

# AGENCY REPORT

New media explosion drives engine as total marketing communications revenue tops \$24 billion; Omnicom barely noses out WPP for worldwide lead

By **R. CRAIG ENDICOTT**  
and **KENNETH WYLIE**

WITH ADVERTISERS increasingly shifting spending in marketing communications from traditional media to new media forms, it's little wonder growth in marketing services more than doubled that of traditional advertising in the 62<sup>nd</sup> annual *Advertising Age* Agency Report.

Marketing services—identified as all forms of interactive, sales promotion and direct marketing in this report—grew 11.3% to \$7.66 billion in revenue in the U.S.; traditional advertising and its media component advanced to \$12.02 billion, a 5.1% advance that was slightly stronger than last year.

Couple marketing services and advertising with healthcare advertising's \$1.96 billion and PR's \$2.74 billion, and total U.S. marketing communications revenue reached \$24.38 billion, up 7.2%, according to *Ad Age*.

Much of this activity in marketing communications is cornered by the world's top four marketing organizations, once again led by Omnicom Group on a global basis, at \$10.48 billion in revenue, up 7.5%, and in the U.S., with \$5.74 billion, up 10%. WPP Group was a hair's breadth from unseating Omnicom at the global level, recording revenue of \$10.03 billion, up 4%, an *Ad Age* pro forma estimate that includes the 2005 acquisitions of Grey Global Group and Sydney-based Communications Group as if they occurred Jan. 1, 2004.

Interpublic Group of Cos. closed a distant third at \$6.27 billion in worldwide revenue, down 1.8%, its third consecutive annual decline, and Publicis Groupe weighed in at \$5.11 billion worldwide, up 6.9%.

These elite operations corner the U.S. marketing communications business: In 2005, they claimed 58% of the combined total for advertising and media, or \$6.97 billion—not a surprise given that 40 of the top 50 U.S. agencies by core ad revenue are owned by these behemoths.

The four extended their marketing services reach, generating \$3.19 billion in revenue to grab 41.6% of that U.S. market. Omnicom owns the U.S.'s No. 1 direct

See **AGENCIES** on Page **S-4**

## INSIDE

### Close at the top

Omnicom's \$10.48 bil in global revenue just edges out WPP Group

PAGES 2

### Agency brands

JWT leads in listing of 437 ad agencies ranked by ad revenue

PAGES 2 TO 5-11

### Segment breakouts

Leading healthcare, multicultural, core and independent shops

PAGE 5-12

### Agency family trees

Exclusive pullout poster breaks down the top 6 marketing giants

BETWEEN PAGES 32 & 33

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# Special Report AGENCY REPORT

## WORLD'S TOP 25 MARKETING ORGANIZATIONS

Ranked by worldwide revenue in 2005

RANK 2005	RANK 2004	MARKETING ORGANIZATION	HEADQUARTERS	WORLDWIDE REVENUE			U.S. REVENUE			REVENUE OUTSIDE THE U.S.		
				2005	2004	% CHG	2005	2004	% CHG	2005	2004	% CHG
1	1	Omnicom Group	New York	\$10,481.1	\$9,747.2	7.5	\$5,743.9	\$5,223.4	10.0	\$4,737.2	\$4,523.8	4.7
2	2	WPP Group*	London	10,032.2	9,645.1	4.0	3,912.3	3,751.6	4.3	6,119.9	5,893.5	3.8
3	3	Interpublic Group of Cos.	New York	6,274.3	6,387.0	-1.8	3,461.1	3,509.2	-1.4	2,813.2	2,877.8	-2.2
4	4	Publicis Groupe	Paris	5,107.2	4,777.3	6.9	2,181.7	2,039.6	7.0	2,925.5	2,737.8	6.9
5	5	Dentsu*	Tokyo	2,887.8	2,940.6	-1.8	48.4	48.2	0.4	2,839.4	2,892.4	-1.8
6	6	Havas	Suresnes, France	1,808.0	1,866.0	-3.1	712.8	730.7	-2.4	1,095.2	1,135.3	-3.5
7	7	Aegis Group	London	1,577.6	1,373.6	14.9	446.1	369.2	20.8	1,131.5	1,004.4	12.7
8	8	Hakuhodo DY Holdings*	Tokyo	1,364.0	1,372.4	-0.6	0.0	0.0	NA	1,364.0	1,372.4	-0.6
9	9	Asatsu-DK	Tokyo	444.8	473.3	-6.0	2.7	2.6	2.6	442.1	470.6	-6.1
10	11	MDC Partners	Toronto/New York	443.5	316.7	40.0	328.1	216.0	51.9	115.4	100.7	14.6
11	10	Carlson Marketing Group*	Minneapolis	370.0	346.9	6.7	266.0	246.5	7.9	104.0	100.4	3.6
12	12	Sapient Corp.	Cambridge, Mass.	358.4	281.4	27.3	244.6	168.6	45.1	113.8	112.9	0.8
13	14	Digitas	Boston	340.5	251.6	35.3	326.9	244.0	33.9	13.6	7.5	80.4
14	21	aQuantive	Seattle	258.4	157.9	63.6	227.8	149.3	52.6	30.6	8.7	253.6
15	17	Aspen Marketing Services	West Chicago, Ill.	229.0	180.0	27.2	229.0	180.0	27.2	0.0	0.0	NA
16	NA	Media Square*	London	215.0	NA	NA	NA	NA	NA	215.0	NA	NA
17	15	HealthSTAR Communications*	Woodbridge, N.J.	213.0	203.0	4.9	213.0	203.0	4.9	0.0	0.0	NA
18	16	Cheil Communications	Seoul	210.7	185.9	13.4	18.5	14.4	28.6	192.3	171.5	12.1
19	19	George P. Johnson Co.	Auburn Hills, Mich.	193.0	172.9	11.6	142.4	133.5	6.6	50.6	39.4	28.5
20	25	Epsilon	Wakefield, Mass.	184.4	144.4	27.7	184.4	144.4	27.7	0.0	0.0	NA
21	32	TBA Global Events	Woodland Hills, Calif.	175.0	110.0	59.1	160.0	103.0	55.3	15.0	7.0	114.3
22	20	Monster Worldwide	New York	168.6	162.2	4.0	85.3	75.8	12.5	83.4	86.5	-3.6
23	23	Clemenger Communications	Melbourne	166.0	147.4	12.6	0.0	0.0	NA	166.0	147.4	12.6
24	22	Doner	Southfield, Mich.	164.3	155.7	5.5	150.5	141.3	6.5	13.8	14.4	-4.3
25	27	Cossette Communication Group	Quebec City	164.1	140.1	17.1	26.9	17.3	55.1	137.2	122.8	11.7

Notes: Revenue is in millions of U.S. dollars. Revenue supplied by companies via Ad Age questionnaire, obtained from public documents or estimated by Ad Age. An asterisk (\*) indicates estimate. WPP and Havas U.S. totals are actually for North America. WPP estimates are shown pro forma as if it owned Grey Global Group and Communications Group since Jan. 1, 2004. Both were acquired in 2005. Foreign currency conversions for the above: Euro at \$1.2375 in 2005 vs. \$1.248975 in 2004; British pound at \$1.8125 vs. \$1.838858; Japanese yen at \$0.009023 vs. \$0.009307; Australian dollar at \$0.76083 vs. \$0.73947; Canadian dollar at \$0.82759 vs. \$0.77198. See methodology on Page S-13. For a comprehensive presentation of the Top 50 marketing organizations, the 2006 Agency Report pdf may be downloaded free of charge from [AdvertisingAge.com](http://AdvertisingAge.com).

## TOP 25 U.S. AGENCY BRANDS BY ADVERTISING REVENUE

Ranked by U.S. revenue from traditional advertising

RANK 2005	RANK 2004	AGENCY BRAND [PARENT]	HEADQUARTERS	U.S. REVENUE			REVENUE OUTSIDE THE U.S.			WORLDWIDE REVENUE		
				2005	2004	% CHG	2005	2004	% CHG	2005	2004	% CHG
1	1	JWT* [WPP]	New York	\$469.4	\$476.5	-1.5	\$844.1	\$848.4	-0.5	\$1,313.5	\$1,324.9	-0.9
2	2	McCann Erickson Worldwide* [Interpublic]	New York	435.6	435.1	0.1	1,025.5	1,020.4	0.5	1,461.1	1,455.5	0.4
3	3	Leo Burnett Worldwide* [Publicis]	Chicago	353.2	360.4	-2.0	454.1	463.3	-2.0	807.3	823.7	-2.0
4	4	BBDO Worldwide* [Omnicom]	New York	281.2	249.5	12.7	1,014.5	916.1	10.7	1,295.7	1,165.6	11.2
5	5	Ogilvy & Mather Worldwide* [WPP]	New York	278.0	249.3	11.5	523.4	503.3	4.0	801.4	752.6	6.5
6	6	DDB Worldwide Communications* [Omnicom]	New York	267.2	235.5	13.5	923.4	854.7	8.0	1,190.6	1,090.2	9.2
7	7	Grey Worldwide* [WPP]	New York	250.5	231.9	8.0	378.6	371.2	2.0	629.1	603.1	4.3
8	8	FCB Worldwide* [Interpublic]	New York	200.8	225.1	-10.8	253.4	273.8	-7.5	454.2	498.9	-9.0
9	10	Publicis* [Publicis]	New York	195.7	184.7	6.0	887.5	852.6	4.1	1,083.2	1,037.3	4.4
10	11	Saatchi & Saatchi* [Publicis]	New York	193.9	179.5	8.0	357.9	334.4	7.0	551.8	513.9	7.4
11	9	Y&R* [WPP]	New York	180.9	192.5	-6.0	292.7	304.5	-3.9	473.6	497.0	-4.7
12	15	Doner	Southfield, Mich.	150.5	141.3	6.5	13.8	14.4	-4.3	164.3	155.7	5.5
13	12	Deutsch* [Interpublic]	New York	149.4	165.1	-9.5	0.0	0.0	NA	149.4	165.1	-9.5
14	16	Richards Group	Dallas	148.0	134.0	10.4	0.0	0.0	NA	148.0	134.0	10.4
15	13	Campbell-Ewald* [Interpublic]	Warren, Mich.	138.7	143.0	-3.0	0.0	0.0	NA	138.7	143.0	-3.0
16	14	Euro RSCG Worldwide* [Havas]	New York	127.8	142.6	-10.4	368.2	365.5	0.7	496.0	508.1	-2.4
17	20	TBWA Worldwide* [Omnicom]	New York	115.0	100.0	15.0	835.2	773.3	8.0	950.2	873.3	8.8
18	18	Zimmerman & Partners* [Omnicom]	Fort Lauderdale, Fla.	114.8	106.3	8.0	0.0	0.0	NA	114.8	106.3	8.0
19	23	Arnold Worldwide* [Havas]	Boston	114.5	97.0	18.0	72.8	65.0	12.0	187.3	162.0	15.6
20	21	GSD&M* [Omnicom]	Austin, Texas	110.0	100.0	10.0	0.0	0.0	NA	110.0	100.0	10.0
21	19	Hill Holliday* [Interpublic]	Boston	109.1	105.9	3.0	0.0	0.0	NA	109.1	105.9	3.0
22	22	RPA	Santa Monica, Calif.	99.5	99.3	0.2	0.0	0.0	NA	99.5	99.3	0.2
23	25	Dailey & Associates* [Interpublic]	West Hollywood, Calif.	98.0	90.3	8.5	0.0	0.0	NA	98.0	90.3	8.5
24	26	Cramer-Krasselt	Chicago	96.2	83.7	14.9	0.0	0.0	NA	96.2	83.7	14.9
25	24	Campbell Mithun* [Interpublic]	Minneapolis	93.9	94.8	-0.9	0.0	0.0	NA	93.9	94.8	-0.9

Notes: Revenue is in millions of U.S. dollars. Revenue supplied by companies via Ad Age questionnaire, obtained from public documents or estimated by Ad Age. An asterisk (\*) indicates estimate. In some cases, revenue shown for 2004 may have been restated to reflect pro forma readings where acquisitions were involved. Rankings for 2005 are based on data compiled in 2006. Methodology on Page S-13. Rankings continue on Pages S-6, S-8, S-9, S-10 and S-11. Parent groups shown may own less than a majority of the shop.



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# Special Report AGENCY REPORT

## TOP MEDIA SPECIALIST COMPANIES

### WORLDWIDE

RANK	2005	2004	MEDIA SPECIALIST AGENCY (PARENT)	HEADQUARTERS	RECMA'S WORLDWIDE BILLINGS		
					2005	2004	% CHG
1	1		OMD Worldwide <sup>1</sup> [Omnicom]	New York	\$23,075	\$21,606	6.8
2	2		Starcom MediaVest Group <sup>2</sup> [Publicis]	Chicago	22,013	20,554	7.1
3	3		MindShare Worldwide [WPP]	London/New York	21,465	19,080	12.5
4	4		Carat Americas <sup>3</sup> [Aegis]	New York	19,752	18,800	5.1
5	5		Mediaedge:cia [WPP]	London/New York	17,061	14,913	14.4
6	6		ZenithOptimedia [Publicis]	London	16,740	14,468	15.7
7	7		MediaCom [WPP]	New York	15,776	14,225	10.9
8	9		Universal McCann Worldwide [Interpublic]	New York	13,074	13,382	-2.3
9	8		Initiative Media Worldwide <sup>4</sup> [Interpublic]	New York	12,897	13,405	-3.8
10	10		MPG [Havas]	Barcelona/New York	8,968	8,758	2.4

### IN THE U.S.

RANK	2005	2004	MEDIA SPECIALIST AGENCY (PARENT)	HEADQUARTERS	RECMA'S U.S. BILLINGS		
					2005	2004	% CHG
1	1		OMD Worldwide [Omnicom]	New York	\$10,365	\$10,005	3.6
2	2		MindShare Worldwide [WPP]	New York	10,185	9,650	5.5
3	3		Starcom USA [Publicis]	Chicago	8,495	7,880	7.8
4	5		Mediaedge:cia [WPP]	New York	7,795	6,495	20.0
5	4		Initiative Media Worldwide [Interpublic]	New York	7,235	7,510	-3.7
6	7		MediaCom [WPP]	New York	6,250	5,895	6.0
7	9		Carat Americas [Aegis]	New York	6,200	5,330	16.3
8	10		Zenith Media USA [Publicis]	New York	5,910	4,810	22.9
9	6		Universal McCann Worldwide [Interpublic]	New York	5,910	6,485	-8.9
10	8		MediaVest [Publicis]	New York	5,665	5,340	6.1
11	11		PHD [Omnicom]	New York	4,335	4,510	-3.9
12	12		MPG [Havas]	New York	2,250	2,760	-18.5
13	13		Optimedia International U.S. [Publicis]	New York	2,185	1,855	17.8
14	14		Horizon Media	New York	1,445	1,100	31.4
15	15		Active International	Pearl River, N.Y.	879	946	-7.1

### OUTSIDE THE U.S.

RANK	2005	2004	MEDIA SPECIALIST AGENCY (PARENT)	HEADQUARTERS	RECMA'S NON-U.S. BILLINGS		
					2005	2004	% CHG
1	1		Carat Americas [Aegis]	New York	\$13,552	\$13,470	0.6
2	2		OMD Worldwide [Omnicom]	New York	12,710	11,601	9.6
3	3		MindShare Worldwide [WPP]	London/New York	11,280	9,430	19.6
4	5		MediaCom [WPP]	New York	9,526	8,330	14.4
5	4		Mediaedge:cia [WPP]	London/New York	9,266	8,418	10.1
6	6		ZenithOptimedia [Publicis]	London	8,645	7,803	10.8
7	8		Starcom MediaVest Group [Publicis]	Chicago	7,403	6,884	7.5
8	7		Universal McCann Worldwide [Interpublic]	New York	7,164	6,897	3.9
9	9		MPG [Havas]	Barcelona/New York	6,718	5,998	12.0
10	10		Initiative Media Worldwide [Interpublic]	New York	5,662	5,895	-4.0

### BY PARENT COMPANY, WORLDWIDE

RANK	2005	2004	MARKETING ORGANIZATION	HEADQUARTERS	RECMA'S WORLDWIDE BILLINGS		
					2005	2004	% CHG
1	1		WPP Group <sup>5</sup>	London	\$54,312	\$48,235	12.6
2	2		Publicis Groupe	Paris	38,753	35,018	10.7
3	3		Omnicom Group	New York	28,505	27,238	4.7
4	4		Interpublic Group of Cos.	New York	26,446	27,190	-2.7
5	5		Aegis	London	23,883	22,796	4.8
6	6		Havas	Suresnes, France	8,968	8,761	2.4

Notes: Dollars are in millions. The projected billings report for full-year 2005 issued last November by Recma Institute, Paris, is the source for these media tables.

<sup>1</sup> OMD includes Novus and shares Icon 50-50 with PHD.

<sup>2</sup> Starcom MediaVest Group includes Starcom USA and its non-U.S. properties, MediaVest USA and StarLink (\$450 million in billings).

<sup>3</sup> Carat Americas includes Marketing Management Analytics (MMA) and Copernicus Marketing Consulting.

<sup>4</sup> Initiative includes NSA, Outdoor Services, Wahlstrom Group, PicTV, Media Partnership and Media First International. It does not include ID Media.

<sup>5</sup> WPP Group billings include 12-month returns for MediaCom, the media specialist company of Grey Global Group, even though Grey Global only became part of WPP in March 2005.

Ownership of media companies for the parent company chart: Publicis—Starcom MediaVest Group and ZenithOptimedia; Interpublic—Uni-

versal McCann, Initiative Media and ID Media; WPP—MindShare Worldwide, Mediaedge:cia and MediaCom (includes Beyond Interactive); Omnicom—OMD and PHD; Aegis—Carat and Vizeum; Havas—MPG.

Recma collects, analyzes, and publishes intelligence on the media agency sector on a worldwide basis. *Ad Age*, which also receives media billings tallies from independent media specialist companies in the U.S., ranks the top 20 U.S. media specialist companies in the 2006 Agency Report pdf that can be downloaded free from [AdvertisingAge.com](http://AdvertisingAge.com).

Recma's projected billings for 2005 in the U.S. are based on media billings from TNS Media Intelligence from July 2004 to June 2005, and billings equivalents for media planning and diversified services. Recma also allocates billings from local buying not monitored by TNS. Where planning and buying are clearly split between two media agencies, Recma allocates the whole amount to the agency handling the buying and estimates the planning portion at a third of the monitored figure. Recma will publish its definitive 2005 rankings later this month.

## Agencies

From Page S-1

marketing agency, Rapp Collins Worldwide at \$274.1 million, up 12%, as well as the U.S.'s No. 1 sales promotion shop, BBDO Detroit, formerly BBDO Detroit CRM. Omnicom gained \$1.43 billion in the U.S. from its marketing services shops in this report, up 13.8%, nearly equal to the \$1.46 billion (up 9.7%) it produced from traditional ad and media agencies paced by BBDO Worldwide and DDB Communications Worldwide, both of which are among the nation's top 10 agencies by core advertising.

*Ad Age* develops agency rankings by disciplines. Its primary ranking, for core advertising, peels away all disciplines to get at the core advertising and its media component. Those advertising and media returns from the top 10 U.S. agencies were decidedly mixed in 2005. Declines came from WPP's JWT, (-1.5%), the No. 1 shop; the No. 3 agency, Publicis' Leo Burnett Worldwide (-2%); and the No. 8 agency, Interpublic's FCB Worldwide (-10.8%). All returns for agencies of holding companies were estimated by *Ad Age*. Holding companies, citing Sarbanes-Oxley restrictions, no longer provide breakouts at the agency level.

Among the big agencies, Interpublic's Lowe Worldwide suffered the biggest year-to-year swing, declining an estimated 25% in revenue in the U.S. that left it No. 27 versus a No. 17 placing in last year's report. Interpublic pegs its return to profitability—it has reported losses each of the past three years—on a reconfigured and rejuvenated Lowe. Indeed, by this time next year the global network will be a shadow of its former self as it is shrunk from 83 offices to 36, with a concentration on eight key markets.

Excluding returns for the 105 agencies owned by the top four, traditional advertising and media generated \$4.22 billion in revenue in the U.S. from the rest of the agencies in the report, while marketing services drew \$4.47 billion. The report captures revenue from 606 U.S. advertising and marketing services agencies. Virtually all of these shops carry multiple disciplines as they seek to capture as much of a marketer's spending as possible. That in itself is blurring the line between advertising as a brand builder and marketing services as a sales tool.

Indeed, Chris Weil, chairman of Interpublic's Momentum Worldwide, says "there's no

line anymore, above being commissionable and below, not."

The ascendancy of marketing services gives substance to what many agencies have been observing, that clients have begun to shift spending from mass media to alternate forms of marketing that reach consumers where they are—at the office, on the Internet, playing games, using cell phones and DVRs, in stores, on the street. Publicis Groupe, in reporting a decline in ad and media revenue for 2005, says the decline wasn't from lost clients (it had a record net new-business tally of \$9.8 billion in billings), but dollars diverted by existing clients from advertising and media into marketing services. Its marketing services segment gained well into the double digits.

Marketing services are slaking an advertiser's thirst for return-on-investment because of their measurability. And they also feed the profit margins of marketing organizations.

Interactive is captivating agencies and quickly becoming the new ad thoroughfare by meeting customers where they are. Of the 606 agencies labeled traditional or marketing services in the report, 290 have returns from interactive. And the big interactive shops are in a horse race for the top spot, led by Avenue A/Razorfish at \$189.8 million, up 36.5%, followed by Sapient at \$176 million, up 22.5%. The interactive discipline in this report jumped 25.5% to \$2.48 billion.

Interactive is helping rebuild agency employment, which dropped 15.5% from fourth quarter 2000 to fourth quarter 2004, according to the U.S. Bureau of Labor Statistics. Agency rolls have grown steadily since first quarter 2005, with the final quarter last year up 2.6% from the prior year period. Digitas, in that period, grew by 250 employees: "Interactive just takes a lot more people to do a single campaign than more traditional advertising," says a Digitas executive. Additionally, a lot of interactive activity doesn't show up in the full-time figures monitored by the BLS. Omnicom's Organic interactive shop says its workforce is about a third-again as large as its full-time figure.

Interactive also is a big part of the blurring going on between disciplines.

Pamela Larrick, chairman-CEO of Interpublic's FCBI, ranked No. 15 among interactive shops, says FCBI works with direct, digital and data and has landed on a new meaning for the "i" in its name: "Not interactive, not integrated, but individual."

## INDEPENDENT AGENCY NETWORKS

Shown by worldwide revenue from member agencies

NETWORK	HEADQUARTERS	WORLDWIDE REVENUE		U.S. REVENUE		WORLDWIDE AGENCIES
		2005	% CHG	2005	% CHG	
AMIN	Viola, Kan.	\$326.8	3.1	\$209.2	NA	55
ComVort Group	Barcelona	375.7	55.8	16.2	11.7	101
e3	St-Genesius-Rode, Belgium	50.0	0.0	NA	NA	18
ICOM	Rollinsville, Colo.	252.0	5.0	173.9	6.5	77
IN	London	389.0	8.4	119.4	33.1	96
INBA	Geneva, Switzerland	75.0	2.7	29.3	5.4	19
Interpartners Communications	Brussels	95.0	0.0	NA	NA	30
MAGNET	Pittsburgh	278.5	0.1	239.5	-3.3	37
Second Wind Network	Wyomissing, Pa.	1,490.0	-6.9	1,460.0	-7.8	813
T-CAAN	Toronto	60.0	2.6	NA	NA	28
Worldwide Partners	Aurora, Colo.	444.6	-12.6	271.2	-16.7	74

Notes: Figures are in millions of dollars. Indie networks adopt the premise that the world is local and advertisers are best served by local, entrepreneurial agencies. The most common model of operation is a network run by a fee-supported secretariat that develops services to aid member agencies. Networks often send a set of agencies to pitch against multinational agencies for accounts. A current trend is the incorporation of networks, with each agency owning shares: Interpartners, IN and Worldwide Partners have adopted such an ownership model. Indie networks in 2005 recorded estimated worldwide revenue of \$3.84 billion, flat with 2004. U.S. revenue accounted for \$2.52 billion of that, down 5.4%. See network profiles in the Agency Report pdf found on [AdvertisingAge.com](http://AdvertisingAge.com).

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# Special Report AGENCY REPORT

## U.S. AGENCIES RANKED 26 TO 105

By U.S. revenue from traditional advertising

RANK		AGENCY BRAND [PARENT]	HEADQUARTERS	U.S. REVENUE		
2005	2004			2005	2004	% CHG
26	27	Mullen* [Interpublic]	Wenham, Mass.	\$93,600	\$78,000	20.0
27	17	Lowe Worldwide* [Interpublic]	New York	80,400	107,200	-25.0
28	29	GlobalHue* [Interpublic]	Southfield, Mich.	74,000	63,000	17.5
29	28	Fallon Worldwide* [Publicis]	Minneapolis	61,300	70,500	-13.0
30	32	Bernstein-Rein Advertising	Kansas City, Mo.	59,331	54,258	9.3
31	36	Wieden & Kennedy*	Portland, Ore.	58,881	49,149	19.8
32	30	Gotham* [Interpublic]	New York	58,300	62,000	-6.0
33	31	Merkley & Partners* [Omnicom]	New York	56,900	60,600	-6.1
34	34	Team One Advertising* [Publicis]	El Segundo, Calif.	55,000	52,400	5.0
35	42	Crispin Porter & Bogusky [MDC]	Miami	54,690	43,000	27.2
36	38	JWT Specialized Communications* [WPP]	Los Angeles	50,700	48,100	5.4
37	37	WestWayne	Atlanta	50,583	48,970	3.3
38	35	Martin Agency* [Interpublic]	Richmond, Va.	50,300	50,100	0.4
39	41	Carmichael Lynch* [Interpublic]	Minneapolis	50,000	44,000	13.6
40	40	Kirshenbaum Bond Creative Network* [MDC]	New York	47,408	45,027	5.3
41	33	TM Advertising* [Interpublic]	Dallas	47,300	53,100	-10.9
42	43	Goodby, Silverstein & Partners* [Omnicom]	San Francisco	43,200	40,800	5.9
43	46	Barkley Evergreen & Partners	Kansas City, Mo.	42,979	39,456	8.9
44	39	Kaplan Thaler Group* [Publicis]	New York	42,700	46,900	-9.0
45	56	Element 79 Partners* [Omnicom]	Chicago	41,200	30,700	34.2
46	44	MARC USA	Pittsburgh	40,626	40,309	0.8
47	45	Bromley Communications* [Publicis]	San Antonio	40,000	39,500	1.3
48	47	Bernard Hodes Group* [Omnicom]	New York	39,500	38,400	2.9
49	48	Bravo Group* [WPP]	New York	39,400	37,500	5.1
50	50	Martin/Williams* [Omnicom]	Minneapolis	37,500	34,400	9.0
51	51	Margeotes Fertitta Powell* [MDC]	New York	37,335	34,000	9.8
52	49	Davidandgoliath*	Los Angeles	36,090	36,090	0.0
53	81	McGarrybowen	New York	35,000	20,000	75.0
53	55	Dieste, Harmel & Partners* [Omnicom]	Dallas	35,000	31,000	12.9
55	54	Carol H. Williams Advertising*	Oakland, Calif.	33,000	31,500	4.8
56	61	R&R Partners	Las Vegas	32,587	27,180	19.9
57	60	Burrell Communications Group* [Publicis]	Chicago	32,200	28,000	15.0
58	58	Modernista!*	Boston	32,000	30,000	6.7
58	59	Bartle Bogle Hegarty* [Publicis]	New York	32,000	28,900	10.7
60	52	Noble Communications	Springfield, Mo.	31,089	32,305	-3.8
61	67	BVK	Milwaukee	27,700	24,920	11.2
62	63	Fogarty Klein Monroe	Houston	26,300	25,470	3.3
63	71	CMD	Portland, Ore.	26,200	22,964	14.1
64	65	Allied Advertising Agency*	Boston	25,900	25,200	2.8
65	64	Ted Barkus Co.	Philadelphia	25,697	25,237	1.8
66	69	Eric Mower & Associates	Syracuse, N.Y.	\$25,629	\$23,371	9.7
67	62	Mars Advertising	Southfield, Mich.	25,466	26,018	-2.1
68	76	Colby & Partners* [Dentsu]	Santa Monica, Calif.	24,637	21,123	16.6
69	73	Colle & McVoy* [MDC]	Minneapolis	24,600	22,000	11.8
70	68	Doremus* [Omnicom]	New York	24,500	24,000	2.1
71	70	Ackerman McQueen	Oklahoma City	24,100	23,044	4.6
72	72	Ten United	Columbus, Ohio	23,980	22,500	6.6
73	136	Vidal Partnership*	New York	23,950	13,000	84.2
74	75	Arnell Group* [Omnicom]	New York	22,200	21,300	4.2
75	78	Keller Crescent Co.	Evansville, Ind.	22,171	20,465	8.3
76	79	McKinney* [Havas]	Durham, N.C.	21,900	20,300	7.9
77	77	Davis Elen Advertising	Los Angeles	21,609	21,015	2.8
78	86	UniWorld Group [WPP]	New York	21,356	19,143	11.6
79	92	Periscope	Minneapolis	21,253	17,660	20.3
80	82	Mendelsohn Zien Advertising* [Hakuhodo DY]	Los Angeles	21,100	19,900	6.0
81	89	Accentmarketing* [Interpublic]	Coral Gables, Fla.	21,041	18,200	15.6
82	74	Kupper Parker Communications	St. Louis	20,780	21,650	-4.0
83	103	Lopez Negrete Communications	Houston	20,250	16,500	22.7
84	57	Berlin Cameron United* [WPP]	New York	20,000	30,200	-33.8
84	80	Fitzgerald & Co.* [Interpublic]	Atlanta	20,000	20,000	0.0
84	66	Chicago Creative Partnership*	Chicago	20,000	25,000	-20.0
87	88	Risdall Advertising	New Brighton, Minn.	19,918	18,412	8.2
88	134	Malone Advertising* [WPP]	Akron, Ohio	19,500	13,400	45.5
89	122	SS&K	New York	19,405	14,175	36.9
90	87	Allen & Gerritsen	Watertown, Mass.	19,100	19,100	0.0
90	98	Christy MacDougall Mitchell Bodden	New York	19,100	17,200	11.0
92	90	MMB*	Boston	19,000	18,000	5.6
93	99	Marketing Magic*	Hollywood, Fla.	18,900	17,100	10.5
94	85	Pedone & Partners	New York	18,700	19,498	-4.1
95	104	Rhea & Kaiser Marketing Communications	Naperville, Ill.	18,637	16,387	13.7
96	93	Della Femina, Rothschild, Jeary & Partners [Omnicom]	New York	18,500	17,600	5.1
96	113	Blattner Brunner	Pittsburgh	18,500	15,133	22.2
98	121	CCA [Cheil Communications]	Ridgefield Park, N.J.	18,460	14,358	28.6
99	53	Eisner Communications	Baltimore	18,300	32,000	-42.8
100	135	McClain Finlon Advertising	Denver	18,226	13,320	36.8
101	94	RDW Group	Providence, R.I.	18,225	17,550	3.8
102	142	VIA Group	Portland, Maine	18,200	12,478	45.9
102	105	Lapiz* [Publicis]	Chicago	18,200	16,300	11.7
104	100	Zubi Advertising Services	Coral Gables, Fla.	18,000	17,000	5.9
105	101	Bader Rutter & Associates	Brookfield, Wis.	17,892	16,893	5.9

Notes: Revenue is in thousands of U.S. dollars. Revenue supplied by companies via Ad Age questionnaire, obtained from public documents or estimated by Ad Age. An asterisk (\*) indicates estimate. Parents shown may hold less than 50% of an agency. See methodology Page S-13. Rankings continue Page S-8.

**SBS**  
SPANISH BROADCASTING SYSTEM

**MAS QUE RADIO Y TELEVISION**

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NEW YORK: mega 97.9, 93.1 AM, 95.7, Romance 106.7, mega TV, 97.9 PIA, LATINO 96.3

MIAMI: mega TV, 97.9 PIA, LATINO 96.3

LOS ANGELES: 97.9 PIA, LATINO 96.3

SAN FRANCISCO: 93.1 PIA

CHICAGO: GEE 107.9

PUERTO RICO: mega 106.9fm, 94, Romance 96.5, Z 93, estereo tiempo, lamusica.com

# ESSENTIAL, ENGAGING AND EFFECTIVE.

**The Wall Street Journal ranks #1 in advertising revenue growth among all 252 publications measured by CMR.**

## PERFORMANCE VS. SELECTED PUBLICATIONS

Publication	TD Mar 2006 (000)	YTD Mar 2005 (000)	Change (000)
<b>THE WALL STREET JOURNAL</b>	<b>\$292,472</b>	<b>\$242,702</b>	<b>\$49,770</b>
USA TODAY	183,361	187,870	-4,509
TIME	122,978	124,707	-1,730
NEWSWEEK	103,747	88,404	15,344
FORBES	63,386	59,666	3,720
FORTUNE	51,038	59,120	-8,082
BUSINESS WEEK	59,887	62,331	-2,444
U.S. NEWS & WORLD REPORT	54,849	48,214	6,635
MONEY	37,566	31,613	5,953

For marketers who demand results, The Journal is the publication that truly delivers. As the world's most essential business publication, we engage millions of readers every day – and deliver tremendous advertising effectiveness. We'd like to thank all of the marketers who have invested in The Journal so far in 2006. Our growth is a testament to the success you achieve in our pages.

## THE WALL STREET JOURNAL.

# Special Report AGENCY REPORT

## U.S. AGENCIES RANKED 106 TO 221

By U.S. revenue from traditional advertising

RANK		AGENCY BRAND [PARENT]	HEADQUARTERS	U.S. REVENUE		
2005	2004			2005	2004	% CHG
106	133	Shaker Recruitment Adv. & Comms.	Oak Park, Ill.	\$17,856	\$13,540	31.9
107	97	Laughlin/Constable	Milwaukee	17,825	17,300	3.0
108	138	STAR Group	Cherry Hill, N.J.	17,810	12,808	39.1
109	102	Trahan Burden Charles*	Baltimore	17,500	16,500	6.1
110	107	DiMassimo*	New York	17,200	15,900	8.2
111	83	O2 Ideas	Birmingham, Ala.	17,009	19,900	-14.5
112	91	Northlich	Cincinnati	16,744	17,674	-5.3
113	126	Ignited Minds	Marina del Rey, Calif.	16,650	14,035	18.6
114	109	Agent 16*	New York	16,500	15,600	5.8
115	106	Seiden Group	New York	16,250	16,100	0.9
116	130	Strategix/NobleSteed	Hunt Valley, Md.	16,107	13,800	16.7
117	115	PriceWeber Marketing Communications	Louisville, Ky.	15,959	15,023	6.2
118	117	Fahlgren	Columbus, Ohio	15,637	14,751	6.0
119	112	Creative Alliance	Louisville, Ky.	15,529	15,135	2.6
120	84	DCA Advertising* [Dentsu]	New York	15,528	19,851	-21.8
121	129	St. John & Partners Advertising & PR	Jacksonville, Fla.	15,526	13,863	12.0
122	111	Marketing Support	Chicago	15,475	15,165	2.0
123	96	Cossette Post Communications [Cossette]	New York	15,349	17,328	-11.4
124	118	Sawtooth Group	Woodbridge, N.J.	15,200	14,700	3.4
124	110	Square One [One Square]	Dallas	15,200	15,200	0.0
126	125	La Agencia de Orci & Asociados	Los Angeles	15,159	14,047	7.9
127	128	Winning Edge Communications	Princeton, N.J.	15,000	14,000	7.1
128	124	MMG Worldwide	Kansas City, Mo.	14,816	14,054	5.4
129	120	Osborn & Barr Communications	St. Louis	14,637	14,361	1.9
130	116	Avrett Free Ginsberg* [Interpublic]	New York	14,600	15,000	-2.7
131	159	Conill* [Publicis]	New York	14,500	11,000	31.8
132	154	Images USA	Atlanta	14,400	11,600	24.1
133	95	Grafica Group	Chester, N.J.	14,302	17,546	-18.5
134	137	Heil-Brice Retail Advertising	Newport Beach, Calif.	14,267	12,833	11.2
135	119	Tierney Communications* [Interpublic]	Philadelphia	14,100	14,400	-2.1
136	173	Romann Group	New York	14,000	10,000	40.0
136	127	Cliff Freeman & Partners* [MDC]	New York	14,000	14,000	0.0
138	114	De la Cruz Group	Guaynabo, P.R.	13,725	15,025	-8.6
139	123	Nicholson Kovac	Kansas City, Mo.	13,540	14,073	-3.8
140	131	Doe Anderson*	Louisville, Ky.	13,500	13,596	-0.7
141	157	Casanova Pendrill Publicidad* [Interpublic]	Costa Mesa, Calif.	13,453	11,200	20.1
142	147	Secret Weapon Marketing*	Santa Monica, Calif.	13,200	12,000	10.0
143	146	Brouillard Communications* [WPP]	New York	13,100	12,200	7.4
144	143	Cole & Weber United* [WPP]	Seattle	13,000	12,400	4.8
145	153	Archer/Malmo	Memphis, Tenn.	12,886	11,628	10.8
146	175	Butler, Shine, Stern & Partners	Sausalito, Calif.	12,840	9,804	31.0
147	145	Luckie & Co.	Birmingham, Ala.	12,820	12,350	3.8
148	169	Power Creative	Louisville, Ky.	12,755	10,403	22.6
149	184	Planit Advertising	Baltimore	12,700	9,050	40.3
150	152	Intermark Group	Birmingham, Ala.	12,670	11,664	8.6
151	139	Del Rivero Messianu DDB* [Omnicom]	Coral Gables, Fla.	12,612	12,600	0.1
152	140	SG&W*	Montville, N.J.	12,600	12,600	0.0
153	155	McCormick Co.	Amarillo, Texas	12,535	11,500	9.0
154	177	Winglatino* [WPP]	New York	12,500	9,600	30.2
154	149	Mudd Group*	Cedar Falls, Iowa	12,500	11,741	6.5
156	144	Ron Foth Advertising	Columbus, Ohio	12,453	12,377	0.6
157	150	Liggett-Stashower*	Cleveland	12,300	11,700	5.1
158	160	Hoffman/Lewis	San Francisco	12,212	10,902	12.0
159	148	FerrellCalvillo Communications* [Veritas]	New York	12,000	11,900	0.8
160	156	DGWB Advertising & Communications	Santa Ana, Calif.	11,957	11,268	6.1
161	178	Leopard	Broomfield, Colo.	11,938	9,531	25.3
162	168	Buntin Group	Nashville, Tenn.	11,900	10,500	13.3
163	141	Tinsley Advertising & Marketing	Miami	11,760	12,500	-5.9
164	174	Schadler Kramer Group Advertising	Las Vegas	\$11,719	\$9,871	18.7
165	132	Trone	High Point, N.C.	11,680	13,555	-13.8
166	161	JWT Technology [WPP]	Atlanta	11,600	10,800	7.4
167	172	Godfrey	Lancaster, Pa.	11,200	10,100	10.9
168	166	Hitchcock Fleming & Associates	Akron, Ohio	11,129	10,582	5.2
169	170	Cranford Johnson Robinson Woods*	Little Rock, Ark.	11,000	10,400	5.8
170	167	HSR Business to Business	Cincinnati	10,737	10,548	1.8
171	165	Jay Advertising*	Rochester, N.Y.	10,700	10,600	0.9
171	108	Sedgwick Rd.* [Interpublic]	Seattle	10,700	15,800	-32.3
171	171	Swanson Russell Associates	Lincoln, Neb.	10,700	10,300	3.9
174	188	Milici Valenti Ng Pack	Honolulu	10,697	8,800	21.6
175	164	Sullivan Higdon & Sink	Wichita, Kan.	10,678	10,675	0.0
176	286	KYK Ott Advertising, Marketing, Promotions	Louisville, Ky.	10,639	4,982	113.6
177	195	PanCom International	Los Angeles	10,533	8,500	23.9
178	176	WongDoody*	Seattle	10,500	9,700	8.2
179	179	Roberts Communications	Rochester, N.Y.	10,350	9,526	8.7
180	200	Toth Brand Imaging	Concord, Mass.	10,208	8,300	23.0
181	180	Kang & Lee* [WPP]	New York	10,100	9,400	7.4
182	158	Ground Zero	Los Angeles	10,000	11,000	-9.1
182	NA	Weston Mason Marketing	Santa Monica, Calif.	10,000	NA	NA
184	193	GlynnDevins Advertising & Marketing	Overland Park, Kan.	9,800	8,600	14.0
185	163	Peter A. Mayer Advertising	New Orleans	9,743	10,706	-9.0
186	185	La Comunidad*	Miami Beach, Fla.	9,600	9,000	6.7
187	187	Kastner & Partners	Santa Monica, Calif.	9,500	8,800	8.0
187	236	Gearon Hoffman	Boston	9,500	6,750	40.7
189	202	Venables, Bell & Partners	San Francisco	9,448	8,170	15.6
190	162	Al Paul Lefton Co.	Philadelphia	9,300	10,745	-13.4
191	182	Simons Michelson Zieve	Troy, Mich.	9,180	9,175	0.1
192	186	Media Logic	Albany, N.Y.	9,059	8,887	1.9
193	190	Stone & Simons Advertising	Southfield, Mich.	9,000	8,750	2.9
194	189	A Partnership	New York	8,996	8,774	2.5
195	201	Eleven	San Francisco	8,930	8,200	8.9
196	324	Razor Competitive Edge	Addison, Texas	8,926	3,800	134.9
197	211	SBC Advertising	Westerville, Ohio	8,879	7,668	15.8
198	181	Beber Silverstein Group	Miami	8,700	9,200	-5.4
199	208	FKO Advertising/Marketing	Clearwater, Fla.	8,648	7,772	11.3
200	194	McCaffery Gottlieb Lane	New York	8,630	8,520	1.3
201	212	Reynardus & Moya Advertising	New York	8,625	7,572	13.9
202	197	Yesawich, Peppardine, Brown & Russell	Orlando	8,618	8,427	2.3
203	204	SicolaMartin* [WPP]	Austin, Texas	8,600	8,100	6.2
204	198	Hoffman York	Milwaukee	8,598	8,383	2.6
205	287	Matlock Advertising & Public Relations	Atlanta	8,532	4,960	72.0
206	220	Anderson Communications	Atlanta	8,501	7,230	17.6
207	183	Phelps Group	Santa Monica, Calif.	8,312	9,084	-8.5
208	199	Aloft Group	Newburyport, Mass.	8,300	8,300	0.0
209	269	E. Morris Communications	Chicago	8,200	5,500	49.1
210	216	Marcus Thomas	Cleveland	8,199	7,352	11.5
211	214	Bailey Lauerman	Lincoln, Neb.	8,164	7,513	8.7
212	192	Yaffe Group	Southfield, Mich.	8,109	8,649	-6.2
213	217	Arvizu Advertising & Promotions	Phoenix	8,070	7,263	11.1
214	215	Maiden Lane	San Francisco	8,049	7,456	8.0
215	205	Fuse Inc.	St. Louis	8,011	8,005	0.1
216	209	Fletcher Martin* [MDC]	Atlanta	7,986	7,753	3.0
217	239	Lewis Communications	Mobile, Ala.	7,908	6,512	21.4
218	222	Admerasia	New York	7,900	7,200	9.7
218	207	Carton Donofrio Partners*	Baltimore	7,900	7,800	1.3
220	151	Elias/Savion Advertising	Pittsburgh	7,669	11,672	-34.3
221	229	Ames Scullin O'Haire	Atlanta	7,500	7,000	7.1

Notes: Revenue is in thousands of U.S. dollars. Revenue supplied by companies via Ad Age questionnaire, obtained from public documents or estimated by Ad Age. An asterisk (\*) indicates estimate. Rankings for 2005 are based on data compiled in 2006. See methodology Page S-13. Rankings continue Page S-9



## U.S. AGENCIES RANKED 222 TO 273

By U.S. revenue from traditional advertising

RANK		AGENCY	HEADQUARTERS	U.S. REVENUE		
2005	2004			2005	2004	% CHG
222	266	Dio	York, Pa.	\$7,403	\$5,546	33.5
223	213	KraftWorks	New York	7,400	7,560	-2.1
224	272	LatinWorks Marketing	Austin, Texas	7,387	5,498	34.4
225	224	ISM	Boston	7,375	7,125	3.5
226	228	Connelly Partners*	Boston	7,300	7,000	4.3
226	206	Cronin & Co.	Glastonbury, Conn.	7,300	8,000	-8.8
228	257	Hispanic Group Corp.	Miami	7,276	5,782	25.8
229	225	Neiman Group	Harrisburg, Pa.	7,200	7,106	1.3
230	226	InterTrend Communications	Long Beach, Calif.	7,170	7,015	2.2
231	347	Mother	New York	7,100	3,200	121.9
231	240	Pickett Advertising*	San Francisco	7,100	6,500	9.2
231	233	Clarity Coverdale Fury	Minneapolis	7,100	6,900	2.9
234	237	Stone Ward	Little Rock, Ark.	7,065	6,695	5.5
235	301	The Gate [Media Square]	New York	7,050	4,334	62.7
236	263	Nelson Schmidt	Milwaukee	7,008	5,607	25.0
237	242	RiechesBaird*	Irvine, Calif.	7,000	6,500	7.7
237	259	Adams & Knight Communications	Avon, Conn.	7,000	5,750	21.7
237	231	Adamson Advertising	St. Louis	7,000	6,901	1.4
237	256	DiNoto	New York	7,000	5,800	20.7
241	230	Brighton USA	St. Louis	6,929	6,912	0.2
242	313	TG Madison	Atlanta	6,900	4,000	72.5
242	232	HeadQuarters Advertising	San Francisco	6,900	6,900	0.0
244	243	Machado Garcia Serra	Coral Gables, Fla.	6,880	6,476	6.2
245	227	Gelia Wells & Mohr	Clarence, N.Y.	6,860	7,005	-2.1
246	223	Cartel Group	San Antonio	6,807	7,137	-4.6
247	244	Castells & Asociados Advertising	Los Angeles	6,801	6,421	5.9

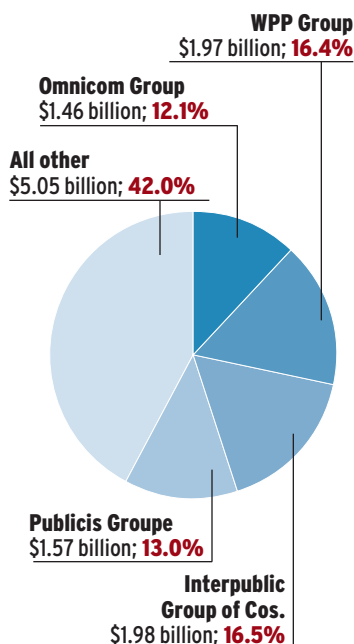
RANK		AGENCY	HEADQUARTERS	U.S. REVENUE		
2005	2004			2005	2004	% CHG
248	235	Valentine Radford [One Square]	Kansas City, Mo.	\$6,800	\$6,800	0.0
249	210	Young & Laramore	Indianapolis	6,777	7,702	-12.0
250	290	IW Group [Interpublic]	West Hollywood, Calif.	6,722	4,891	37.4
251	246	Moses Anshell*	Phoenix	6,700	6,400	4.7
251	334	Grupo Gallegos	Long Beach, Calif.	6,700	3,500	91.4
253	219	GodwinGroup	Jackson, Miss.	6,652	7,247	-8.2
254	234	DRGM Advertising & Public Relations	Reno, Nev.	6,650	6,894	-3.5
254	191	Rives Carlberg	Houston	6,650	8,650	-23.1
256	265	Slingshot*	Dallas	6,588	5,580	18.1
257	245	San Jose Group	Chicago	6,576	6,415	2.5
258	270	Ad Store	New York	6,500	5,500	18.2
258	253	O'Leary & Partners	Newport Beach, Calif.	6,500	5,900	10.2
260	249	Solomon Friedman Advertising	Bloomfield Hills, Mich.	6,392	6,117	4.5
261	273	Kolar Advertising & Marketing	Austin, Texas	6,376	5,495	16.0
262	203	Gardner Nelson & Partners	New York	6,310	8,161	-22.7
263	252	ML Rogers	New York	6,305	5,908	6.7
264	238	Source Communications	Hackensack, N.J.	6,257	6,524	-4.1
265	282	MGH	Owings Mills, Md.	6,200	5,100	21.6
265	218	Harrington Group	Morristown, N.J.	6,200	7,250	-14.5
267	251	Weintraub Advertising	St. Louis	6,192	6,000	3.2
268	280	Hart Associates	Maumee, Ohio	6,160	5,152	19.6
269	254	Berline Group*	Bloomfield Hills, Mich.	6,120	5,850	4.6
270	260	Time Advertising	Millbrae, Calif.	6,111	5,670	7.8
271	221	Howard, Merrell & Partners* [Interpublic]	Raleigh, N.C.	6,100	7,200	-15.3
271	279	Al Punto	Tustin, Calif.	6,100	5,200	17.3
273	262	Crosby Marketing Communications	Annapolis, Md.	6,020	5,622	7.1

Notes: Revenue is in thousands of U.S. dollars. Revenue supplied by companies via Ad Age questionnaire, obtained from public documents or estimated by Ad Age. An asterisk (\*) indicates estimate. Rankings for 2005 are based on data compiled in 2006. See methodology Page S-13. Rankings continue Page S-10.

## ADVERTISING & MEDIA MARKET SHARE

The top four take 58% of U.S.' \$12.02 billion in A&M revenue

Revenue from traditional advertising and media in the U.S. reached \$12.02 billion in 2005, up 5.1% from 2004, according to *Advertising Age* estimates. Among the world's top four marketing organizations, Interpublic Group of Cos. has the largest share of advertising and media.



Figures are Ad Age estimates.



# Special Report

## AGENCY REPORT

### U.S. AGENCIES RANKED 274 TO 387

By U.S. revenue from traditional advertising

RANK		AGENCY BRAND [PARENT]	HEADQUARTERS	U.S. REVENUE			RANK		AGENCY BRAND [PARENT]	HEADQUARTERS	U.S. REVENUE		
2005	2004			2005	2004	% CHG	2005	2004			% CHG		
274	310	Amazon Advertising* [Publicis]	San Francisco	\$6,000	\$4,000	50.0	330	345	Schraff Group	Lake Forest, Calif.	\$4,005	\$3,225	24.2
274	NA	Miller White Runkle*	Spokane, Wash.	6,000	NA	NA	332	335	Korey Kay & Partners	New York	4,000	3,500	14.3
274	284	Brushfire	Cedar Knolls, N.J.	6,000	5,100	17.6	332	319	Coyne Beahm Shouse	Greensboro, N.C.	4,000	3,940	1.5
277	293	Praco	Colorado Springs, Colo.	5,996	4,773	25.6	334	317	Rick Johnson & Co.	Albuquerque, N.M.	3,913	3,950	-0.9
278	289	Martino Flynn	Pittsford, N.Y.	5,966	4,918	21.3	335	315	Bandy Carroll Hellige Advertising	Louisville, Ky.	3,841	3,962	-3.0
279	261	Barber Martin Advertising*	Richmond, Va.	5,900	5,643	4.6	336	NA	SKM Group	Depew, N.Y.	3,840	NA	NA
279	292	Porcaro Communications	Anchorage, Alaska	5,900	4,800	22.9	337	342	Matthews/Evans/Albertazzi	San Diego	3,804	3,272	16.3
281	295	M&C Saatchi	New York	5,820	4,659	24.9	338	393	AdAsia Communications	New York	3,800	2,204	72.4
282	283	Siboney USA [Interpublic]	Miami	5,800	5,100	13.7	338	312	Magnani Continuum Marketing	Chicago	3,800	4,000	-5.0
282	276	Fry/Hammond/Barr	Orlando	5,800	5,400	7.4	338	405	Ethnic Solutions	Los Angeles	3,800	1,786	112.8
284	268	Backe Communications*	Ardmore, Pa.	5,750	5,510	4.4	338	328	VitroRobertson* [MDC]	San Diego	3,800	3,700	2.7
285	294	Meridian Group	Virginia Beach, Va.	5,704	4,678	21.9	342	336	KD&E	New York	3,750	3,500	7.1
286	264	M/C/C	Dallas	5,700	5,600	1.8	343	338	Diccicco Battista Communications	Horsham, Pa.	3,731	3,443	8.4
287	247	Keiler & Co.	Farmington, Conn.	5,628	6,199	-9.2	344	364	Edelmann Scott	Richmond, Va.	3,726	2,836	31.4
288	306	Cultura	Dallas	5,600	4,200	33.3	345	343	Thielen Partners	Fresno, Calif.	3,689	3,263	13.1
288	277	Turkel*	Coconut Grove, Fla.	5,600	5,300	5.7	346	360	Meyocks Group	West Des Moines, Iowa	3,652	2,953	23.7
290	288	Hiebing Group	Madison, Wis.	5,576	4,947	12.7	347	354	KZS Advocates	Hauppauge, N.Y.	3,610	3,050	18.4
291	285	Acento	Los Angeles	5,565	5,059	10.0	348	307	Innis Maggiore Group	Canton, Ohio	3,607	4,118	-12.4
292	291	Stephan & Brady	Madison, Wis.	5,547	4,827	14.9	349	340	Brozena Schaller Menaker & Ripley	Denver	3,600	3,400	5.9
293	278	Sundog Interactive	Fargo, N.D.	5,530	5,289	4.6	350	355	Waldbillig & Besteman	Madison, Wis.	3,518	3,019	16.5
294	298	Barefoot Advertising	Cincinnati	5,500	4,500	22.2	351	352	Chandler Ehrlich	Memphis, Tenn.	3,500	3,100	12.9
294	275	Stiegler, Wells, Brunswick & Roth	Bethlehem, Pa.	5,500	5,400	1.9	352	372	Hunt Adkins	Minneapolis	3,454	2,701	27.9
294	271	Kelliher Samets Volk	Burlington, Vt.	5,500	5,500	0.0	353	337	EGC Group	Melville, N.Y.	3,450	3,450	0.0
297	241	E.B. Lane Marketing Communications	Phoenix	5,475	6,500	-15.8	353	250	Equals Three Communications	Bethesda, Md.	3,450	6,000	-42.5
298	322	Stephenz Group	San Jose, Calif.	5,441	3,836	41.8	355	362	Bradshaw Advertising	Portland, Ore.	3,439	2,929	17.4
299	308	Trozzolo Communications Group	Kansas City, Mo.	5,400	4,100	31.7	356	327	Boelter & Lincoln	Milwaukee	3,415	3,762	-9.2
300	255	White & Partners	Herndon, Va.	5,250	5,800	-9.5	357	348	Martz Agency	Scottsdale, Ariz.	3,414	3,198	6.7
301	302	Mackenzie [MDC]	Minneapolis	5,147	4,314	19.3	358	377	Rotter Group	Laguna Beach, Calif.	3,400	2,610	30.3
302	303	Creative Civilization*	San Antonio	5,122	4,300	19.1	358	356	CreativeOnDemand*	Coral Gables, Fla.	3,400	3,000	13.3
303	304	McGarrah/Jessee	Austin, Texas	5,111	4,290	19.1	360	367	Truth	Santa Ana, Calif.	3,390	2,773	22.2
304	281	Lindsay, Stone & Briggs*	Madison, Wis.	5,100	5,118	-0.4	361	381	Coil Counts Ford & Cheney Advertising	Chicago	3,388	2,562	32.2
305	326	Off Madison Ave.	Tempe, Ariz.	5,000	3,781	32.3	362	341	La Gente de RLR	Pasadena, Calif.	3,370	3,370	0.0
305	329	Borders Perrin Norrande	Portland, Ore.	5,000	3,700	35.1	363	353	Meyer & Wallis	Milwaukee	3,336	3,066	8.8
305	196	Rockett, Burkhead & Winslow	Raleigh, N.C.	5,000	8,500	-41.2	364	349	Ross/Brown Integrated Marketing*	Naperville, Ill.	3,300	3,142	5.0
308	274	WNG Partners	New York	4,997	5,411	-7.6	365	384	CORE	St. Louis	3,261	2,540	28.4
309	330	Aloysius, Butler & Clark	Wilmington, Del.	4,941	3,694	33.8	366	371	Littlefield	Tulsa, Okla.	3,251	2,738	18.7
310	296	Associated Advertising Agency*	Wichita, Kan.	4,750	4,559	4.2	367	370	Rosen & Brichta	Chicago	3,250	2,750	18.2
310	351	Mindpower	Atlanta	4,750	3,116	52.5	368	358	Greenstone/Fontana	Ronkonkoma, N.Y.	3,230	3,000	7.7
312	331	Sunrise Advertising	Cincinnati	4,700	3,600	30.6	369	359	Kuhn & Wittenborn Advertising	Kansas City, Mo.	3,210	2,998	7.1
312	297	Princeton Partners*	Princeton, N.J.	4,700	4,500	4.4	370	258	Ebel, Signorelli & Welke	Chicago	3,187	5,766	-44.7
312	299	Tiziani & Whitmyre*	Sharon, Mass.	4,700	4,479	4.9	371	344	Current	Atlanta	3,174	3,239	-2.0
315	267	Arras Group	Cleveland	4,680	5,524	-15.3	372	376	Bandujo Donker & Brothers	New York	3,172	2,646	19.9
316	339	Kilgannon	Atlanta	4,676	3,437	36.0	373	318	Grafik Marketing & Communications	Alexandria, Va.	3,165	3,944	-19.8
317	388	Sigma Group	Oradell, N.J.	4,500	2,300	95.7	374	374	Cashman & Katz Integrated Comms.	Glastonbury, Conn.	3,135	2,685	16.8
318	248	Barnhart	Denver	4,464	6,152	-27.4	375	332	Travers Collins & Co.	Buffalo, N.Y.	3,128	3,562	-12.2
319	309	Copacino & Fujikado	Seattle	4,430	4,002	10.7	376	380	Demi & Cooper	Elgin, Ill.	3,125	2,565	21.8
320	350	Roman/Peshoff	Holland, Ohio	4,420	3,131	41.2	377	410	Shine Advertising Co.	Madison, Wis.	3,100	1,560	98.7
321	314	Anita Santiago Advertising	Santa Monica, Calif.	4,330	3,963	9.3	378	390	OLE	New York	3,050	2,271	34.3
322	305	Berenter Greenhouse & Webster* [Interpublic]	New York	4,200	4,200	0.0	379	363	Viva Partnership*	Miami	3,027	2,880	5.1
322	311	Euro RSCG Latino* [Havas]	New York	4,200	4,000	5.0	380	385	K.I. Lipton	Horsham, Pa.	3,000	2,500	20.0
322	357	Gabriel DeGroot Bendt	Minneapolis	4,200	3,000	40.0	381	368	ME&V	Cedar Falls, Iowa	2,987	2,767	7.9
325	NA	Alstin Advertising	Philadelphia	4,190	NA	NA	382	361	Nemer Fieger	Minneapolis	2,974	2,932	1.4
326	316	Duffy & Shanley	Providence, R.I.	4,172	3,960	5.4	383	365	Lauerer Markin Group	Maumee, Ohio	2,950	2,800	5.4
327	323	Prime Access*	New York	4,167	3,816	9.2	384	369	Two by Four Communications	Chicago	2,900	2,750	5.5
328	300	Laird Christianson Advertising	Honolulu	4,127	4,466	-7.6	385	379	Russell Herder	Minneapolis	2,888	2,576	12.1
329	320	Martino & Binzer	Avon, Conn.	4,100	3,900	5.1	386	400	Dae Advertising	San Francisco	2,870	1,969	45.8
330	321	Masterminds Advertising	Egg Harbor Township, N.J.	4,005	3,890	2.9	387	373	VogtGoldstein*	Westport, Conn.	2,800	2,695	3.9

Notes: Revenue is in thousands of U.S. dollars. Revenue supplied by companies via Ad Age questionnaire, obtained from public documents or estimated by Ad Age. An asterisk (\*) indicates estimate. Rankings for 2005 are based on data compiled in 2006. See methodology Page S-13. Rankings continue Page S-11.

## U.S. AGENCIES RANKED 388 TO 437

By U.S. revenue from traditional advertising

RANK	2005	2004	AGENCY BRAND [PARENT]	HEADQUARTERS	U.S. REVENUE		
					2005	2004	% CHG
388	386		<b>MDB Communications</b>	Washington	\$2,750	\$2,471	11.3
389	403		<b>Trumpet</b>	New Orleans	2,735	1,909	43.3
390	333		<b>Taylor West Advertising</b>	San Antonio	2,726	3,549	-23.2
391	375		<b>ADK America</b> [Asatsu-DK]	New York	2,717	2,649	2.6
392	395		<b>Thomas Taber &amp; Drazen</b>	Denver	2,715	2,122	27.9
393	399		<b>Munn Rabot</b>	New York	2,700	1,973	36.8
393	378		<b>Open Minds Agency</b> [RPA]	Irvine, Calif.	2,700	2,600	3.8
393	382		<b>MKA*</b>	New York	2,700	2,550	5.9
396	325		<b>Siddall</b>	Richmond, Va.	2,676	3,784	-29.3
397	404		<b>McKee Wallwork Cleveland</b>	Albuquerque, N.M.	2,645	1,828	44.7
398	366		<b>Red7e</b>	Louisville, Ky.	2,552	2,778	-8.1
399	394		<b>Leverage Marketing Services</b>	Newtown, Conn.	2,325	2,200	5.7
400	392		<b>Penny/Ohlmann/Neiman</b>	Dayton, Ohio	2,288	2,225	2.8
401	391		<b>Walz Tetrick Advertising</b>	Mission, Kan.	2,283	2,267	0.7
402	396		<b>Sanna Mattson MacLeod</b>	Smithtown, N.Y.	2,266	2,121	6.8
403	402		<b>Leopold Ketel &amp; Partners</b>	Portland, Ore.	2,265	1,923	17.8
404	389		<b>Smith-Winchester</b>	Southfield, Mich.	2,263	2,282	-0.9
405	383		<b>Clarke Advertising &amp; PR</b>	Sarasota, Fla.	2,236	2,543	-12.1
406	401		<b>Borenstein Group</b>	Fairfax, Va.	2,200	1,950	12.8
407	398		<b>Footsteps*</b> [Omnicom]	New York	2,100	2,000	5.0
407	413		<b>Andrews Birt</b>	Minneapolis	2,100	1,500	40.0
409	408		<b>Sullivan-St. Clair Advertising/PR</b>	Mobile, Ala.	2,086	1,763	18.3
410	414		<b>White Good &amp; Co.</b>	Lancaster, Pa.	1,959	1,432	36.8
411	397		<b>Blain Olsen White Gurr Advertising</b>	Salt Lake City	1,951	2,028	-3.8
412	425		<b>Ethnic Marketing Group</b>	Valencia, Calif.	1,905	825	131.0

RANK	2005	2004	AGENCY BRAND [PARENT]	HEADQUARTERS	U.S. REVENUE		
					2005	2004	% CHG
413	346		<b>Marquardt &amp; Roche &amp; Partners</b>	Stamford, Conn.	\$1,780	\$3,213	-44.6
414	409		<b>Revolucion</b>	New York	1,750	1,699	3.0
415	407		<b>Brashe Advertising*</b>	Jericho, N.Y.	1,730	1,780	-2.8
416	406		<b>Wendt</b>	Great Falls, Mont.	1,714	1,784	-3.9
417	427		<b>Kalis &amp; Associates</b>	Pacific Palisades, Calif.	1,500	800	87.5
417	415		<b>Hadrian's Wall</b>	Chicago	1,500	1,400	7.1
419	411		<b>GBL</b>	Pittsburgh	1,475	1,527	-3.4
420	412		<b>Enlace Communications</b>	Los Angeles	1,456	1,509	-3.5
421	387		<b>Ten Communications*</b>	Los Angeles	1,446	2,330	-38.0
422	417		<b>Donald L. Arends</b>	Oak Brook, Ill.	1,427	1,331	7.2
423	416		<b>Villing &amp; Co.</b>	South Bend, Ind.	1,374	1,381	-0.5
424	418		<b>Saeshe Advertising</b>	Los Angeles	1,300	1,146	13.4
425	419		<b>Marx Group</b>	San Rafael, Calif.	1,169	1,110	5.3
426	423		<b>Mandala Agency</b>	Bend, Ore.	1,135	1,038	9.3
427	424		<b>Espanol Marketing &amp; Communications</b>	Cary, N.C.	1,129	1,002	12.7
428	421		<b>Kinzie &amp; Green</b>	Wausau, Wis.	1,035	1,056	-2.0
429	422		<b>:30 Segundos</b>	New York	1,000	1,050	-4.8
430	420		<b>Flowers &amp; Partners</b>	Dallas	993	1,108	-10.4
431	426		<b>Spiker Communications</b>	Missoula, Mont.	800	800	0.0
432	428		<b>Tri-State Advertising Co.</b>	Warsaw, Ind.	799	792	0.8
433	429		<b>Ergo Worldwide</b>	Irvine, Calif.	686	726	-5.6
434	430		<b>Ibis Communications</b>	Nashville, Tenn.	632	658	-4.0
435	431		<b>Touchdown Media</b>	Metuchen, NJ	617	399	54.8
436	432		<b>PM-Publicidad</b>	Atlanta	600	350	71.4
437	433		<b>LH Advertising</b>	Hartsdall, N.Y.	19	19	0.0

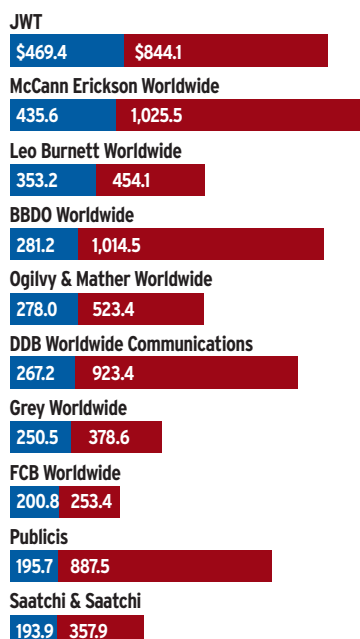
Notes: Revenue is in thousands of U.S. dollars. Revenue supplied by companies via Ad Age questionnaire, obtained from public documents or estimated by Ad Age. An asterisk (\*) indicates estimate. Rankings for 2005 are based on data compiled in 2006. See methodology Page S-13.

## TOP 10 U.S. AGENCIES BY GLOBAL SPLITS

McCann is the biggest U.S.-based by worldwide revenue

JWT, the top agency by U.S. revenue, is second among U.S.-based shops in global revenue and fifth in non-U.S. revenue, outflanked by McCann, BBDO, DDB and Publicis.

■ U.S. REVENUE ■ NON-U.S. REVENUE  
IN MILLIONS OF DOLLARS



Figures for Top 10 by revenue are Ad Age estimates.



# Special Report AGENCY REPORT

## TOP 25 INDEPENDENT AGENCIES

Unaffiliated U.S.-based agencies by worldwide revenue

RANK	2005	2004	AGENCY BRAND	HEADQUARTERS	WORLDWIDE REVENUE		
					2005	2004	% CHG
1	1		<b>Doner</b>	Southfield, Mich.	\$164.3	\$155.7	5.5
2	2		<b>Richards Group</b>	Dallas	148.0	134.0	10.4
3	4		<b>Wieden &amp; Kennedy*</b>	Portland, Ore.	102.9	92.6	11.1
4	3		<b>RPA</b>	Santa Monica, Calif.	99.5	99.3	0.2
5	5		<b>Cramer-Krasselt</b>	Chicago	96.2	83.7	14.9
6	6		<b>Bernstein-Rein Advertising</b>	Kansas City, Mo.	59.3	54.3	9.3
7	7		<b>WestWayne</b>	Atlanta	50.6	49.0	3.3
8	9		<b>Barkley Evergreen &amp; Partners</b>	Kansas City, Mo.	43.0	39.5	8.9
9	8		<b>MARC USA</b>	Pittsburgh	40.6	40.3	0.8
10	10		<b>Davidandgoliath*</b>	Los Angeles	36.1	36.1	0.0
11	28		<b>Mcgarrybowen</b>	New York	35.0	20.0	75.0
12	13		<b>Carol H. Williams Advertising*</b>	Oakland, Calif.	33.0	31.5	4.8
13	16		<b>R&amp;R Partners</b>	Las Vegas	32.6	27.2	19.9
14	14		<b>Modernista!*</b>	Boston	32.0	30.0	6.7
15	11		<b>Noble Communications</b>	Springfield, Mo.	31.1	32.3	-3.8
16	15		<b>Allied Advertising Agency*</b>	Boston	28.3	27.6	2.6
17	20		<b>BVK</b>	Milwaukee	27.7	24.9	11.2
18	18		<b>Fogarty Klein Monroe</b>	Houston	26.3	25.5	3.3
19	23		<b>CMD</b>	Portland, Ore.	26.2	23.0	14.1
20	19		<b>Ted Barkus Co.</b>	Philadelphia	25.7	25.2	1.8
21	22		<b>Eric Mower &amp; Associates</b>	Syracuse, N.Y.	25.6	23.4	9.7
22	17		<b>Mars Advertising</b>	Southfield, Mich.	25.5	26.0	-2.1
23	21		<b>Ackerman McQueen</b>	Oklahoma City	24.8	24.2	2.5
24	24		<b>Ten United</b>	Columbus, Ohio	24.0	22.5	6.6
24	45		<b>Vidal Partnership*</b>	New York	24.0	13.0	84.2

Notes: Revenue is in millions of U.S. dollars. \*Indicates figures are Ad Age estimates. Rankings for 2005 are based on information compiled this year. See methodology, Page S-13. "Unaffiliated agencies" mean the agencies are not owned in any part by a marketing organization.

## TOP HEALTH CARE AGENCIES

### MARKETING ORGANIZATIONS

RANK	2005	2004	MARKETING ORGANIZATION	HEADQUARTERS	U.S. REVENUE		
					2005	2004	% CHG
1	1		<b>Omnicom Health Care*</b>	New York	\$460.0	\$400.0	15.0
2	2		<b>WPP Health Care*</b>	London	404.2	377.8	7.0
3	3		<b>Interpublic Health Care*</b>	New York	288.6	319.8	-9.8
4	4		<b>Publicis Health Care Communications*</b>	New York	287.0	268.3	7.0
5	5		<b>Havas Health Care (Euro RSCG Life)*</b>	New York	106.0	102.4	3.5

### INDEPENDENT AGENCIES

RANK	2005	2004	AGENCY	HEADQUARTERS	U.S. REVENUE		
					2005	2004	% CHG
1	1		<b>GSW Worldwide*</b>	Westerville, Ohio	\$65.0	\$58.1	11.9
2	2		<b>Abelson-Taylor*</b>	Chicago	48.0	43.6	10.1
3	4		<b>Dorland Global Corp.*</b>	Philadelphia	25.0	22.0	13.6
4	5		<b>Medical Broadcasting Co.*</b>	Philadelphia	24.0	20.0	20.0
5	3		<b>Centron*</b>	New York	23.0	23.0	0.0
6	8		<b>Pacific Communications</b>	Costa Mesa, Calif.	20.1	17.1	17.9
7	6		<b>Hal Lewis Group</b>	Philadelphia	19.9	19.1	4.4
8	7		<b>Palio Communications*</b>	Saratoga Springs, N.Y.	19.8	17.3	14.4
9	9		<b>Dudnyk Healthcare Group*</b>	Horsham, Pa.	17.5	16.0	9.4
10	10		<b>Goble &amp; Associates*</b>	Chicago	16.0	15.3	4.6
10	12		<b>Donahoe Purohit Miller Advertising*</b>	Chicago	16.0	14.6	9.6
10	13		<b>LehmanMillet*</b>	Boston	16.0	14.6	9.6
13	11		<b>Vox Medica</b>	Philadelphia	15.8	15.1	4.5
14	15		<b>S&amp;R Communications Group</b>	Durham, N.C.	11.4	8.5	34.8
15	14		<b>Leverte Associates*</b>	Westport, Conn.	10.5	9.8	7.1

Notes: Figures are in millions of dollars. \*Indicates figures are Ad Age estimates. Marketing organization totals include multiple shops and are Ad Age constructs. WPP includes Grey Healthcare Group. Independent agencies are those not owned by any of the top five marketing organizations.

## TOP 10 CORE AGENCIES WORLDWIDE

By worldwide revenue from traditional advertising

RANK	2005	2004	AGENCY (PARENT)	HEADQUARTERS	WORLDWIDE REVENUE		
					2005	2004	% CHG
1	1		<b>Dentsu*</b>	Tokyo	\$2,165.9	\$2,205.5	-1.8
2	2		<b>McCann Erickson Worldwide*</b> [Interpublic]	New York	1,461.1	1,455.5	0.4
3	3		<b>JWT*</b> [WPP]	New York	1,313.5	1,324.9	-0.9
4	4		<b>BBDO Worldwide*</b> [Omnicom]	New York	1,295.7	1,165.6	11.2
5	5		<b>DBB Worldwide Communications*</b> [Omnicom]	New York	1,190.6	1,090.2	9.2
6	6		<b>Publicis*</b> [Publicis]	New York	1,083.2	1,037.3	4.4
7	7		<b>TBWA Worldwide*</b> [Omnicom]	New York	950.2	873.3	8.8
8	8		<b>Leo Burnett Worldwide*</b> [Publicis]	Chicago	807.3	823.7	-2.0
9	10		<b>Ogilvy &amp; Mather Worldwide*</b> [WPP]	New York	801.4	752.6	6.5
10	9		<b>Hakuhodo*</b> [Hakuhodo DY]	Tokyo	788.0	802.0	-1.7

Notes: Dollars are in millions. (\*)Revenue is Ad Age estimate and represents worldwide core-level returns from advertising only for the global network. Figures exclude revenue from non-advertising operations such as direct marketing, sales promotion, interactive, media buying and planning.

## TOP MULTICULTURAL AGENCIES

### HISPANIC

RANK	2005	2004	AGENCY (PARENT)	HEADQUARTERS	U.S. REVENUE		
					2005	2004	% CHG
1	1		<b>Bromley Communications*</b> [Publicis]	San Antonio	\$40,000	\$39,500	1.3
2	2		<b>Bravo Group*</b> [WPP]	New York	39,400	37,500	5.1
3	4		<b>GlobalHue*</b> [Interpublic]	Southfield, Mich.	36,260	32,120	12.9
4	3		<b>Dieste, Harmel &amp; Partners*</b> [Omnicom]	Dallas	35,000	31,000	12.9
5	11		<b>Vidal Partnership*</b>	New York	23,950	13,000	84.2
6	5		<b>Accentmarketing*</b> [Interpublic]	Coral Gables, Fla.	21,041	18,200	15.6
7	7		<b>Lopez Negrete Communications</b>	Houston	20,250	16,500	22.7
8	8		<b>Lapiz*</b> [Publicis]	Chicago	18,200	16,300	11.7
9	6		<b>Zubi Advertising Services</b>	Coral Gables, Fla.	18,000	17,000	5.9
10	10		<b>La Agencia de Orci &amp; Asociados</b>	Los Angeles	15,159	14,047	7.9
11	14		<b>Conill*</b> [Publicis]	New York	14,500	11,000	31.8
12	9		<b>De la Cruz Group</b>	Guaynabo, P.R.	13,725	15,025	-8.6
13	13		<b>Casanova Pendril Publicidad*</b> [Interpublic]	Costa Mesa, Calif.	13,453	11,200	20.1
14	12		<b>Del Rivero Messianu DDB*</b> [Omnicom]	Coral Gables, Fla.	12,612	12,600	0.1
15	15		<b>Winglatino*</b> [WPP]	New York	12,500	9,600	30.2

### AFRICAN-AMERICAN

RANK	2005	2004	AGENCY (PARENT)	HEADQUARTERS	U.S. REVENUE		
					2005	2004	% CHG
1	1		<b>GlobalHue*</b> [Interpublic]	Southfield, Mich.	\$34,780	\$29,610	17.5
2	NA		<b>Carol H. Williams Advertising*</b>	Oakland, Calif.	33,000	NA	NA
3	2		<b>Burrell Communications Group*</b> [Publicis]	Chicago	32,200	28,000	15.0
4	3		<b>UniWorld Group</b> [WPP]	New York	14,309	12,826	11.6
5	8		<b>Matlock Advertising &amp; Public Relations</b>	Atlanta	8,532	4,960	72.0
6	5		<b>Anderson Communications</b>	Atlanta	8,501	7,230	17.6
7	7		<b>E. Morris Communications</b>	Chicago	8,200	5,500	49.1
8	4		<b>Fuse Inc.</b>	St. Louis	8,011	8,005	0.1
9	6		<b>Images USA</b>	Atlanta	7,200	5,800	24.1
10	10		<b>Footsteps*</b> [Omnicom]	New York	2,100	2,000	5.0

### ASIAN-AMERICAN

RANK	2005	2004	AGENCY (PARENT)	HEADQUARTERS	U.S. REVENUE		
					2005	2004	% CHG
1	3		<b>PanCom International</b>	Los Angeles	\$10,533	\$8,500	23.9
2	1		<b>Kang &amp; Lee*</b> [WPP]	New York	10,100	9,400	7.4
3	2		<b>A Partnership</b>	New York	8,996	8,774	2.5
4	4		<b>Admerasia</b>	New York	7,900	7,200	9.7
5	5		<b>InterTrend Communications</b>	Long Beach, Calif.	7,170	7,015	2.2
6	7		<b>IW Group</b> [Interpublic]	West Hollywood, Calif.	6,722	4,891	37.4
7	6		<b>Time Advertising</b>	Millbrae, Calif.	6,111	5,670	7.8
8	9		<b>AdAsia Communications</b>	New York	3,800	2,204	72.4
8	11		<b>Ethnic Solutions</b>	Los Angeles	3,800	1,786	112.8
10	10		<b>Dae Advertising</b>	San Francisco	2,870	1,969	45.8

Notes: Figures are in thousands of dollars. An asterisk (\*) indicates figures are Ad Age estimates. Parent names in brackets indicate an affiliation with one of the top marketing organizations ranked on Page S-2. In most cases, the "parent" owns a minority stake. \*Ad Age estimates total GlobalHue U.S. revenue for 2005 at \$74 million, up 17.5% from \$63 million in 2004.

## METHODOLOGY

THE 62ND ANNUAL *Advertising Age* Agency Report includes five primary agency rankings: The world's top 25 marketing organizations; the leading U.S. and world ad agency "brands;" top media specialist companies, and the largest marketing services companies.

Other rankings include the top 25 U.S. independent agencies by worldwide revenue, the top 15 independent U.S. healthcare agencies, leading U.S. multicultural agencies (Hispanic, African-American and Asian-American), a listing of the world's independent agency networks by revenue, and rankings by marketing services disciplines—direct marketing, sales promotion and interactive.

Ad agency rankings are based on revenue—the sum of commissions on media billings, markup on materials and services, and agency fees—and marketing services shops on revenue equivalency, gross profit (sales less cost of sales). Most agencies submit revenue and other data on an *Ad Age* questionnaire, posted online at [AdvertisingAge.com/arq](http://AdvertisingAge.com/arq).

However, publicly held marketing organizations and their agencies in large part did not supply revenue for their various ad agency and marketing service brands, citing the Sarbanes-Oxley Act. The act, passed by Congress in 2002, is designed to tighten rules on disclosure and make the books more transparent. *Ad Age* estimated revenue for their agencies.

*Ad Age* applies a 75%-rule to determine agency type. In pulling the rankings, the editors first determine if an agency is traditional or marketing services. It cannot be both for the purposes of the ranking.

A shop is identified as marketing services by the revenue percentage generated by three key disciplines—direct marketing, sales promotion and interactive. If the sum of these three accounts form 75% or more of the agency's revenue, the agency is considered a marketing services shop and it is ranked by its total revenue stream, which may or may not be the sum of these parts.

There also are separate rankings for each of these disciplines by an agency's returns from each (Page S-15).

However, in these discipline rankings all agencies, traditional or marketing services, can be ranked. Breakouts by discipline are becoming harder for agencies to determine now that the lines are blurring between the many marketing services

offerings. Where *Ad Age* estimates those breakouts, it runs those estimates by the agencies.

An agency receives a "traditional" qualifier if the sum of the three key marketing services disciplines is not more than 75% of the agency's total. In this case, the agency appears in the agency brand ranking at 100% of itself.

The only exception is a shop identified as healthcare—one in which healthcare revenue is at least 75% of its total. Healthcare shops are not ranked among traditional agencies or marketing services shops. They are ranked separately (see Top Healthcare Agencies, Page S-12).

However, if healthcare revenue at a shop is less than 75%, then the shop is considered "traditional" and ranked with agency brands.

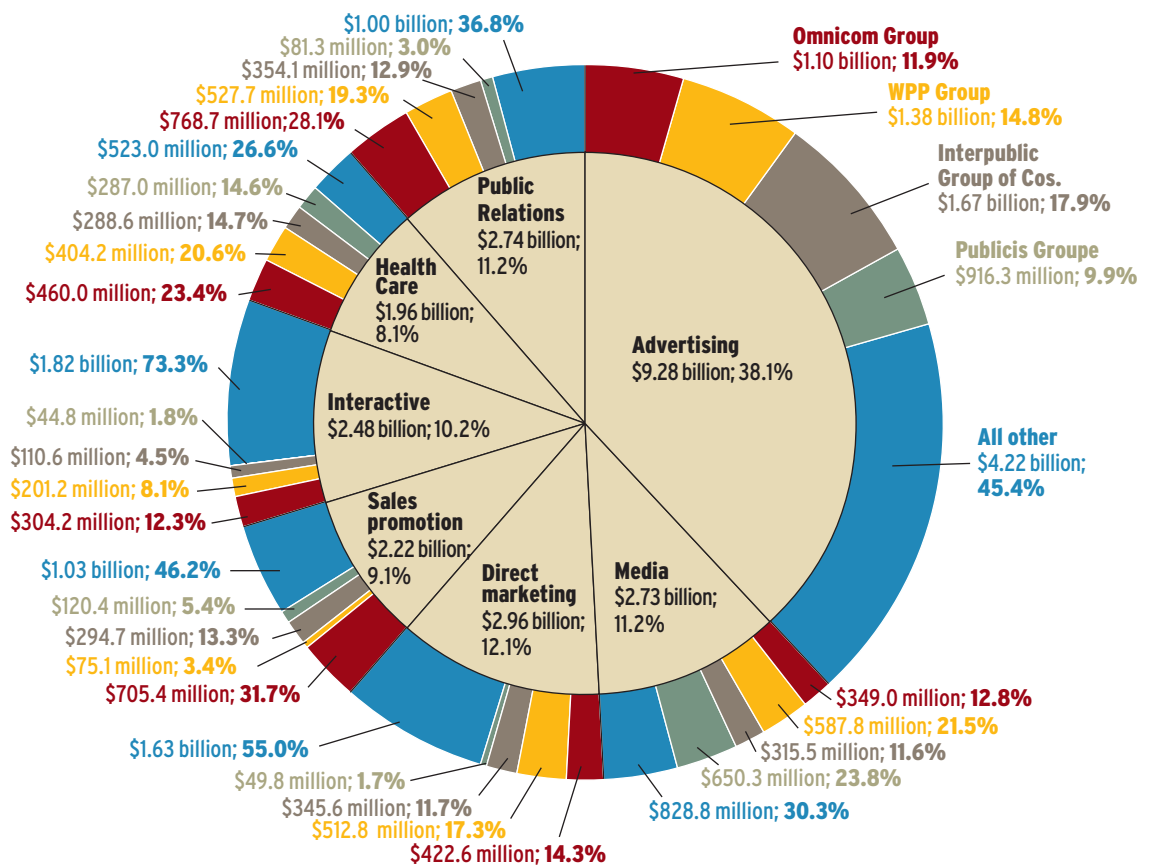
Billings are the ranking metric for media specialist companies (see Page S-4). Paris-based Recma Institute projected billings for these companies and *Ad Age* estimated their revenue from Recma totals. A top 20 U.S. media specialist ranking is available at [AdvertisingAge.com](http://AdvertisingAge.com).

Average annual exchange rates—posted with the questionnaires—are applied to foreign currencies. *Ad Age's* historic treatment of currencies leaves each year with its own rate.

## THE BIG FOUR BY DISCIPLINE

Agencies racked up \$24.38 billion in U.S. revenue in 2005. The inner wheel shows each discipline's share of the pie. The outer wheel shows the top four marketing organizations' share of the inner segment.

Marketing organization color key: Omnicom Group, WPP Group, Interpublic Group of Cos., Publicis Groupe, other



Notes: Figures are *Ad Age* estimates and are totals for all agencies listed in this report. In the marketing services disciplines (direct marketing, sales promotion and Interactive) the breakout by company tends to reflect the primary activities of major units rather than a breakout of activities within the units themselves. See methodology on this page.



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### STAFF FOR THIS REPORT

R. Craig Endicott, Kevin Brown, Scott MacDonald, Mark Schumann, Maria Raynes, Lacy Weathersbee, Maureen Morrison, Ruth Reader, Mike Ryan and Ken Wylie.

# Special Report

## AGENCY REPORT

### TOP 100 U.S. MARKETING SERVICES AGENCIES

Ranked by U.S. revenue from marketing services disciplines in 2005

RANK		AGENCY BRAND [PARENT]	HEADQUARTERS	U.S. REVENUE		
2005	2004			2005	2004	% CHG
1	2	Rapp Collins Worldwide* [Omnicom]	New York	\$274,100	\$244,700	12.0
2	1	Carlson Marketing Group*	Minneapolis	266,000	246,484	7.9
3	3	BBDO Detroit* [Omnicom]	Troy, Mich.	260,200	230,000	13.1
4	4	Digitas*	Boston	252,000	220,000	14.5
5	8	Aspen Marketing Services	West Chicago, Ill.	229,000	180,000	27.2
6	5	Wunderman* [WPP]	New York	225,700	217,000	4.0
7	7	Draft* [Interpublic]	Chicago	224,000	200,000	12.0
8	6	Euro RSCG 4D* [Havas]	New York	192,100	214,400	-10.4
9	12	Avenue A/Razorfish* [aQuantive]	Seattle	189,800	139,000	36.5
10	9	Epsilon	Wakefield, Mass.	184,391	144,408	27.7
11	10	Sapient*	Cambridge, Mass.	175,950	143,650	22.5
12	18	TBA Global Events*	Woodland Hills, Calif.	160,000	103,000	55.3
13	13	Alloy Media & Marketing	New York	151,943	138,084	10.0
14	11	OgilvyOne Worldwide* [WPP]	New York	150,800	139,600	8.0
15	14	George P. Johnson Co.	Auburn Hills, Mich.	142,391	133,527	6.6
16	16	Jack Morton Worldwide* [Interpublic]	New York	115,500	110,000	5.0
17	19	Arc Worldwide* [Publicis]	Chicago	114,800	98,200	16.9
18	17	Integer Group* [Omnicom]	Lakewood, Colo.	109,600	104,400	5.0
19	29	Merkle	Lanham, Md.	108,000	78,700	37.2
20	15	Mosaic	Irving, Texas	107,127	111,322	-3.8
21	25	MRM Worldwide* [Interpublic]	New York	104,400	88,500	18.0
22	20	Momentum Worldwide* [Interpublic]	New York	102,600	96,900	5.9
23	21	Grizzard Communications Group* [Omnicom]	Atlanta	100,400	95,100	5.6
24	24	Alcone Marketing Group* [Omnicom]	Irvine, Calif.	98,400	89,300	10.2
25	31	Agency.com* [Omnicom]	New York	92,500	73,500	25.9
26	22	ChoicePoint Precision Marketing	Alpharetta, Ga.	91,529	93,400	-2.0
27	28	OgilvyInteractive* [WPP]	New York	91,200	79,300	15.0
28	26	Harte-Hanks Direct	Langhorne, Pa.	88,460	84,651	4.5
29	27	TracyLocke* [Omnicom]	Dallas	87,800	81,800	7.3
30	23	SourceLink	Elk Grove Village, Ill.	86,573	90,329	-4.2
31	30	Protocol Integrated Direct Marketing*	Deerfield, Ill.	84,000	77,000	9.1
32	32	Ambrosi	Chicago	77,000	70,000	10.0
32	34	Grey Interactive Worldwide* [WPP]	New York	77,000	68,800	11.9
34	35	Modem Media* [Digitas]	Norwalk, Conn.	75,400	67,500	11.7
35	33	Targetbase* [Omnicom]	Irving, Texas	73,900	68,900	7.3
36	44	Organic* [Omnicom]	San Francisco	72,000	50,300	43.1
37	38	Accent Marketing Services [MDC]	Jeffersonville, Ind.	67,256	59,672	12.7
38	47	Tribal DDB* [Omnicom]	New York	66,000	45,000	46.7
39	36	Data Marketing*	Santa Clara, Calif.	65,000	62,500	4.0
40	40	Publicis Dialog* [Publicis]	New York	64,100	55,400	15.7
41	37	Valassis One to One Solutions	Lincoln, Mass.	64,000	61,800	3.6
41	68	IMC2	Dallas	64,000	29,200	119.2
43	56	R/GA* [Interpublic]	New York	62,600	41,600	50.5
44	55	AKQA	San Francisco	61,600	42,000	46.7
45	39	Grey Direct* [WPP]	New York	61,000	59,200	3.0
46	41	RMG:Connect* [WPP]	London/New York, N.Y.	58,900	55,000	7.1
47	48	Leapfrog Online	Evanston, Ill.	57,900	44,700	29.5
48	42	Hawkeye Group	Charlotte, N.C.	56,685	53,500	6.0
49	43	Marketing Drive Worldwide* [Interpublic]	Wilton, Conn.	56,500	50,900	11.0
50	45	Arnold Worldwide* [Havas]	Boston	52,000	50,000	4.0
51	57	TMP Worldwide* [Monster]	New York	51,265	40,967	25.1
52	53	Ryan Partnership [D. L. Ryan Cos.]	Wilton, Conn.	50,770	43,384	17.0
53	46	Marketing Arm* [Omnicom]	Dallas	49,100	45,700	7.4
54	49	FCBi* [Interpublic]	New York	48,000	44,400	8.1
55	50	Marketing Store	Lombard, Ill.	47,355	44,147	7.3
56	51	MKTG Services*	New York	46,000	44,000	4.5
57	59	Critical Mass* [Omnicom]	Chicago/Calgary, Alberta, Ill.	45,500	40,000	13.8
58	52	Digital Impact*	San Mateo, Calif.	45,000	43,712	2.9
59	61	Berry Network	Dayton, Ohio	42,327	38,692	9.4
60	60	141 Worldwide* [WPP]	New York	41,600	40,000	4.0
61	58	EMAK Worldwide*	Los Angeles	40,530	40,185	0.9
62	62	Flair Communications Agency*	Chicago	38,500	37,000	4.1
63	54	SPAR Group	Tarrytown, N.Y.	36,700	43,163	-15.0
64	63	GSP Marketing Services*	Chicago	36,000	34,700	3.7
64	67	Saatchi & Saatchi X* [Publicis]	Springdale, Ark.	36,000	30,000	20.0
66	69	IconNicholson* [LB Icon]	New York	35,000	28,000	25.0
67	70	Carat Fusion <sup>1</sup> [Aegis]	San Francisco	33,000	26,500	24.5
68	65	VML* [WPP]	Kansas City, Mo.	32,900	30,500	7.9
69	105	iCrossing	Scottsdale, Ariz.	31,674	13,300	138.1
70	66	DVC Worldwide*	Morristown, N.J.	30,200	30,175	0.1
71	71	Mullen* [Interpublic]	Wenham, Mass.	30,000	26,000	15.4
71	73	Fry	Ann Arbor, Mich.	30,000	25,000	20.0
73	77	AtmosphereBBDO* [Omnicom]	New York	28,750	22,500	27.8
74	80	Colangelo Synergy Marketing	Darien, Conn.	25,984	21,647	20.0
75	72	Ketchum Directory Advertising* [Omnicom]	Chicago	25,200	25,400	-0.8
75	91	WhittmanHart Interactive	Chicago	25,200	15,600	61.5
77	76	Moroch Partners	Dallas	25,112	23,000	9.2
78	74	Macquarium Intelligent Communications	Atlanta	25,000	25,000	0.0
79	75	Russ Reid Co.* [Omnicom]	Pasadena, Calif.	24,900	23,200	7.3
80	87	Nurun/Ant Farm [Quebecor Media]	New York	24,000	17,000	41.2
81	99	ePrize	Pleasant Ridge, Mich.	23,600	14,400	63.9
82	78	J. Brown* [WPP]	Stamford, Conn.	23,400	22,300	4.9
83	98	iProspect [Aegis]	Watertown, Mass.	23,224	14,601	59.1
84	94	Refinery	Hatboro, Pa.	22,800	15,200	50.0
85	79	Marden-Kane	Manhasset, N.Y.	22,518	21,863	3.0
86	88	Intercept Interactive	New York	21,000	17,000	23.5
87	118	Blast Radius	New York	20,878	10,192	104.8
88	81	Zipatoni Co.* [Interpublic]	St. Louis	20,100	20,900	-3.8
89	85	Idea Integration	Houston	20,000	17,500	14.3
90	90	Molecular [Aegis]	Watertown, Mass.	19,800	16,800	17.9
91	82	RPA	Santa Monica, Calif.	19,400	19,000	2.1
92	64	Gage	Minneapolis	18,291	30,914	-40.8
93	111	Brulant	Beachwood, Ohio	17,600	11,100	58.6
94	83	Blue Dingo	New York	17,500	19,000	-7.9
95	89	Hacker Group* [Interpublic]	Bellevue, Wash.	17,200	17,000	1.2
96	100	Velocity Sports & Entertainment [Aegis]	Norwalk, Conn.	17,076	14,194	20.3
97	86	GEM Group*	New York	17,000	17,006	-0.0
98	84	National Tour	Concord, N.C.	16,900	18,000	-6.1
99	93	T3	Austin, Texas	16,889	15,290	10.5
100	95	Unit 7* [Omnicom]	New York	16,700	15,100	10.6

Notes: Revenue is in thousands of U.S. dollars. Revenue supplied by companies via Ad Age questionnaire, obtained from public documents or estimated by Ad Age. An asterisk (\*) indicates estimate. Rankings for 2005 are based on data compiled in 2006. <sup>1</sup> Formerly Carat Interactive. See methodology Page S-13.

# TOP 50 MARKETING SERVICES AGENCIES BY DISCIPLINE

Ranked by 2005 U.S. revenue in each discipline

## DIRECT MARKETING

RANK 2005	AGENCY	U.S. REVENUE FROM DIRECT MARKETING		
		HEADQUARTERS	2005	% CHG
1	<b>Rapp Collins Worldwide*</b> [Omnicom]	New York	\$274.1	12.0
2	<b>Wunderman*</b> [WPP]	New York	225.7	4.0
3	<b>Draft*</b> [Interpublic]	Chicago	224.0	12.0
4	<b>Epsilon</b>	Wakefield, Mass.	184.4	27.7
5	<b>Aspen Marketing Services</b>	West Chicago, Ill.	169.0	29.0
6	<b>OgilvyOne Worldwide*</b> [WPP]	New York	150.8	8.0
7	<b>Merkle</b>	Lanham, Md.	108.0	37.2
8	<b>MRM Worldwide*</b> [Interpublic]	New York	104.4	18.0
9	<b>TBA Global Events*</b>	Woodland Hills, Calif.	103.0	0.0
10	<b>Euro RSCG 4D*</b> [Havas]	New York	102.0	-10.7
11	<b>Digitas*</b>	Boston	97.0	-14.9
12	<b>ChoicePoint Precision Marketing</b>	Alpharetta, Ga.	91.5	-2.0
13	<b>Carlson Marketing Group*</b>	Minneapolis	89.0	7.9
14	<b>Harte-Hanks Direct</b>	Langhorne, Pa.	88.5	4.5
15	<b>SourceLink</b>	Elk Grove Village, Ill.	86.6	-4.2
16	<b>Protocol Integrated Direct Marketing*</b>	Deerfield, Ill.	84.0	9.1
17	<b>360 Youth</b> [Alloy]	New York	78.6	28.0
18	<b>Targetbase*</b> [Omnicom]	Irving, Texas	73.9	7.3
19	<b>Accent Marketing Services</b> [MDC]	Jeffersonville, Ind.	67.3	12.7
20	<b>Data Marketing*</b>	Santa Clara, Calif.	65.0	4.0
21	<b>Valassis One to One Solutions</b>	Lincoln, Mass.	64.0	3.6
22	<b>Grey Direct*</b> [WPP]	New York	61.0	3.0
23	<b>RMG:Connect*</b> [WPP]	London/New York, N.Y.	58.9	7.1
24	<b>Ambrosi</b>	Chicago	46.2	10.0
25	<b>MKTG Services*</b>	New York	46.0	4.5
26	<b>GSP Marketing Services*</b>	Chicago	36.0	3.7
27	<b>Publicis Dialog*</b> [Publicis]	New York	32.1	15.7
28	<b>Mullen*</b> [Interpublic]	Wenham, Mass.	30.0	15.4
29	<b>Hawkeye/FFWD</b>	Charlotte, N.C.	25.6	-20.3
30	<b>Russ Reid Co.*</b> [Omnicom]	Pasadena, Calif.	24.9	7.3
31	<b>Arc Worldwide*</b> [Publicis]	Chicago	17.7	-26.3
32	<b>Hacker Group*</b> [Interpublic]	Bellevue, Wash.	17.2	1.2
33	<b>Unit 7*</b> [Omnicom]	New York	16.7	10.6
34	<b>RTC Relationship Marketing*</b> [WPP]	Washington	16.5	6.5
35	<b>Arnold One*</b> [Havas]	Boston	14.2	-5.3
36	<b>CFM Direct</b>	Oakbrook Terrace, Ill.	13.6	8.6
37	<b>DMW Worldwide</b>	Wayne, Pa.	13.0	35.1
38	<b>Lortz Direct Marketing</b>	Omaha	12.1	-17.5
39	<b>Quigley-Simpson</b>	Los Angeles	11.2	64.8
39	<b>Sigma Marketing Group*</b>	Rochester, N.Y.	11.2	3.7
41	<b>Ryan iDirect</b> [D. L. Ryan Cos.]	Wilton, Conn.	9.5	12.1
42	<b>Sapient*</b>	Cambridge, Mass.	8.8	22.5
43	<b>Creative Direct Response</b>	Crofton, Md.	8.4	15.5
44	<b>TaCito Direct Marketing</b>	Dallas	7.9	-11.9
45	<b>Communications Plus</b> [CMMB] <sup>2</sup>	New York	6.9	5.3
46	<b>Huntsinger &amp; Jeffer</b>	Richmond, Va.	6.4	30.1
47	<b>Nexus Direct</b>	Virginia Beach, Va.	6.1	103.7
48	<b>Razor Competitive Edge</b>	Addison, Texas	6.0	120.1
48	<b>Roska Direct</b>	Montgomeryville, Pa.	6.0	-25.1
50	<b>GEM Group*</b>	New York	5.7	0.0

## SALES PROMOTION

RANK 2005	AGENCY	U.S. REVENUE FROM SALES PROMOTION		
		HEADQUARTERS	2005	% CHG
1	<b>BBDO Detroit*</b> [Omnicom]	Troy, Mich.	\$260.2	13.1
2	<b>Carlson Marketing Group*</b>	Minneapolis	171.5	7.2
3	<b>George P. Johnson Co.</b>	Auburn Hills, Mich.	142.4	6.6
4	<b>Jack Morton Worldwide*</b> [Interpublic]	New York	115.5	5.0
5	<b>Integer Group*</b> [Omnicom]	Lakewood, Colo.	109.6	5.0
6	<b>Mosaic</b>	Irving, Texas	107.1	-3.8
7	<b>Momentum Worldwide*</b> [Interpublic]	New York	102.6	5.9
8	<b>Grizzard Communications Group*</b> [Omnicom]	Atlanta	100.4	5.6
9	<b>Alcone Marketing Group*</b> [Omnicom]	Irvine, Calif.	98.4	10.2
10	<b>TracyLocke*</b> [Omnicom]	Dallas	87.8	7.3
11	<b>TBA Global Events*</b>	Woodland Hills, Calif.	57.0	NA
12	<b>Marketing Drive Worldwide*</b> [Interpublic]	Wilton, Conn.	56.5	11.0
13	<b>Arc Worldwide*</b> [Publicis]	Chicago	52.3	-12.8
14	<b>Euro RSCG 4D*</b> [Havas]	New York	52.0	-11.4
15	<b>Aspen Marketing Services</b>	West Chicago, Ill.	50.0	25.0
16	<b>Marketing Arm*</b> [Omnicom]	Dallas	49.1	7.4
17	<b>AMP Agency</b> [Alloy]	New York	48.4	-6.1
18	<b>Marketing Store</b>	Lombard, Ill.	47.4	7.3
19	<b>141 Worldwide*</b> [WPP]	New York	41.6	4.0
20	<b>SCI Promotion*</b> [EMAK]	Los Angeles	40.5	0.9
21	<b>Flair Communications Agency*</b>	Chicago	38.5	4.1
22	<b>SPAR Group</b>	Tarrytown, N.Y.	36.7	-15.0
23	<b>Saatchi &amp; Saatchi X*</b> [Publicis]	Springdale, Ark.	36.0	20.0
24	<b>Ryan Partnership</b> [D. L. Ryan Cos.]	Wilton, Conn.	35.1	19.4
25	<b>Publicis Dialog*</b> [Publicis]	New York	32.1	15.7
26	<b>DVC Worldwide*</b> [DVC Worldwide*]	Morristown, N.J.	30.2	0.1
27	<b>Moroch Partners</b>	Dallas	25.1	9.2
28	<b>ePrize</b>	Pleasant Ridge, Mich.	23.6	63.9
29	<b>J. Brown*</b> [WPP]	Stamford, Conn.	23.4	4.9
30	<b>Arnold Brand Promotions*</b> [Havas]	Boston	22.0	1.4
31	<b>Zipatoni Co.*</b> [Interpublic]	St. Louis	20.1	-3.8
32	<b>Velocity Sports &amp; Entertainment</b> [Aegis]	Norwalk, Conn.	17.1	20.3
33	<b>Mobile Marketing</b> [National Tour]	Concord, N.C.	16.9	-6.1
33	<b>Hawkeye/FFWD</b>	Charlotte, N.C.	16.9	-9.9
35	<b>EastWest Creative*</b>	New York	16.0	8.5
36	<b>BFG Communications</b>	Hilton Head Island, S.C.	15.2	94.7
37	<b>Catapult Integrated Services</b> [Ryan]	Westport, Conn.	12.8	39.5
38	<b>Colangelo Synergy Marketing</b>	Darien, Conn.	11.7	-46.0
39	<b>PriceWeber Marketing Communications</b>	Louisville, Ky.	11.5	73.8
40	<b>Mastermind Marketing</b>	Atlanta	10.2	12.1
40	<b>LFO Promotions</b> [Leapfrog Online]	Evanston, Ill.	10.2	41.7
42	<b>Einson Freeman*</b> [WPP]	Edgewater, N.J.	10.1	5.2
42	<b>Noble Communications</b>	Springfield, Mo.	10.1	3.0
44	<b>GEM Group*</b>	New York	9.2	-0.1
45	<b>Marden-Kane</b>	Manhasset, N.Y.	8.6	0.4
46	<b>Source Marketing*</b> [MDC]	Westport, Conn.	8.3	27.1
47	<b>Ambrosi</b>	Chicago	7.7	10.0
48	<b>Eric Mower &amp; Associates</b>	Syracuse, N.Y.	7.6	5.0
49	<b>Marketing Support</b>	Chicago	7.4	2.0
50	<b>KYK Ott Adv., Marketing, Promotions</b>	Louisville, Ky.	7.1	108.9

## INTERACTIVE

RANK 2005	AGENCY	U.S. REVENUE FROM INTERACTIVE		
		HEADQUARTERS	2005	% CHG
1	<b>Avenue A/Razorfish*</b> [aQuantive]	Seattle	\$189.8	36.5
2	<b>Sapient*</b>	Cambridge, Mass.	176.0	22.5
3	<b>Digitas*</b>	Boston	155.0	46.2
4	<b>Agency.com*</b> [Omnicom]	New York	92.5	25.9
5	<b>OgilvyInteractive*</b> [WPP]	New York	91.2	15.0
6	<b>Grey Interactive Worldwide*</b> [WPP]	New York	77.0	11.9
7	<b>Modem Media*</b> [Digitas]	Norwalk, Conn.	75.4	11.7
8	<b>Organic*</b> [Omnicom]	San Francisco	72.0	43.1
9	<b>Tribal DDB*</b> [Omnicom]	New York	66.0	46.7
10	<b>IMC2</b>	Dallas	64.0	119.2
11	<b>R/GA*</b> [Interpublic]	New York	62.6	50.5
12	<b>AKQA</b>	San Francisco	61.6	46.7
13	<b>Leapfrog Online</b>	Evanston, Ill.	57.9	29.5
14	<b>TMP Worldwide*</b> [Monster]	New York	51.3	25.1
15	<b>FCBi*</b> [Interpublic]	New York	48.0	8.1
16	<b>Critical Mass*</b> [Omnicom]	Chicago/Calgary, Alberta, Ill.	45.5	13.8
17	<b>Digital Impact*</b>	San Mateo, Calif.	45.0	2.9
18	<b>Arc Worldwide*</b> [Publicis]	Chicago	44.8	215.2
19	<b>Euro RSCG 4D*</b> [Havas]	New York	37.0	-10.8
20	<b>IconNicholson*</b> [LB Icon]	New York	35.0	25.0
21	<b>Carat Fusion</b> <sup>1</sup> [Aegis]	San Francisco	33.0	24.5
22	<b>VML*</b> [WPP]	Kansas City, Mo.	32.9	7.9
23	<b>iCrossing</b>	Scottsdale, Ariz.	31.7	138.1
24	<b>Fry</b>	Ann Arbor, Mich.	30.0	20.0
25	<b>AtmosphereBBDO</b> [Omnicom]	New York	28.8	27.8
26	<b>WhittmanHart Interactive</b>	Chicago	25.2	61.5
27	<b>Macquarium Intelligent Communications</b>	Atlanta	25.0	0.0
28	<b>Nurun/Ant Farm</b> [Quebecor Media]	New York	24.0	41.2
29	<b>iProspect</b> [Aegis]	Watertown, Mass.	23.2	59.1
30	<b>Refinery</b>	Hatboro, Pa.	22.8	50.0
31	<b>Intercept Interactive</b>	New York	21.0	23.5
32	<b>Blast Radius</b>	New York	20.9	104.8
33	<b>IDEA II</b>	Houston	20.0	14.3
34	<b>Molecular</b> [Aegis]	Watertown, Mass.	19.8	17.9
35	<b>Gage</b>	Minneapolis	18.3	-40.8
36	<b>Brulant</b>	Beachwood, Ohio	17.6	58.6
37	<b>Blue Dingo</b>	New York	17.5	-7.9
38	<b>Apollo Interactive</b>	Culver City, Calif.	15.5	77.1
39	<b>Genex</b>	Los Angeles	15.0	7.1
39	<b>One to One Interactive</b>	Charlestown, Mass.	15.0	95.3
41	<b>RPA Interactive</b>	Santa Monica, Calif.	14.7	5.8
42	<b>Flying Point Media</b>	New York	14.5	65.7
43	<b>Arnold One*</b> [Havas]	Boston	14.2	19.3
44	<b>Valassis One to One Solutions</b>	Lincoln, Mass.	14.0	126.5
44	<b>Marden-Kane</b>	Manhasset, N.Y.	14.0	4.7
46	<b>DNA Studio</b>	Los Angeles	13.2	10.9
47	<b>Enlighten</b>	Ann Arbor, Mich.	13.0	30.0
48	<b>Moxie Interactive</b>	Atlanta	12.7	31.9
49	<b>TransUnion Marketing Services</b>	Chicago	12.6	29.9
50	<b>Bridge Worldwide*</b> [WPP]	Cincinnati	12.0	17.7

Notes: Figures are in millions of U.S. dollars. See methodology on Page S-13. An asterisk (\*) indicates figures are Ad Age estimates. Longer rankings of agencies by discipline are available at AdvertisingAge.com.<sup>1</sup> Formerly Carat Interactive. <sup>2</sup> Christy MacDougall Mitchell Bodden.