

PHOENIX BUSINESS JOURNAL

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PHOENIX BUSINESS JOURNAL

THE LIST

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ADVERTISING AGENCIES

RANKED BY 2019 LOCAL CAPITALIZED BILLINGS*

Rank	Agency name / 2019 Rank Website	Address Phone	2019 local capitalized billings	Current # of local, full-time advertising staff	Representative area clients	Top local executive	Year founded locally
1	RIESTER ② riester.com	3344 E. Camelback Rd. Phoenix, AZ 85018 602-462-2200	\$159.01 million	102	Arizona Department of Health Services, Carlisle Companies, Casino Arizona, MidFirst Bank, University of Arizona	Tim Riestler, triester@riester.com; Alan Perini; Tom Ortega; Miya Riestler	1989
2	LaneTerraLever ① laneterralever.com	645 E. Missouri Ave., #400 Phoenix, AZ 85012 602-258-5263	\$157 million	102	Toyota, Desert Diamond Casino, Shamrock Foods, Phoenix Zoo, Phoenix Children's Hospital	Chris Johnson, chris.johnson@laneterralever.com; Beau Lane	1962
3	OH Partners ④ ohpartners.com	3550 N. Central Ave., #1000 Phoenix, AZ 85012 602-254-5139	\$145.45 million	136	n/a	Matthew Owens; Scott Harley, s.harley@owensharley.com; Matt Moore; Brad Casper	2008
4	V Digital Services ⑥ vdservices.com	1201 E. Jefferson St. Phoenix, AZ 85034 888-441-0784	\$95.93 million	80	n/a	Scott Tobias, scott.tobias@voicemediagroup.com	2013
5	LAVIDGE ③ lavidge.com	2777 E. Camelback Rd., #300 Phoenix, AZ 85016 480-998-2600	\$95.7 million	64	APS, ASU, Arizona Commerce Authority, SironMed, Sonora Quest Laboratories	Bill Lavidge	1982
6	Zion & Zion ③ zionandzion.com	432 S. Farmer Bldg. Tempe, AZ 85281 480-751-1007	\$91.7 million	43	Phoenix Suns, Phoenix Raceway, Dorado Life Arizona	Ark Zim, ark.zim@zionandzion.com; DuGee Zion	2003
7	Out The Window Advertising ③ outthewindow.com	11 S. Central Ave. Phoenix, AZ 85004 928-774-5230	\$75 million	30	Penske Automotive Group, Fox Spax to Radio, A&A, Cars & Coffee Scottsdale	Bill Hagen, bill@outthewindow.com	1998
8	Larry John Wright Advertising Inc. ⑦ larryjohnwright.com	251 N. Aliso School Rd. Mesa, AZ 85201 480-833-8113	\$72 million	44	n/a	John Wright, john@larryjohnwright.com; Jackson Wright, JR Wright; Jessica Solisell; Sam John	1983
9	Ideas Collide ⑥ ideascollide.com	6125 E. Indian School Rd., #1001 Scottsdale, AZ 85251 480-659-4520	\$60.35 million	52	Best Western Hotels & Resorts, Davidson Safety, Renner Health, Elevation Home Energy Solutions	Matthew Clyde; Rebecca Clyde; Michael Mason, mike@ideascollide.com	2005
10	R&R Partners ② rpartners.com	121 E. Buchanan St. Phoenix, AZ 85004 480-217-6040	\$56 million	42	n/a	Matt Mason	1996
11	FabCom ⑩ fabcomlive.com	7819 E. Greenway Rd. Scottsdale, AZ 85260 480-478-8500	\$47.2 million	46	B2B, health care, education, tech and software	Brian Fabiani, brian@fabcomlive.com	1992
12	Off Madison Ave ⑩ offmadisonave.com	5555 E. Van Horn St., #215 Phoenix, AZ 85018 480-505-4500	\$36 million	32	Arizona Office of Tourism, Leslie's Post Supplies, WD-40	Roger Harris; David Anderson	1998
13	Six Degrees ⑩ six-degrees.com	8048 E. Gelding Dr. Scottsdale, AZ 85260 480-627-9850	\$33.35 million	21	n/a	Frank Schab, frank@six-degrees.com; Kimberly Gaffian	1999
14	Commit Agency ⑩ commitagency.com	58 W. Buffalo St., #200 Chandler, AZ 85225 480-921-3220	\$29.3 million	26	Goodwill of Central and Northern Arizona, Harrah's Ak Chin Casino, The Phoenixians, Precision Air & Plumbing	David Balch, david@commitagency.com; Elaine Ralls	1997
15	The James Agency ⑩ thejamesagency.com	6248 E. Thomas Rd., #208 Scottsdale, AZ 85251 480-248-6710	\$25.48 million	21	Hotel Valley Ho, Fiesta Bowl, Medieval Times	Veronique James, veronique@thejamesagency.com	2005
16	Davidson Belluso ⑩ davidsonbelluso.com	4105 N. 20th St., #155 Phoenix, AZ 85018 602-277-1185	\$18.37 million	14	Maricopa County Sheriff's Office, Tempe Tourism, CVS/Carsoni, AZ Department of Health	Michela Belluso, michela@davidsonbelluso.com; Rob Davidson	2001
17	ON Advertising Inc. ⑩ onadvertising.com	101 N. 1st Ave., #2000 Phoenix, AZ 85003 480-705-6623	\$15.93 million	23	Harris, Creighton University, Pioneer Packaging, Greenman Properties, Houlihan Companies	Eric Garcia, egarcia@onadvertising.com; John Hernandez; Ron Merritt	1993
18	Catalyst Media Design ⑩ catalystmediadesign.com	8777 E. Via de Ventura, #396 Scottsdale, AZ 85258 480-471-8390	\$15 million	9	American Vision Partners, Trilogy, Micrnic, Valley of the Sun United Way, 89HD 3TV/KPHO CBS5	Liz Scott	2009
18	Colling Media ⑩ collingmedia.com	5415 E. High St., Bldg. A10, #220 Phoenix, AZ 85054 480-689-8944	\$15 million	23	n/a	Brian Colling, brian@collingmedia.com	2009
20	Small Giants ⑩ smallgiantsonline.com	8100 E. Indian School Rd., #201 Scottsdale, AZ 85251 602-314-5549	\$14 million	21	Commercial real estate, architectural firms, construction	Jennifer Gilson, Jana Berrelleza, Doreen Gerke, Brianna Verdesame, Danielle Ferrietto	2006
21	Media Buying Services Inc. ⑩ mediabuyingservices.com	11811 N. Tatum Blvd., #3031 Phoenix, AZ 85028 602-998-2232	\$13.8 million	6	UMB Bank, City of Phoenix, State of Arizona, Nature's Medicine, HonorHealth	Kathy Munson, Chuck Munson	1986
22	knoodle ⑩ knoodle.com	4450 N. 12th St., #120 Phoenix, AZ 85014 602-530-9900	\$13.5 million	21	n/a	Rosario Cain, rosario@knoodle.com; John Meyer; Sandra Guadarrama-Baumark; Ania Kubicki	1999
23	ANDERSON Advertising & Public Relations ⑩ anderson-adv.com	5808 E. Thomas Rd., #108 Scottsdale, AZ 85251 480-945-2229	\$12 million	16	Desert Financial Credit Union, Hawkins Theaters, Mayo Clinic, Verro Mobility, TDCA	Ted Anderson, ted@anderson-adv.com	2005
24	Velocity Interactive Inc. ⑩ velocity.com	5415 E. High St., #260 Phoenix, AZ 85054 480-584-5700	\$9.5 million	25	n/a	Ronald Milet; Jennifer Smith	1998
25	Magnetry ⑩ magnetry.com	688 W. 1st St., #5 Tempe, AZ 85281 602-795-9990	\$9.4 million	15	Shasta Pools, First Things First, Axon, Valley Metro, Senita Athletics	J. Jason Smith, jason@magnetry.com	2015

NOTES: n/a - not applicable, not available or not approved * - not listed in 2018

► CLOSER LOOK

\$1.3B

Total 2019 local capitalized billings for the 25 advertising agencies on this list

\$1.32B

Total 2018 local capitalized billings for the 25 advertising agencies on this list last year

HONORABLE MENTION

Delero	\$8M
OB West Agency	\$8M
Iconic Results	\$7M
Birch River Design Group	\$5M
Moses Inc.	\$5M

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 18. Capitalized billings in the advertising industry are commonly defined as fee-based revenue (i.e., billing for staff time multiplied by 0.67 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.

THE LIST

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ADVERTISING AGENCIES

RANKED BY NUMBER OF LOCAL, FULL-TIME STAFF*

Rank	Agency name / 2019 Rank Website	Address Phone	Current # of local, full-time advertising staff	2019 local capitalized billings	Representative area clients	Top local executive	Year founded locally
1	OH Partners ① ohpartners.com	2130 N. Central Ave., #1500 Phoenix, AZ 85012 602-254-5119	136	\$145.45 million	n/a	Matthew Owens, Scott Harley, Leahy@owensharley.com, Matt Moore, Brad Cooper	2008
2	LaneTerraLever ② laneterralever.com	645 E. Missouri Ave., #400 Phoenix, AZ 85012 602-258-2363	102	\$157 million	Toyota, Desert Diamond Casino, Phoenix's Fresh, Phoenix Zoo, Phoenix Children's Hospital	Chris Johnson, chris.johnson@laneterralever.com, Sean Lane	1962
2	RIESTER ① riester.com	3344 E. Camelback Rd. Phoenix, AZ 85018 602-462-7200	102	\$150.01 million	Arizona Department of Health Services, Cardinal Companies, Cadizo Arizona, WestCoast Bank, University of Arizona	Tom Riestler, tom@riester.com, Alan Parker, Tom Ortega, Mirja Rescher	1989
4	Iconic Results ③ iconicresults.com	111 W. Missouri St., #1200 Phoenix, AZ 85003 480-739-2071	85	\$7 million	n/a	Matt Varma	2014
5	V Digital Services ④ vigitalservices.com	1201 E. Jefferson St. Phoenix, AZ 85024 888-443-0704	80	\$85.83 million	n/a	Scott Tabak, scott.tabak@vigitalservices.com	2013
6	LAVIDGE ⑥ lavidge.com	2777 E. Camelback Rd., #380 Phoenix, AZ 85026 480-999-2500	64	\$95.7 million	APS, ASU, Arizona Commerce Authority, Simonfest, Sonora Quest Laboratories	Bill Lavidge	1962
7	Highnoon ⑧ highnoon.co	117 E. 2nd St., 2nd floor Tempe, AZ 85281 480-219-7217	60	\$40	Circle K, Best Breweries, Valleywise Health, Arizona Federal Credit Union	Ben Botghin, ben@highnoon.co, Scott Kaufmann, Joe Pizzometti, jon@highnoon.co	2020
8	Ideas Collide ⑤ ideascollide.com	6125 E. Indian School Rd., #1000 Scottsdale, AZ 85251 480-459-4570	52	\$60.25 million	Best Western Hotels & Resorts, Gannett Co. Inc., Green Health, Flexion Home Energy Solutions	Matthew Clyde, Rebecca Clyde, mclay@ideascollide.com	2005
9	FabCom ⑨ fabcominc.com	7819 E. Greenway Rd. Scottsdale, AZ 85260 480-478-8500	46	\$47.2 million	S2B, health care, education, tech and software	Brian Fabiano, brian@fabcominc.com	1992
10	Larry John Wright Advertising Inc. ⑩ larryjohnwright.com	211 N. Alma St. 2nd Fl. Mesa, AZ 85201 480-833-8211	44	\$12 million	n/a	John Wright, john@larryjohnwright.com, Jackson Wright, jw@larryjohnwright.com, Sam John	1983
11	Zion & Zion ⑪ zionandzion.com	432 S. Farmer Ave. Tempe, AZ 85281 480-752-1007	43	\$91.7 million	Phoenix Zoo, Phoenix Raceway, Double Life Arizona	Aric Zan, aric@zionandzion.com, Suzie Zou	2003
12	R&R Partners ⑫ rarpn.com	321 E. Buchanan St. Phoenix, AZ 85004 480-517-6040	42	\$371 million	n/a	Matt Mason	1996
13	Defero ⑬ defero.com	3131 E. Camelback Rd., #360 Phoenix, AZ 85016 602-368-3750	37	\$9 million	San Devil Auto, Bubblics Ice Cream, Bar 5 Foods	Eric Brandt, eric@deferomedia.com, Wiley Loren	2006
13	Off Madison Ave ⑬ offmadisonave.com	5555 E. Van Buren St., #215 Phoenix, AZ 85008 480-305-4500	32	\$36 million	Arizona Office of Tourism, Leslie's Pool Supplies, WQ-40	Roger Hunt, David Anderson	1998
15	Out The Window Advertising ⑮ outthewindowad.com	11 S. Central Ave. Phoenix, AZ 85004 528-774-5210	30	\$75 million	Penske Automotive Group, Fox Sports Radio, AAA, Cars & Coffee Scottsdale	Bill Hagen, bill@outthewindowad.com	1998
16	Commit Agency ⑯ commitagency.com	58 W. Buffalo St., #200 Chandler, AZ 85225 480-923-1120	26	\$29.3 million	Goodwill of Central and Northern Arizona, Harrell's Air-Care Casins, The Phoenixian, Precision Air & Plumbing	David Ralls, david@commitagency.com, Elaine Ralls	1997
17	Moses Inc. ⑰ mosesinc.com	515 E. Grant St., #102 Phoenix, AZ 85004 602-419-5662	25	\$5 million	n/a	Louise Moses, louise@mosesinc.com	1983
17	Velocity Interactive Inc. ⑰ velocity.com	5425 E. High St., #360 Phoenix, AZ 85054 480-984-5700	25	\$9.5 million	n/a	Ronald Maric, Jennifer Smith	1996
19	Fingerprint ⑲ fingerprintmarketing.com	3131 E. Camelback Rd., #360 Phoenix, AZ 85016 480-368-3750	24	\$4.08 million	n/a	Craig Marber	2002
20	Colling Media ⑳ collingmedia.com	5425 E. High St., Ste. A30, #220 Phoenix, AZ 85054 480-889-8944	20	\$25 million	n/a	Brian Colling, brian@collingmedia.com	2009
20	ON Advertising Inc. ⑳ onadvertising.com	101 N. 1st Ave., #2000 Phoenix, AZ 85003 480-705-6623	20	\$15.93 million	Hilti, Cognition University, Pioneer Packaging, Grosvenor Properties, Inclusive Companies	Eric Garcia, eric@onadvertising.com, John Hernandez, Kim Merritt	1993
22	The James Agency ㉒ thejamesagency.com	6240 E. Thomas Rd., #200 Scottsdale, AZ 85251 480-249-6710	21	\$25.48 million	Hotel Valley Ho, Fiesta Bowl, Medical Times	Veronique James, veronique@thejamesagency.com	2005
22	knoodle ㉒ knoodle.com	4430 N. 12th St., #120 Phoenix, AZ 85014 602-516-8900	21	\$13.5 million	n/a	Rosario Cain, rosario@knoodle.com, John Meyer, Sandra Guadagnolo-Saunders, Anis Kubic	1999
22	Six Degrees ㉒ six-degrees.com	8040 E. Grilling Dr. Scottsdale, AZ 85260 480-427-9810	21	\$13.31 million	n/a	Frank Schell, frank@six-degrees.com, Kimberly Cuffman	1999
22	Small Giants ㉒ smallgiants.com	8180 E. Indian School Rd., #200 Scottsdale, AZ 85251 602-314-5349	21	\$14 million	Commercial real estate, architectural firms, construction	Jennifer Gibbons, Jana Bernhardt, Bismarck Gerle, Brianna Verdine, Daniela Fontana	2006

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► CLOSER LOOK

1,180

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

1,205

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

HONORABLE MENTION

Fox + McKay	20
Yaeger Marketing	17
ANDERSON Advertising & Public Relations	16
Magnoty	15
Blush	14
Daniken Duffie	14

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