

PHOENIX BUSINESS JOURNAL

THE LIST

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

ADVERTISING AGENCIES

RANKED BY 2018 LOCAL CAPITALIZED BILLINGS*

Rank	Agency name / 2018 Rank	Address Contact info	2018 local capitalized billings	Current # of local, full-time advertising staff	Representative area clients	Top local executive	Year founded locally
1	LaneTerraLever ② laneterralever.com	645 E. Missouri Ave., #400 Phoenix, AZ 85012 602-258-5263	\$177 million	110	Cardinals, Toyota, Desert Diamond Casino, Phoenix Zoo, Shamrock Foods, TruGreen, The STRAT	Beau Lane, Chris Johnson, chris.johnson@laneterralever.com	1962
2	RIESTER ③ riester.com	3344 E. Camelback Rd. Phoenix, AZ 85018 602-462-2208	\$138.36 million	110	Arizona Department of Health Services, Casero Arizona, Heard Museum, Peter Piper Pizza, Phoenix Rising FC, Truly Nolen	Tim Riestler, triester@riester.com; Mirja Riestler; Tom Ortega; Alan Perkel	1989
3	Zion & Zion ① zionandzion.com	432 S. Farmer Ave. Tempe, AZ 85281 480-751-1007	\$101.2 million	44	Phoenix Sun, ISM Raceways, Donahoe Life Arizona, BD, ARS/Rescue Router	Aric Zion, aric@zionandzion.com; DuGue Zion	2003
4	OH Partners ① ohpartners.com	3550 N. Central Ave., #1900 Phoenix, AZ 85012 602-254-5159	\$96.25 million	121	Gila River Hotels & Casinos, Arizona Lottery, SRP	Matthew Owens, Scott Harkley, s.harkley@owensharkley.com; Matt Moore; Brad Casper	1960
5	LAVIDGE ④ lavidge.com	2777 E. Camelback Rd., #300 Phoenix, AZ 85016 480-998-2600	\$92 million	67	APS, ASU, Arizona Commerce Authority, SimonMed	Bill Lavidge	1982
6	V Digital Services ⑥ vdigital.com	1201 E. Jefferson St. Phoenix, AZ 85034 888-441-0784	\$88.31 million	90	Chevy, Lennor Corp., Capital Fund I	Scott Tobias, scott.tobias@vdsmedia.com	2013
7	Larry John Wright Advertising Inc. ② larryjohnwright.com	231 N. Alma School Rd. Mesa, AZ 85201 480-833-8111	\$76.45 million	45	n/a	John Wright, john@larryjohnwright.com; Jackson Wright, JR Wright; Jessica Shilwell; Sam John	1983
8	Out The Window Advertising ⑦ ruchoutthewindow.com	311 S. Central Ave. Phoenix, AZ 85004 928-774-5250	\$75 million	35	Prevue Automotive Group, Fox Sports Radio, AAA, Cars & Coffee Scottsdale	Bill Hagen, bill@ruchoutthewindow.com	1998
9	Ideas Collide ⑤ ideascollide.com	6125 E. Indian School Rd., #1001 Scottsdale, AZ 85251 480-559-4520	\$51.38 million	52	Best Western Hotels & Resorts, Damrosen Dairy, Tech Data, Swaner, Blue Cross Blue Shield of Arizona	Matthew Clyde; Rebecca Clyde; Michael Maxon, mmaxon@ideascollide.com	2005
10	Off Madison Ave ⑧ offmadisonave.com	5555 E. Van Buren St., #215 Phoenix, AZ 85008 480-505-4500	\$50 million	42	Arizona Office of Tourism, WD-40, Aazon	Roger Hurst; David Anderson	1998
11	Defero ⑥ deferousa.com	3131 E. Camelback Rd., #360 Phoenix, AZ 85016 602-368-3750	\$49.69 million	39	Sun Devil Auto, Northcentral University, Employers Insurance	Eric Brandt, ebrandt@deferousa.com; Mickey Lucas	2006
12	FabCom ⑩ fabcom.com	7819 E. Greenway Rd. Scottsdale, AZ 85260 480-478-8500	\$43.5 million	44	B2B, health care, education	Brian Fabiano, brian@fabcom.com	1992
13	Fingerprint ⑨ fingerprintmarketing.com	3131 E. Camelback Rd., #300 Phoenix, AZ 85016 480-368-7999	\$38.89 million	30	n/a	Michelle Olson	2002
14	Iconic Results ④ icresults.com	8125 N. 23rd Ave., #100 Phoenix, AZ 85021 480-739-2071	\$30 million	70	n/a	Matt Varma	2014
15	Commit Agency ⑪ commitagency.com	58 W. Buffalo St., #200 Chandler, AZ 85225 480-921-3220	\$28.2 million	29	Harrah's Ah-Chin Casino, Goodwill of Central and Northern Arizona, The Phoenixian, Shasta Pools	David Ralls, dralls@commitagency.com; Elaine Ralls; Joel Coen	1997
16	Moses Inc. ⑫ mosesinc.com	106 E. Buchanan St. Phoenix, AZ 85004 602-254-7312	\$27 million	42	Tourism, economic development, hospitality, video gaming	Louie Moses, louiemoses@mosesinc.com	1983
17	CoNecs North America ⑬ conecsna.com	5343 N. 16th St., #240 Phoenix, AZ 85016 480-751-5569	\$26.68 million	30	Dignity Health, Barrow Neurological Institute, APS, Achieve3000, Valley Metro	Lisa Ulric	2016
18	BIGFISH Creative Group ⑭ thinkbigfish.com	7000 E. 1st Ave. Scottsdale, AZ 85251 480-355-2550	\$22.5 million	28	Oregon's, AODI, Valleyweb (formerly MHS)	Joe Pizzimenti, joe@thinkbigfish.com	2006
19	R&R Partners ⑮ rpartnrs.com	121 E. Buchanan St. Phoenix, AZ 85004 480-317-6040	\$20.7 million	46	n/a	Matt Maxon	1996
20	The James Agency ⑯ thexamesagency.com	6240 E. Thomas Rd., #200 Scottsdale, AZ 85251 480-246-6710	\$18.63 million	28	Hotel Valley Ho, Medieval Times, Camelot Homes	Veronique James, veronique@thexamesagency.com	2005
21	Catalyst Media Design ⑰ catalystmediasign.com	6991 E. Camelback Rd., #C-340 Scottsdale, AZ 85251 480-471-8599	\$16 million	34	Mocrich, Trilogy Homes, Valley of the Sun United Way, Delta Dental, American Vision Partners	Liz Scott	2009
22	ON Advertising Inc. ⑱ onadvertising.com	101 N. 1st Ave., #2000 Phoenix, AZ 85003 480-705-6623	\$15.88 million	17	Hines Development, Arizona Energy, state of Arizona	Eric Garcia, egarcia@onadvertising.com; John Hernandez; Ron Maritt	1993
23	ANDERSON Advertising & Public Relations ⑲ anderson-adc.com	5800 E. Thomas Rd., #100 Scottsdale, AZ 85251 480-945-2229	\$15.5 million	38	Desert Financial Credit Union, Harkins Theatres, Mayo Clinic, AZ Science Center, Dignity Health	Ted Anderson, ted@anderson-adc.com	2005

► CLOSER LOOK

\$1.32B
Total 2018 local capitalized billings for the 25 advertising agencies on this list

\$1.39B
Total 2017 local capitalized billings for the 25 advertising agencies on this list last year

HONORABLE MENTION

- Velocity Interactive Inc. \$10.5M
- ReThinc Advertising \$8.4M
- Fose + McKay \$8.4M
- Magnetry \$7.8M
- 48 West Agency \$7.4M
- Bluffsh \$5.6M
- Yeager Marketing \$2.6M
- The Felice Agency \$2.3M
- KEO Marketing Inc. \$2.1M
- Decibel Blue \$2M
- WHYFOR Agency \$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 16. 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 Chris Jensen at 602-308-6540 or cjensen@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 this list is next...

T H E L I S T

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

ADVERTISING AGENCIES

RANKED BY NUMBER OF LOCAL, FULL-TIME STAFF*

Rank	Agency name / 2018 Rank Website	Address Phone	Current # of local, full-time advertising staff	2018 local capitalized billings	Representative area clients	Top local executive	Year founded locally
1	OH Partners ① ohpartners.com	3550 N. Central Ave., #1900 Phoenix, AZ 85012 602-234-5159	121	\$96.25 million	Gila River Hotels & Casinos, Arizona Lottery, SRP	Matthew Owens; Scott Harkley, s.harkley@owensharkley.com; Matt Moore; Brad Casper	1960
2	RIESTER ② riester.com	3344 E. Camelback Rd. Phoenix, AZ 85018 602-462-2200	110	\$138.36 million	Arizona Department of Health Services, Casino Arizona, Heard Museum, Peter Piper Pizza, Phoenix Rising FC, Truly Nolen	Tim Riester, triester@riester.com; Mirja Riester; Tom Ortega; Alan Perkel	1989
2	LaneTerraLevier ③ laneterralevier.com	645 E. Missouri Ave., #400 Phoenix, AZ 85034 602-238-5263	110	\$177 million	Cardinals, Toyota, Desert Diamond Casino, Phoenix Zoo, Shamrock Foods, TruGreen, The STRAT	Beau Lane; Chris Johnson, chris.johnson@laneterralevier.com	1962
4	V Digital Services ④ vdigitalservices.com	1201 E. Jefferson St. Phoenix, AZ 85034 888-441-0784	90	\$88.31 million	Chevy, Lenmar Corp., Capital Fund 1	Scott Tobias, scott.tobias@voicemediagroup.com	2013
5	Iconic Results ④ iconicresults.com	8125 N. 23rd Ave., #100 Phoenix, AZ 85021 480-739-2071	70	\$30 million	n/a	Matt Varma	2014
6	LAVIDGE ⑤ lavidge.com	2777 E. Camelback Rd., #300 Phoenix, AZ 85016 480-998-2600	67	\$92 million	APS, ASU, Arizona Commerce Authority, SimonMed	Bill Lavidge	1982
7	Ideas Collide ⑥ ideascollide.com	6125 E. Indian School Rd., #1001 Scottsdale, AZ 85251 480-659-4520	52	\$51.38 million	Best Western Hotels & Resorts, Damrosch Dairy, Tech Data, Banner, Blue Cross Blue Shield of Arizona	Matthew Clyde; Rebecca Clyde; Michael Mason, mikes@ideascollide.com	2005
8	R&R Partners ⑥ rrpartners.com	121 E. Buchanan St. Phoenix, AZ 85004 480-317-6040	46	\$20.7 million	n/a	Matt Mason	1996
9	Larry John Wright Advertising Inc. ⑦ larryjohnwright.com	231 N. Alma School Rd. Mesa, AZ 85201 480-833-8111	45	\$76.45 million	n/a	John Wright, john@larryjohnwright.com; Jackson Wright; JR Wright; Jessica Stillweil; Sam John	1983
10	Zion & Zion ⑩ zionandzion.com	432 S. Farmer Ave. Tempe, AZ 85281 480-751-1007	44	\$101.2 million	Phoenix Suns, ISM Raceway, Donate Life Arizona, BO, ARS/Rescue Rover	Ark Zion, ark@zionandzion.com; DuGue Zion	2003
10	FabCom ⑩ fabcomve.com	7819 E. Greenway Rd. Scottsdale, AZ 85260 480-478-8500	44	\$43.5 million	B2B, health care, education	Brian Fabiano, brian@fabcomve.com	1992
12	Off Madison Ave ⑫ offmadisonave.com	5555 E. Van Buren St., #215 Phoenix, AZ 85008 480-505-4500	42	\$50 million	Arizona Office of Tourism, WO-40, Axon	Roger Hurn; David Anderson	1998
12	Moses Inc. ⑫ mosesinc.com	106 E. Buchanan St. Phoenix, AZ 85004 602-254-7312	42	\$27 million	Tourism, economic development, hospitality, video gaming	Louie Moses, louie@mosesinc.com	1983
14	Defero ⑭ deferosa.com	3131 E. Camelback Rd., #360 Phoenix, AZ 85016 602-368-3750	39	\$49.69 million	Sun Devil Auto, Northcentral University, Employers Insurance	Eric Brandt, ebrandt@deferosa.com; Mickey Lucas	2006
15	Out The Window Advertising Inc. ⑮ reachoutthewindow.com	11 S. Central Ave. Phoenix, AZ 85004 928-774-5250	35	\$75 million	Penske Automotive Group, Fox Sports Radio, AAA, Cars & Coffee Scottsdale	Bill Hagen, bill@reachoutthewindow.com	1998
16	Fingerpaint ⑯ fingerpaintmarketing.com	3131 E. Camelback Rd., #300 Phoenix, AZ 85016 480-368-7999	30	\$30.89 million	n/a	Michelle Olson	2002
16	Blufish ⑯ blufish.com	7051 E. 5th Ave., Suite T Scottsdale, AZ 85251 480-599-8489	30	\$5 million	Taylor Morrison, Tiffany & Bosco, KB Home, University of Phoenix Stadium	Matthew Husher, matt@blufishdesign.com	2002
18	Commit Agency ⑱ commitagency.com	58 W. Buffalo St., #200 Chandler, AZ 85225 480-921-3220	29	\$28.2 million	Harrah's Ak-Chin Casino, Goodwill of Central and Northern Arizona, The Phoenixian, Shasta Pools	David Ralls, dralls@commitagency.com; Elaine Ralls; Joel Coen	1997
19	BIGFISH Creative Group ⑲ thinkbigfish.com	7000 E. 1st Ave. Scottsdale, AZ 85251 480-355-2550	28	\$22.5 million	Oregano's, ADOT, Valleywise (formerly MIHS)	Joe Pizzimenti, joe@thinkbigfish.com	2006
19	The James Agency ⑲ thejamesagency.com	6240 E. Thomas Rd., #200 Scottsdale, AZ 85251 480-248-6710	28	\$18.63 million	Hotel Valley Ho, Medieval Times, Camelot Homes	Veronique James, veronique@thejamesagency.com	2005
21	Six Degrees ⑳ six-degrees.com	8040 E. Golding Dr. Scottsdale, AZ 85260 480-627-9650	25	n/a	n/a	Frank Schob, fschob@six-degrees.com; Kimberly Coffman	1999
22	Yeager Marketing ㉑ yeagermarketing.com	5310 E. High St., #350 Phoenix, AZ 85054 602-456-1980	23	\$2.6 million	Avnet, Insight, Tech Data	Renee Yeager; Mark Yeager	2008
23	Fose + McKay ⑲ fosemckay.com	5330 N. 12th St. Phoenix, AZ 85014 602-222-4704	20	\$8.4 million	APS, The Phoenix Symphony, Ryan House, U.S. Soccer, U.S. Chamber of Commerce	Max Fose, max@workwithws.com; Paul McKay	1999
24	ANDERSON Advertising & Public Relations ㉒ andersonadv.com	5800 E. Thomas Rd., #100 Scottsdale, AZ 85251 480-945-2229	18	\$15.5 million	Desert Financial Credit Union, Harbins Theatres, Mayo Clinic, AZ Science Center, Dignity Health	Ted Anderson, ted@anderson-adv.com	2005

► **CLOSER LOOK**

1,205

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

1,170

Total number of local, full-time advertising staff working for the 25 ad agencies on last year's list

HONORABLE MENTION

Markitors	15
Velocity Interactive Inc.	15
Knoodle	15
Catalyst Media Design	14
WHYFOR Agency	13
Magnetry	12
KEO Marketing Inc.	12
48 West Agency	12
CoNecs North America	10
Avadum Design	10
FireDrum Digital Marketing	10

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 14. 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 Chris Jensen at 602-308-6540 or cjensen@bizjournals.com. More information can be found online at Phoenix.Bizjournals.com.

WANT TO BE ON THE LIST?

If you wish to be surveyed