.7M
FireDrum Internet Marketing	\$2.3M
KEO Marketing Inc.	\$2.3M

#### 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 7. 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?

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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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## THE LIST

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### ADVERTISING AGENCIES

RANKED BY NUMBER OF LOCAL, FULL-TIME STAFF\*

Agency name / 2017 Rank Website	Address Phone	Current # of local, full-time advertising staff	2017 local capitalized billings	Representative area clients	Top local executive	Year founded locally
<b>1</b> OH Partners ② ohpartners.com	3550 N. Central Ave., 19th Fl. Phoenix, AZ 85012 602-254-5159	110	\$176.91 million	Gila River Hotels & Casinos, Arizona Lottery, SRP	Matthew Owens; Scott Harley, s.harley@downsharley.com; Matt Moore; Brad Cramer	1960
<b>2</b> RIESTER ① riester.com	3344 E. Camelback Rd. Phoenix, AZ 85018 602-462-2200	108	\$169.66 million	Arizona Department of Health, Casino Arizona, Citizens Clean Elections Commission, Heard Museum, Phoenix Rising FC	Tim Riester, t.riester@riester.com; Alan Perkal, a.perkal@riester.com	1989
<b>3</b> Lane/Terralever ④ laneterralever.com	645 E. Missouri Ave., #400 Phoenix, AZ 85012 602-258-5263	102	\$175 million	Arizona Cardinals, Toyota, Universal Technical Institute	Beau Lane; Chris Johnson, chris.johnson@laneterralever.com	1962
<b>4</b> Iconic Results ⑥ iconicresults.com	8125 N. 23rd Ave., #100 Phoenix, AZ 85021 480-739-2073	80	\$9 million	NA	Matt Varma	2014
<b>5</b> LAVIDGE ④ lavidge.com	2777 E. Camelback Rd., #300 Phoenix, AZ 85016 480-998-2600	72	\$104 million	McDonald's, AFS, ACA, ISM Raceway, ASU, Sanctuary, Cable One, Delta Dental, AAA	Bill Lavidge	1982
<b>6</b> V Digital Services ⑤ vdigitalservices.com	1201 E. Jefferson St. Phoenix, AZ 85034 888-441-0784	71	\$75.74 million	Chick-Hut, Chevy, Four Peaks Brewing	Scott Tobias, scott.tobias@vockernackgroup.com	2013
<b>7</b> Larry John Wright Inc. ⑦ larryjohnwright.com	231 N. Alma School Rd. Mesa, AZ 85201 480-835-8111	4	\$41 million	NA	John Wright, john@larryjohnwright.com; Jackson Wright; JR Wright; Jessica Stillwell; Sam John	1983
<b>8</b> Ideas Collide ⑩ ideascollide.com	6125 E. Indian School Rd., #1003 Scottsdale, AZ 85251 480-659-4520	45	\$36.5 million	TechData, Best Western Hotels & Resorts, Paul Mitchell	Matthew Clyde; Rebecca Clyde; Michael Mason, mike@ideascollide.com	2005
<b>9</b> FabCom ⑩ fabcomtive.com	7819 E. Greenway Rd. Scottsdale, AZ 85260 480-478-8500	43	\$43.5 million	NA	Brian Fabiano, brian@fabcomtive.com	1992
<b>10</b> Off Madison Ave ⑩ offmadisonave.com	5555 E. Van Buren St., #215 Phoenix, AZ 85008 480-505-4500	42	\$68 million	Arizona Office of Tourism, Odyssey Aquarium, NASM	Roger Hunt; David Anderson	1998
<b>11</b> Defero ⑩ deferocsa.com	3131 E. Camelback Rd., #960 Phoenix, AZ 85015 602-968-3750	40	\$10 million	San David Auto, Northcentral University, Bar S Foods, National Kidney Foundation	Eric Brandt, ebrandt@deferocsa.com; Mickey Lucas, mlucas@deferocsa.com	2006
<b>11</b> Zion & Zion ⑩ zionandzion.com	432 S. Farmer Ave. Tempe, AZ 85281 480-751-1007	40	\$81.4 million	AUS/Ruscus/Ruster, BARD RD, Sun Health, Barco's Pigs, Arthur Andrew Medical	Eric Zion, eric@zionandzion.com; Duane Zion	2003
<b>13</b> BIG YAM, The Parsons Agency ⑩ bigyam.com	15750 N. Northlight Blvd. Scottsdale, AZ 85260 480-410-6000	37	\$41 million	PWG, Cruise America, Arizona Association of Realtors, Brenne Law Group, Phoenix Children's Hospital	Bob Parsons; Marianne Guenther; Winnie Stolper	2013
<b>14</b> The James Agency ⑩ thejamesagency.com	6240 E. Thomas Rd., #200 Scottsdale, AZ 85251 480-248-6750	35	\$17 million	Mountain Shadows, Hotel Valley Ho, Safeguard	Veronique James, veronique@thejamesagency.com	2005
<b>14</b> Fingerpaint ⑩ fingerpaintmarketing.com	3131 E. Camelback Rd., #900 Phoenix, AZ 85015 480-968-7999	35	\$30.89 million	NA	Michelle Olson	2002
<b>14</b> Out The Window Advertising ⑩ outthewindow.com	11 S. Central Ave. Phoenix, AZ 85004 928-774-5250	35	\$75 million	Penske Automotive Group, For Sports, AAA, British Airways, Cars & Coffee Scottsdale, Los Arizona Beachfront	Bill Hagen, bill@outthewindow.com	1998
<b>17</b> Blufish Design Studio ⑩ blufish.com	110 E. 7th St. Tempe, AZ 85281 480-517-1960	32	\$4.8 million	Taylor Morrison, Tiffany & Basics, Carib Coffee	Matthew Hoher, matt@blufishdesign.com	2002
<b>18</b> IWS ⑩ wwwiws.com	5330 N. 12th St. Phoenix, AZ 85014 602-222-4764	28	\$53.36 million	AFS, The Phoenix Symphony, Ivy Brain Tumor Center, First Things First, US Soccer Foundation	Max Foss, max@iws.com; Paul McKay	1999
<b>19</b> Santy ⑩ santy.com	8370 E. Via de Ventura, #V-100 Scottsdale, AZ 85258 888-679-3685	27	\$42 million	Peter Piper Pizza, Pocky, Arizona State University, Kitchell, Delta, AFS, Citrus Mist, Verizon	Daniel Santy, dsanty@santy.com	1991
<b>19</b> Commit Agency ⑩ commitagency.com	58 W. Buffalo St., #200 Chandler, AZ 85225 480-921-3220	27	\$23.1 million	Goodwill of Central & Northern Arizona, Forever Resorts, BBK, Make-A-Wish America, The Phoenixian	David Hall, david@commitagency.com; Joel Coan	1997
<b>19</b> Six Degrees ⑩ six-degrees.com	8040 E. Golding Dr. Scottsdale, AZ 85260 480-627-0650	27	\$26.8 million	NA	Frank Schab, fschab@six-degrees.com; Kimberly Coffman, kcoffman@six-degrees.com	1999
<b>22</b> BIGFISH Creative Group ⑩ thetbigfish.com	7000 E. 1st Ave. Scottsdale, AZ 85251 480-355-2550	25	\$14 million	Fiesta Bowl, ADOE, Basis.ed	Joe Pizamenti, jpamenti@bigfish.com	2006
<b>23</b> ANDERSON Advertising & Public Relations ⑩ anderson-adv.com	5800 E. Thomas Rd., #100 Scottsdale, AZ 85251 480-945-2229	22	\$15 million	Desert Financial Credit Union, Oregon's, Phoenix Children's Hospital, High Street, Mayo Clinic	Ted Anderson, ted@anderson-adv.com	2005
<b>24</b> Moses Inc. ⑩ mosesinc.com	106 E. Buchanan St. Phoenix, AZ 85004 602-417-1301	21	\$11.5 million	Cosmetics, video gaming, tourism, economic development, entertainment/live events, healthcare	Louise Moses, louise@mosesinc.com	1983
<b>25</b> Yeager Marketing ⑩ yeagermarketing.com	5310 E. High St., #350 Phoenix, AZ 85054 602-456-1080	19	\$12.7 million	Avnet, Tech Data, Optima ECM	Renee Yeager; Mark Yeager	2008

NOTES: NA - not applicable, not available or not approved \* - see listed in 2017

#### ► CLOSER LOOK

**1,170**

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

**1,455**

Total number of local, full-time employees working for the 25 advertising agencies listed on this page

#### HONORABLE MENTION

KEO Marketing Inc.	17
ON Advertising Inc.	17
Catalyst Media Design	16
Vlocity Interactive Inc.	15
Magnetry	14
CoNoco North America	14
Knoodle	10
DeCal Blue	10
DigitalWine360	10
Media Buying Services Inc.	9
HDE LLC	9
ReThink Advertising	8

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