

BTOB SPECIAL REPORT TOP AGENCIES

Agency	Category	Location	URL	Phone	Key executive	Est. '08 revenue (in mil.)	Est. '08 b-to-b revenue	% of revenue from b-to-b	Key clients	No. of emp.
352 Media Group	Interactive	Newberry, Fla.	www.352media.com	(352) 374-9657	Geoff Wilson, president-CEO	\$3.5	\$3.5	100%	Microsoft, American Express, Humana, Dade Behring, BAE Systems	43
360i	Interactive	New York	www.360i.com	(888) 360-9630	Bryan Wiener, CEO	38.0	4.9	13	Office Depot, Delphi, American Express, Colgate, Nestle	176
90octane	Interactive	Denver	www.90octane.com	(720) 904-8169	Sam Eidson Jim Grinney, partners	2.6	1.8	70	Gates Corp., ProLogis, Jeppesen, Atlas Copco, ITT Visual Information Solutions	31
ABI	Interactive	New York	www.abipr.com	(212) 529-4500	Alan Isacson, president	N/A	N/A	N/A	Eastman Chemical, Bosch Packaging Technology, Crown Holdings, Zip-Pak, ITW	46
Acronym Media	Interactive	New York	www.acronym.com	(212) 691-7051	Anton Konikoff, CEO	20.0	9.0	45	SAP, HP, Boehringer Ingelheim, Nokia, Tribune Co.	85
Adventive Marketing	Small	Arlington Heights, Ill.	www.adventive marketing.com	(847) 590-1110	Steve Bork, president	4.1	4.1	100	Abbott Laboratories, Belden, Cherry Electrical Products, Jungheinrich Lift Truck Corp., Lumberg Automation	16
Al Paul Lefton Co.	Small	Philadelphia	www.lefton.com	(215) 923-9600	Al Paul Lefton Jr., president	8.0	7.2	90	Mitsubishi Fuso Truck of America, Metal Initiative, Netherlands Foreign Investment Agency, Pilot Air Freight, Select Greater Philadelphia	40
Alexander Marketing	Small	Grand Rapids, Mich.	www.alexander marketing.com	(616) 957-2000	Bob Milroy, president	3.8	3.8	100	CSA International, Dow Chemical, Juno Lighting Group, Pentair Pool Products, Fairmount Minerals	30
Arketi Group	Small	Atlanta	www.arketi.com	(404) 929-0091	Michael Neumeier, principal	2.4	2.4	100	Convergys, Cbeyond, Xerox Mortgage Services, Flo Healthcare/Emerson Electronics' InterMetro Division, Sage Software	15
Ascentium	Interactive	Bellevue, Wash.	www.ascentium.com	(425) 519-7700	Curt Doolittle, CEO	84.0	40.0	47	Cisco Systems, Dell	506
Bader Rutter & Associates	Midsized	Brookfield, Wis.	www.bader rutter.com	(262) 784-7200	Greg Nickerson, CEO	22.1	16.6	75	Dow AgroSciences, Merial, Schneider Electric, GE Healthcare, Dairy Management	162
Badertscher Communications	Small	Marion, Ohio	www.bad comm.com	(740) 383-2633	Steve Badertscher, president-creative director	2.0	2.0	100	TODCO, Nucor Steel Marion, East Manufacturing, Rotary Lift, Tectum	11
Bayshore Solutions	Interactive	Tampa, Fla.	www.bayshore solutions.com	(813) 902-0141	Kevin Hourigan, president-CEO	7.4	4.8	65	Carlisle Group, Carnival Cruise Lines, Enterprise Florida, Outback Steakhouse, Elizabeth Arden Red Door Spas	53
BBDO New York	Large	New York	www.bbdo.com	(212) 459-5000	John Osborn, president-CEO	N/A	N/A	N/A	FedEx, GE, Monster, Motorola, Bank of America	N/A
Blue Iceberg	Interactive	New York	www.blue-iceberg.com	(212) 337-9920	Richard Cacciato, partner	N/A	N/A	75	Checkpoint Systems, Financial Security Assurance, Wolters Kluwer, Episcopal Diocese of New York, Yale Club of New York City	12
Borenstein Group	Small	Fairfax, Va.	www.Borenstein Group.com	(703) 385-8178	Gal Borenstein, CEO	2.1	2.1	100	Interact Public Safety Systems, ADT, STG International, National Association of Federal Credit Unions, Sage Software	15
Bridgeline Software	Interactive	Woburn, Mass.	www.bridge linesw.com	(781) 376-5555	Thomas Massie, president-CEO	21.3	21.3	100	Budget Rent-a-Car, PODS, Bank of N.Y. Mellon, Hooked-on-Phonics, American Academy of Pediatrics	160
BSY Associates	Small	Holmdel, N.J.	www.bsya.com	(732) 817-0400	Barbara Spector Yeninas, senior partner-CEO	N/A	N/A	100	Evergreen Group of Taiwan, Horizon Lines, Horizon Logistics, National Retail Systems, Polzug	5
Burk Advertising & Marketing	Interactive	Dallas	www.wambam.com	(214) 953-0494	B. Bailey Burk, CEO	4.0	4.0	95	CRG Partners, Aerospace Optics, Elgiloy Specialty Metals, Evonik Foams, King Aerospace Commercial Corp.	6
BusinessOnline	Interactive	San Diego	www.businessol.com	(866) 333-1265	Thad Kahlow, CEO Aaron Kahlow, Managing partner	4.3	2.6	60	BumbleBee Tuna, Sybase, ViaSat, Business Marketing Association (BMA), Sony Playstation	40
Carlson Marketing	Large	Minneapolis	www.carlson marketing.com	(763) 212-4520	Jim Schroer, president-CEO	N/A	N/A	65	AT&T Wireless, Pfizer, Syngenta, Oracle, Qwest	2,500
Carton Donofrio Partners	Small	Baltimore	www.carton donofrio.com	(410) 576-9000	Chuck Donofrio, CEO	9.3	5.1	55	Guardian, LPL Financial Services, Playworld, ITT Defense, Air Products	59
Catalyst	Small	Providence, R.I.	www.catalystb2b.com	(401) 732-1886	Brian Odell, president	4.5	4.5	100	EFI, Metso, Markem-Imaje, BARD Davol, FLEXcon	15
Catalyst Direct	Small	Rochester, N.Y.	www.catalyst direct.com	(585) 453-8313	Jeff Cleary, managing director	10.0	4.0	40	Eastman Kodak Co., Weyerhaeuser, Valvoline Instant Oil Change, ITT Corp.	86
Chempetitive	Small	Chicago	www.chem petitive.com	(312) 997-2436	Jeff Bergau, managing partner	3.2	3.2	100	llumina, Dow Biocides, Bio-Rad, Fujifilm Life Sciences, McCrone Group	21
ClearGauge	Interactive	Chicago	www.cleargauge.com	(312) 923-7604	Karen Breen Vogel, president-CEO	N/A	N/A	N/A	Sage Software, GE Corporate Financial Services, First DataBank, Duro-Last Roofing, LSI	N/A
Colman Brohan Davis	Midsized	Chicago	www.cbd marketing.com	(312) 222-6789	Sarah Wenning, VP	13.0	8.0	62	CF Industries, Loders Croklaan, Constellation New Energy	27
Communica	Small	Toledo, Ohio	www.communica-usa.com	(800) 800-7890	Jeff Kimble, CEO	9.4	7.4	79	MTS Seating, Masco Builder Cabinet Group, Severstal, Allied Moulded, Ashland	22
Connect Direct	Small	Redwood City, Calif.	www.connect direct.com	(650) 306-9060	Howard Sewell, president	2.4	2.4	100	Cisco Systems, Convergys, Navicure, QlikTech, VMware	10
Cramer	Interactive	Norwood, Mass.	www.cramer online.com	(781) 278-2300	Tom Martin, CEO	32.5	32.5	100	EMD Serono, Dunkin' Brands, Zurich Financial, Boston Scientific	164
Crossbow Group	Interactive	Westport, Conn.	www.crossbow group.com	(203) 222-2244	Jay Bower, president-CEO	2.0	1.4	69	Intuit, T.Rowe Price, MetLife, Numara Software, CIGNA HealthCare	N/A
David James Group	Small	Oakbrook Terrace, Ill.	www.davidjames group.com	(630) 305-0003	David Laurenzo, president	1.7	1.7	97	Darwill, Society of Women Engineers, Association for Laboratory Automation, Mepaco, Concert Group Logistics	13
Davis Harrison Dion	Small	Chicago	www.dhd chicago.com	(312) 332-0808	Sue Harrison, partner	2.8	1.8	64	Atlas, Com Products, CorpTrav, EDS, IDEAL Industries	27
DDB	Large	Chicago	www.ddb.com	(312) 552-6000	Rick Carpenter, president-CEO	N/A	N/A	N/A	AT&T, Microsoft, Emerson, UTC, Legg Mason	N/A
DeCarolis Design & Marketing	Small	San Jose, Calif.	www.decdesign.com	(408) 947-1411	Sheila Hatch, president	3.8	3.8	100	Cisco Systems, Citrix Systems, Check Point Software, Aoptix	22
Digitas	Interactive	Boston	www.digitas.com	(617) 867-1000	Laura Lang, CEO	N/A	N/A	N/A	Delta Air Lines, Ericsson, IBM, Samsung, Shell	3,000
Doremus	Midsized	New York	www.doremus.com	(212) 366-3000	Carl Anderson, CEO	N/A	N/A	90	CIGNA, Knight Capital Group, Russell Investment Group, Brocade, Intel	N/A
Draftfcb	Large	Chicago	www.draftfcb.com	(312) 425-5000	Howard Draft, chairman-CEO	N/A	N/A	N/A	Blue Cross and Blue Shield of Florida, Boeing, CA, Dow Chemical, HP	N/A
Engauge	Midsized	Columbus, Ohio	www.engauge.com	(614) 573-1010	Rick Milenthal, CEO	42.8	2.7	6	Best Buy for Business, UPS, ChoicePoint, Home Depot, Huntington Bank	298

■ Winner ■ Runner-up ■ Honorable mention

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Eric Mower & Associates ■	Midsize	Syracuse, N.Y.	www.mower.com	(315) 466-1000	John Favalo, managing partner-group B2B	\$33.3	\$17.9	54%	Eastman Kodak, FedEx, Fisher-Price/Mattel, Motorola, Nucor Steel	250
Euro RSCG	Large	New York	www.eurorscg.com	(212) 886-2000	David Jones, global CEO	N/A	N/A	N/A	IBM, NYSE, Lexmark, Sprint, Charles Schwab Corporate	10,158
FitzMartin	Small	Birmingham, Ala.	www.fitzmartin.com	(205) 322-1010	Sean Doyle, principal-marketing director	2.0	1.7	85	Imaging Business Machines, Harbert Management, BBVA Compass Bank, Burr & Forman, South Carolina Association of Realtors	11
Fullhouse	Interactive	Milwaukee	www.fullhouse-interactive.com	(414) 271-4001	Eric Zoromski, president-partner	13.0	4.5	35	MillerCoors, Johnson Controls, GE Healthcare, M&I Bank/M&I Trust, InSinkErator	92
Fusion b2b	Small	Naperville, Ill.	www.fusionb2b.com	(630) 579-8300	Laurie Oleksy, managing director	1.7	1.6	96	Pliant Corp., Bosch Power Tool, Acorn Wire & Iron Works, Image Industries, ITW/Duo-Fast	16
Fusionbox	Interactive	Denver	www.fusionbox.com	(303) 952-7490	Alexander Groth, president	N/A	N/A	85	Quickbooks Merchant Services, Superior Energy Services, Adolphson & Peterson Construction, National Geographic, Equifax	15
Geary Interactive	Interactive	San Diego	www.gearyi.com	(619) 756-6700	Andreas Roell, chairman-CEO	21.4	6.7	31	Covad Communications, Net App, MobiTV, Intel Classmate PC, Innovative Employee Solutions	68
Goda Advertising	Small	Inverness, Ill.	www.goda.com	(847) 776-9900	Paul Goda, president	5.2	5.2	100	Lyndex-Nikken, THK America, Fuji, Sumitomo, Taiyo Yuden	15
Godfrey	Midsize	Lancaster, Pa.	www.godfrey.com	(717) 393-3831	Valerie Moul, president	11.2	10.2	91	Johnson Controls, JLG Industries, Bosch Rexroth Corp., nora systems, Veeco Instruments	67
Hacker Group	Midsize	Seattle	www.hacker-group.com	(206) 805-1500	Spyro Kourtis, president-CEO	N/A	N/A	44	AT&T, Time Warner Cable, Comcast, Time Warner Cable, Direct Marketing Association	156
Hart Associates	Small	Maumee, Ohio	www.hartinc.com	(419) 893-9600	Mike Hart, president-CEO	5.5	3.3	60	ProMedica Health System, La-Z-Boy, DePuy, GenFlex Roofing Systems, Six Disciplines	47
hawkeye	Midsize	Dallas	www.hawkeye-ww.com	(214) 749-0080	Steve Dapper, chairman-founder	68.9	42.6	62	Optimum Lightpath, HP, Agilent Technologies, BASF, ExpressJet	300
Hitchcock Fleming & Associates	Midsize	Akron, Ohio	www.teamhfa.com	(330) 376-2111	Jack DeLeo, president-CEO	80.6	37.8	47	Goodyear Tire & Rubber Co., LP Building Products, Liquid Nails, Carter Lumber, KraftMaid	97
Hodgson/Meiers	Small	Kirkland, Wash.	www.hodgson-meyers.com	(425) 827-2506	Gary Meyers, president	4.5	4.0	90	Fair Isaac, Applied Systems, Microsoft, CSG Systems, HomeStreet Bank	22
HSR Business to Business ■	Midsize	Cincinnati	www.hsr.com	(800) 243-2648	Rick Segal, CEO	26.2	26.2	100	First Data, USG, Hobart Corp., John Deere, Pitney Bowes	150
Idea Integration	Interactive	Jacksonville, Fla.	www.idea.com	(713) 626-5242	Steve Ziff, president	30.0	24.0	80	HP, Microsoft, Sony Corp. USA, Intel	450
Imagination	Interactive	Chicago	www.imagine-pub.com	(312) 887-1000	James Meyers, president-CEO	10.0	8.5	85	MasterCard, Xerox, Arch Chemical, Wells Fargo, Lowe's	57
in fusion	Small	Stamford, Conn.	www.if-advertising.com	(203) 252-2173	Frank Leone, general partner	6.0	6.0	100	Arecont Vision, SC Black, Dot Generation, Supercircuits, Sanyo Security Systems	12
Jackson-Dawson Marketing Solutions	Midsize	Greenville, S.C.	www.jdsouth.com	(864) 272-3004	Mike Zeller, VP-brand marketing	N/A	N/A	75	Volvo Construction Equipment, Clemson University International Center for Automotive Research, Pfizer-Capsugel division, Blue Bird Bus Corp., BMW Manufacturing Co.	100
Jacobs Agency	Small	Chicago	www.jacobs-agency.com	(312) 664-5000	Tom Jacobs, president	3.9	2.7	70	Microsoft, Avanade, ACCO Brands, Hewitt Associates, Quill	13
Keiler & Co.	Small	Farmington, Conn.	www.keiler.com	(860) 677-8821	Lynn Taylor, managing partner	5.1	5.0	85	Lockheed Martin, Deloitte, SimplexGrinnell, Stanley Works, NYU Stern School of Business	50
Kilgannon	Small	Atlanta	www.kilgannon.com	(404) 876-2800	Rena Kilgannon, principal-CEO	5.6	1.9	34	Mannheim Online Solutions, Old Mutual, The Fund, LeasePlan Corp., New York Central Mutual	34
Koroberi ■	Small	Chapel Hill, N.C.	www.koroberi.com	(919) 960-9794	Kathryn Olive, president	5.0	5.0	100	FKI Logistex, Hickory Hardware, Paradigm Geophysical, Hyster Americas, Alimak Hek	30
Lesniewicz Associates	Small	Perrysburg, Ohio	www.designto-influence.com	(419) 873-0500	Rodney Frysinger, president	4.0	3.0	90	Robert Bosch Corp., OneCommand, Dana, BASF, Trane	10
Liquid Interactive	Interactive	Breinigsville, Pa.	www.liquidint.com	(484) 397-4174	Doug Mancini, managing director	1.5	1.0	73	Mack Trucks, B. Braun, Teva Pharmaceuticals, Fujifilm, Quadrant Plastics	20

■ Winner ■ Runner-up ■ Honorable mention



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LRG Marketing Communications	Midsize	Nyack, N.Y.	www.lrgmarketing.com	(845) 358-1801	Vince Galdi, CEO	\$18.0	\$15.0	83%	Panasonic System Solutions Co., Altronix, On-Net Surveillance Systems, Thales Angenieux, Nightmare Street Rods	21
Maier Advertising	Small	Farmington, Conn.	www.maier.com	(860) 677-4581	William Maier, president	6.0	6.0	100	Thermo Fisher Scientific, Hubbell, Gexpro, GE Energy, United Technologies	18
MarketSense	Small	Burr Ridge, Ill.	www.market-sense.com	(630) 654-0170	Andrew Mahler, president	10.4	10.4	100	Sealy Global Hospitality, American of Martinsville, MAVERICK Technologies, Anvil, vAuto	65
Martin Agency	Midsize	Richmond, Va.	www.martinagency.com	(804) 698-8000	John Adams, chairman-CEO	N/A	N/A	13	UPS, Newspaper Association of America, TVLand	495
Martino & Binzer	Small	Avon, Conn.	www.goodbait.com	(860) 678-4300	David Martino, president	6.1	4.1	60	Assa Abloy, biolitec, Loctite U.S., PrimeSource, BYK Chemicals	27
masius Publicis Consultants	Midsize	New York	www.masiuspc.com	(212) 468-3300	Lisa Abbatiello, CEO	N/A	N/A	90	ACE, BP, Jefferies & Co., Johnson & Johnson, SunTrust	N/A
McCann Erickson	Large	New York	www.mccannworldgroup.com	(646) 865-2000	John Dooner, chairman-CEO	N/A	N/A	50	Exxon Mobil, HP, Hitachi, Microsoft, Verizon	10,300
McKinney Chicago	Small	Chicago	www.mckinneychicago.com	(312) 944-6784	Daniel Hoexter, president	6.6	6.6	100	Applied Biosystems, Bimba Manufacturing Co., Remel, Trustwave, XTRA Lease	20
MEA Digital	Interactive	San Diego	www.mea-digital.com	(619) 308-5266	John Hartman, president	5.0	2.5	50	Advanta, Mitsubishi Electronics, ESET, SAVO, Vistage	35
Media Logic	Midsize	Albany, N.Y.	www.mlinc.com	(518) 456-3015	David Schultz, president	11.1	5.5	50	Visa, MVP Health Care, Penn Mutual Life Insurance Co., Fortitech, SPX Cooling Technologies	85
Mintz & Hoke	Small	Avon, Conn.	www.mintz-hoke.com	(860) 678-0473	Bill Field, president	N/A	N/A	70	Aetna, American General, DRS Technologies, Tactical Systems, Certainteed, CIGNA	70
MLT Creative	Small	Clarkston, Ga.	www.mltcreative.com	(404) 292-4502	Craig Lindberg, exec VP	5.0	5.0	100	Manheim, Sto Corp., Airgas, AutoTec AuctionACCESS, LXE	20
Mobium	Small	Chicago	www.mobium.com	(866) 266-2486	Gordon Hochhalter, partner	N/A	N/A	100	Herff Jones, Pitney Bowes Business Insight, Time Warner Cable Business Class, University of Illinois Foundation, Intermecc Technologies	35
Moss Warner	Midsize	San Juan Capistrano, Calif.	www.moss-warner.com	(949) 429-2266	Bob Smithers, president	19.0	19.0	100	Mars, Bayer Healthcare, Cadbury Adams, Emulex, Reach Local	17
Movéo Integrated Branding	Midsize	Oakbrook Terrace, Ill.	www.moveo.com	(630) 570-4800	Robert Murphy Brian Davies, managing partners	11.7	9.4	80	CareerBuilder.com, NES Rentals, Flexco, Molex, Canvys Visual Technology Solutions	43
MRM Worldwide	Interactive	New York	www.mrmworldwide.com	(646) 865-6204	Reuben Hendell, CEO	400.0	175.0	37	Microsoft, Intel, Verizon, Dell, Vodafone (SFR)	2,388
Nelson Schmidt	Small	Milwaukee	www.nelsonschmidt.com	(414) 224-0210	Dan Nelson Jr., president	6.9	5.2	75	ADP Small Business Services, Club Car, Northwestern Mutual, Sony Creative Software, Honeywell	50
nFusion	Interactive	Austin, Texas	www.nfusion.com	(512) 716-7000	John Ellett, CEO-managing partner	19.5	6.6	34	Comerica Bank, Administaff, Nortel Networks, Dresser, Abbott Spine	57
Nicholson Kovac	Midsize	Kansas City, Mo.	www.nicholsonkovac.com	(816) 842-8881	Peter Kovac, president-CEO	12.4	7.5	60	FMC Corp., 3M Medical, FedEx Freight, Wellmark Blue Cross & Blue Shield, TORO Co.	105
Ogilvy North America	Large	New York	www.ogilvy.com	(212) 237-4000	Carla Hendra, CEO	N/A	N/A	N/A	IBM Corp., Cisco Systems, SAP, Thomson Reuters, DuPont	N/A
Oliver Russell	Small	Boise, Idaho	www.oliver-russell.com	(208) 344-1734	Russ Stoddard, CEO	2.1	1.6	78	HP Personal Systems Group, HP Imaging and Printing Group, Cisco Systems, Symantec, Interstate Hotels	16
One to One Interactive	Interactive	Charlestown, Mass.	www.onetooneinteractive.com	(617) 425-7300	Ian Karnell, CEO-partner	46.5	46.5	100	Rite Aid, Comcast, Iron Mountain, Busch Entertainment Group, Royal Caribbean	70
Pepper Group	Small	Palatine, Ill.	www.peppergroup.com	(847) 963-0333	Tim Padgett, president-CEO	1.9	1.5	82	Follett Corp., National Express, Huron Consulting, Tetra Pak, Schirmer Engineering/AON	18
PJA Advertising+ Marketing	Midsize	Cambridge, Mass.	www.agency-pja.com	(617) 234-7371	Mike O'Toole, president	11.2	10.9	98	Novell, Trend Micro, Juniper Networks, Infor, Boston Scientific	56
PriceWeber	Midsize	Louisville, Ky.	www.price-weber.com	(502) 499-9220	Shanna Columbus, chairman-CEO	45.2	37.4	83	Cummins, Brown-Forman Beverages, ArvinMeritor, R.J. Reynolds Tobacco, Wabash National	55
Princeton Partners	Small	Princeton, N.J.	www.princetonpartners.com	(609) 452-8500	Tom Sullivan, CEO	5.2	2.8	54	Yale Materials Handling, Greenfield Online, Pacer International, PMA Insurance, Integrity Health	47
Proteus B2B	Small	Grand Rapids, Mich.	www.proteusb2b.com	(616) 235-1122	Galen De Young, managing director	N/A	N/A	100	Ryder, Topdeq, Granco Clark, Acoustics by Design, Feyen Zylstra	10
Purdie Rogers	Small	Seattle	www.purdierogers.com	(206) 628-7700	Andy Rogers, principal George Purdie, principal	N/A	N/A	75	Sharp Electronics, Behr Process Corp., LG Surfaces, Johns Manville, Northland-Marvel	14
Quiet Light Communications	Small	Rockford, Ill.	www.quietlightcom.com	(815) 398-6860	Terry Schroff, president-CEO	N/A	N/A	N/A	Sargento, Praxair, Danisco, Grain Processing Corp., Pure Circle	N/A
Razorfish	Interactive	Seattle	www.razorfish.com	(212) 798-6600	Clark Kokich, CEO	408.6	18.0	5	EMC Corp., Dell, Microsoft, O2	2,274
Red Bricks Media	Interactive	San Francisco	www.redbricksmedia.com	(415) 255-0650	Ed Kim, CEO	6.9	N/A	16	Cisco Systems, SanDisk, Rubbermaid-Newell, Deluxe Corp.	N/A
Renegade	Small	Hunt Valley, Md.	www.getrenegade.com	(410) 667-1400	Timothy Watkins, president-CEO	5.1	0.4	13	Comcast, MetroCast, Mediacom, Dewalt, Insight Business	45
Rhea + Kaiser Marketing Communications	Midsize	Naperville, Ill.	www.rkconnect.com	(630) 505-1100	Stephen L. Rhea, president-CEO	17.2	14.3	83	Bayer CropScience, Pfizer Animal Health, Caterpillar, Sandvik Mining and Construction, Besser Co.	110
Richards Group	Large	Dallas	www.richards.com	(214) 891-5700	Stan Richards, principal-founder	166.0	5.0	3	Farmers Insurance, Southern Co., Orkin, Behringer Harvard, Nomacor	620
RiechesBaird	Small	Irvine, Calif.	www.riechesbaird.com	(949) 586-1200	Ryan Rieches, CEO	10.2	10.2	100	Toyota Industrial Equipment, American Airlines Cargo, Equitable Resources, Edwards Lifesciences, Villeroy & Boch	40
Roberts Communications	Midsize	Rochester, N.Y.	www.robertscomm.com	(585) 325-6000	Bill Murtha, CEO	12.7	6.0	47	Xerox, Cummins Power Generation, MasterCard, ITT/Goulds Pumps Division, Educational and Institutional Cooperative Purchasing	79
Rosetta	Interactive	Hamilton, N.J.	www.rosetta.com	(609) 689-6100	Chris Kuenne, chairman-CEO	129.5	17.2	13	Wirtz Beverage, Carhartt, Lincoln Electric, National City Bank, Citizens Bank	638

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s2 Marketing & Communications	Small	Chicago	www.s2b2b.com	(312) 382-9000	Steve Schmieder, president-managing partner	\$6.0	N/A	90%	Janus Capital, Envestnet, Midwest Bank, Bridgeway	20
Sacunas	Small	Harrisburg, Pa.	www.sacunas.net	(717) 652-0100	Nancy Sacunas, president-CEO	2.1	1.8	85	ARRO Engineering, PH Glatfelter, HRG Engineering, Gunn Mowery, National Corrugated Steel Pipe Association (NCSA)	16
Schermer Kuehl	Small	Minneapolis	www.skmarketing.com	(612) 375-9999	Chris Schermer, president	1.5	1.5	100	Best Buy For Business, HID Corp., Stratasys, Ceridian	10
Schubert Communications	Small	Downingtown, Pa.	www.schubert.com	(610) 269-2100	Joseph Schubert, CEO	N/A	N/A	100	Sartomer, Netzsch USA, MEI, Nilfisk Advance, Datastrip	18
Slack Barshinger	Midsize	Chicago	www.slackbarshinger.com	(312) 970-5800	Gary Slack, chairman-CEO	11.4	11.4	100	Fellowes, Tellabs, Underwriters Laboratories, Dow Corning, Google	45
Sonnhalter	Small	Berea, Ohio	www.sonnhalter.com	(440) 234-1812	Matt Sonnhalter, president	9.7	9.7	100	RIDGID, Knaack, Wright Tool, Molex, Brennan Industries	10
Steel Advertising & Interactive	Small	Austin, Texas	www.steeladvertising.com	(866) 783-3564	Kirsten Cutshall, president	0.8	0.6	70	Abbott Laboratories, NCI, Convio, Gulf Packaging, Biomedical Services Laboratories	15
Stein Rogan+ Partners ■	Small	New York	www.steinrogan.com	(212) 213-1112	Tom Stein, president-chief creative officer	10.9	9.8	90	FTI Technology, TransitCenter/TransitChek, McGraw-Hill, Citrix, Syniverse	40
Stiegler, Wells, Brunswick & Roth	Small	Bethlehem, Pa.	www.swbrinc.com	(610) 866-0611	Ernie Stiegler, CEO-partner	10.2	8.7	85	Mack Trucks, DeWalt Power Tools, Crayola, Glacier Garlock Bearings, Sika Corp.	32
StudioNorth	Small	Chicago	www.studionorth.com	(847) 473-4545	Mark Mohr, CEO	6.1	6.1	100	CDW, Philips Lighting Electronics, Abbott Laboratories, Komatsu, BP	50
Sullivan ■	Small	New York	www.sullivannyc.com	(212) 888-2881	Barbara Apple Sullivan, managing director	9.2	8.8	96	Charles Schwab, Fidelity Investments, MetLife, Ameriprise, Evergreen Investments	42
Sullivan Higdon & Sink	Midsize	Wichita, Kan.	www.wehatesheep.com	(316) 263-0124	Tom Bertels, managing partner	37.0	21.0	57	Cargill Meat Solutions, American Century Investments, ITT Defense, Spirit Aerospace Systems, American Dairy Brands/Borden Cheese	89
Symmetri Marketing Group	Small	Chicago	www.symmetri-mg.com	(312) 222-2500	Carl Triemstra, president	3.0	3.0	100	Schawk, Cars.com, Videojet Technologies, Dentsply Caulk, Specialty Print Communications	20
T3	Midsize	Austin, Texas	www.t-3.com	(512) 499-8811	Gay Gaddis, president-CEO	35.3	12.0	30	Dell, ConocoPhillips, UPS, Intel, John Deere	171
TMP Directional Marketing	Midsize	New York	www.tmpdm.com	(866) 738-4127	Michael Flanagan, president-CEO	57.9	57.9	100	Kelly Services, The Men's Wearhouse, OfficeMax, ADT Security, H&R Block	521
Tocquigny	Interactive	Austin, Texas	www.tocquigny.com	(512) 532-2800	Yvonne Tocquigny, CEO	N/A	N/A	70	Teradata, Commonwealth of Massachusetts, AMD, Depository Trust & Clearing Corp. (DTCC), Regent University	45
Traction ■	Interactive	San Francisco	www.tractionco.com	(415) 962-5800	Adam Kleinberg, CEO	4.0	2.5	60	SAP, Sun Microsystems, Egencia, Bank of America, Adobe	30
VIA Group	Midsize	Portland, Maine	www.vianow.com	(207) 221-3000	John Coleman, CEO	25.9	3.8	15	Analog Devices, LoJack, DuPont, UNUM, Guardian Industries	70
WalkerTek	Interactive	Fairfield, N.J.	www.walkertek.com	(973) 227-6003	Michael Walker, CEO	1.0	1.0	100	Sarnoff Corp., Church & Dwight, Bios International, Prudential Financial, Halocarbon	9
WebMetro	Interactive	San Dimas, Calif.	www.webmetro.com	(909) 599-8885	Michael Behrens, VP, eMarketing Carlos Ugalde, CEO	10.1	3.0	30	American Management Association, Arrow Electronics, Perquest, Dorado Software	40
White Horse	Interactive	Portland, Ore.	www.whitehorse.com	(503) 471-4200	Jennifer Modarelli-DeVoe, principal	9.0	3.5	39	FEI Co., Cisco Systems, Trane, Iberdrola Renewables, Tektronix	35
Willow Creative Group	Small	Cincinnati	www.willowcreativegroup.com	(513) 665-9559	Debbie Dent, president	N/A	N/A	80	Hill-Rom, Clark Schaefer Hackett, Pilot Chemical Co., Graydon Head, Schulman Associates IRB	11
Winsper	Midsize	Boston	www.winsper.com	(617) 695-2900	Jeff Winsper, president	26.0	20.0	75	Timberland PRO, JetDirect Aviation, Cognos, STIHL, DataSynapse	25
Wunderman	Large	New York	www.wunderman.com	(212) 941-3000	Daniel Morel, chairman-CEO	N/A	N/A	N/A	Ford, Microsoft, HP, Citibank, AICPA	N/A
Young Co.	Small	Laguna Beach, Calif.	www.youngcompany.com	(949) 376-8404	Bart Young, CEO	5.4	4.8	90	Calnetix, IBM Tivoli, PBNext, Samsung Security & Education, United Capital	10

■ Winner ■ Runner-up ■ Honorable mention

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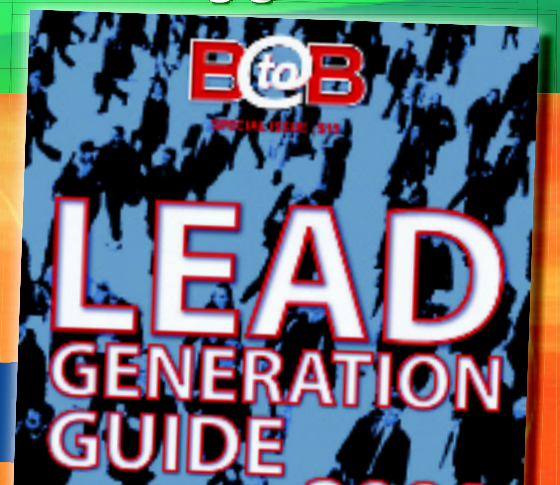
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