

Full-service advertising agencies

(Ranked by 2008 local fee income)

2009 Rank	Name Address	Phone Fax Web	2008 Local fee income/ accounts	Local employees: FTE/ contract	Major clients	Sample of services offered	Local executive/ title
1.	The Star Group Communications Inc. 235 S. 17th St. Philadelphia, Pa. 19103	215-875-4300 215-545-6294 www.stargroup1.com	\$28,700,000 45	247 10	Virtua Health, Greater Philadelphia Tourism and Marketing Corp., ShopRite	Branding, strategic planning, advertising, media, public relations, digital	Linda Rosanio CEO
2.	Cadient Group 5 Tower Bridge, 300 Barr Harbor Drive West Conshohocken, Pa. 19428	484-351-2800 484-351-2900 www.cadient.com	\$24,427,928 NA	164 190	AstraZeneca	Digital marketing services for the healthcare industry	Stephen Wray president/CEO
3.	Vox Media Inc. 601 Walnut Street, Suite 250-S Philadelphia, Pa. 19106	215-238-8500 215-238-0881 www.voxmedia.com	\$12,437,847 6	84 NA	GlaxoSmithKline, AstraZeneca, Cephalon	Full-service health care communications	Donald J.M. Phillips principal/CEO
4.	Lorel Marketing Group 590 N. Gulph Road King of Prussia, Pa. 19406	610-337-2343 610-768-9511 www.lorel.com	\$10,391,000 45	79 14	Rita's Franchise Co., Holy Redeemer Health Sys., Court and Plaza at King of Prussia	Consumer and healthcare marketing, planning, branding, creative, direct	Carl Rudnick president/CEO
5.	DMW Worldwide 1325 Morris Drive, Suite 100 Chesterbrook, Pa. 19087	610-407-0407 610-407-0410 www.dmwdirect.com	\$7,330,000 39	60 13	Independence Blue Cross, Comcast Corp., Colonial Penn	Strategic planning, creative services, database management, decision support	Warren Hunter Jr. CEO
6.	D4 Creative Group 4646 Umbria St. Philadelphia, Pa. 19127	215-483-4555 215-483-4550 www.d4creative.com	\$5,959,334 7	29 33	Comcast Eastern Division, Motorola Broadband, 1&1 Internet	Branding, strategy, direct, marketing, Internet, TV, radio, outdoor, print	Kurt Shore president/ chief creative officer
7.	Levlane 100 Penn Square East Philadelphia, Pa. 19107	215-825-9600 215-809-1920 www.levlane.com	\$5,650,000 28	38 6	Sunoco, Beneficial Bank, KFC/Taco Bell	Public relations, social responsibility, interactive marketing, strategic planning	David A. Lane president/partner
8.	DMi Partners Inc. 121 S. Broad St., 2nd Floor Philadelphia, Pa. 19107	215-279-9802 NA www.dmipartners.com	\$4,830,000 17	26 2	Tasty Baking, JG Wentworth, Mitchell & Ness	E-business consulting and management, creative design and copywriting	Patrick M. McKenna CEO
9.	Holton Sentivan + Gury 7 E. Skippack Pike Ambler, Pa. 19002	215-619-7600 215-619-7621 www.hsgadv.com	\$4,315,000 16	20 24	Comcast, Main Line Health, Pepper Hamilton	Integrated advertising agency providing strategic planning, brand strategy	John Holton president/CEO
10.	RealTime Media 1060 First Ave., Suite 201 King of Prussia, Pa. 19406	610-337-3600 610-337-2300 www.rtm.com	\$4,300,000 8	27 2	Comcast, GSI Commerce, McNeil Pharmaceuticals	Sweepstakes, instant win games, contests, rules administration, Web	William Reilly CEO
11.	Finch Brands 325 Chestnut St., Suite 1313 Philadelphia, Pa. 19106	215-413-2686 215-413-2687 www.finchbrands.com	\$4,015,631 25	13 15	Aramark, Fairmount Park, EP Henry	Business strategy, brand strategy, brand design	Daniel Erlbaum president/CEO
12.	Stream Companies 255 Great Valley Parkway, Suite 150 Malvern, Pa. 19355	610-644-8637 610-540-6433 www.streamcompanies.com	\$3,623,000 25	31 NA	WND	Graphic and Web design, media planning and buying, marketing consulting	Jason Brennan and David Regn co-founders/co-owners
13.	Fleming & Van Metre Advertising Inc. 630 W. Germantown Pike, Suite 400 Plymouth Meeting, Pa. 19462	610-941-0395 610-941-0580 www.fvmadvertising.com	\$3,216,771 7	24 24	Philadelphia Gear, Archdiocese of Philadelphia	Marketing communications, creative, print and broadcast production, media planning	Paul Fleming CEO
14.	Dicicco Battista Communications 655 Business Center Drive Horsham, Pa. 19044	215-957-0300 215-957-1297 www.dbcommunications.net	\$3,186,988 27	28 28	NextGen Healthcare Information Systems, Applebee's Grill & Bar	Advertising, media planning/buying, PR, interactive and word-of-mouth	Michael Dicicco president/CEO
15.	Backe Digital Brand Marketing 35 Cricket Terrace Center Ardmore, Pa. 19003	610-896-9260 610-896-9242 www.backecom.com	\$2,337,534 35	22 NA	GlaxoSmithKline, Airgas, Iron Shop	Digital brand marketing, interactive, Web, advertising, strategic marketing and online research	John E. Backe president/CEO
16.	Direct Choice Inc. 480 E. Swedesford Road, Suite 210 Wayne, Pa. 19087	610-995-2111 610-995-2266 www.directchoiceinc.com	\$2,178,000 11	9 28	Independence Blue Cross, Colonial Penn, Advanta	Strategic marketing, direct response TV and radio, print, direct mail, email, online, billboard	Nick Lanzi president
17.	K I Lipton Inc. 132 Welsh Road, Suite 120 Horsham, Pa. 19044	267-893-5671 267-893-5682 www.ki-lipton.com	\$2,100,000 15	10 4	Drug Information Association, Dow Chemical, Doylestown Hospital	Custom publishing, advertising, on-line content, publicity market research	H. Raymond DeMoss III president
18.	Munroe Creative Partners 1435 Walnut St., Suite 600 Philadelphia, Pa. 19102	215-563-8080 215-563-1270 www.munroe.com	\$2,014,000 95	17 17	Comcast, Hill International, United Way	Branding, advertising, direct mail, Web design, marketing, graphic design	Judy L. Munroe president/CEO
19.	The Simon Group 1506 Old Bethlehem Pike Sellersville, Pa. 18960	215-453-8700 215-453-1670 www.simongroup.com	\$1,907,600 8	14 14	Aries Electronics, Metabo Corporation, MEN Micro	B2B marketing communications, branding, strategy, advertising, Web	Marty Simon CEO
20.	Voveo Marketing Group Inc. 2 W. Liberty Blvd., Suite 100 Malvern, Pa. 19355	610-240-0400 610-240-0490 www.voveo.com	\$1,700,000 65	15 15	Safeguard Scientifics, InfoLogix, MCA Solutions	Strategy, branding, corporate identity and communications, Web and interactive	Mary Bea Damico president
21.	Neff Associates 15 S. 3rd St., 4th Floor Philadelphia, Pa. 19106	215-627-4747 215-923-6333 www.neffassociates.com	\$1,375,000 26	15 19	Del Frisco's Double Eagle Steak House, Fashion Bug, Kimco Realty	Strategic planning, branding, media buying, public relations, digital	David Neff president
22.	Debra Malinics Advertising 701 Walnut St. Philadelphia, Pa. 19106	215-627-1348 215-627-1858 www.dma-adv.com	\$879,000 18	5 8	Gift of Life Donor Program, Opera Co. of Philadelphia, The Injury Care Center	Collateral communications, brand development, marketing and online applications	Debra Malinics owner/president
23.	Smells Like Green Inc. 100 Granite Drive, Suite 5 Media, Pa. 19063	610-566-1550 610-566-1560 www.smellslikegreen.com	\$834,145 20	7 30	Mars Drinks North America, MEI, Fox Chase Bank	Advertising, Web 2.0, public relations, event planning	Karen Krissinger owner/director of client services
24.	Crane Marketing Communications 1777 Sentry Parkway West, MT 102 Blue Bell, Pa. 19422	215-628-4076 215-641-0956 www.cranemarketingcomm.com	\$793,000 10	10 12	Heartland Payment Systems, Lehigh Valley Health Network, Orleans Homebuilders	Strategic planning, advertising, graphic design, point-of-sale	Jon Crane president

The List

LIST FACTS

NA=Not available
WND=Would not disclose
Ties listed alphabetically

Source: Listed agencies.

Razorfish and Tierney Communications of Philadelphia are not ranked on this list because their parent companies do not allow them to breakout local billings. Several agencies including Dorland Global Corp., 160over90 and Alstin Advertising did not respond to our inquiries. Boyd Tamney Cross declined to participate in the 2009 ranking. If you wish to be surveyed when this list is next updated, or if you wish to be considered for other Lists, please visit www.bizjournals.com/philadelphia/bol_survey/ to complete a nomination form for your company.

Researched by: Sharon Oliver



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UPCOMING LISTS

June 12

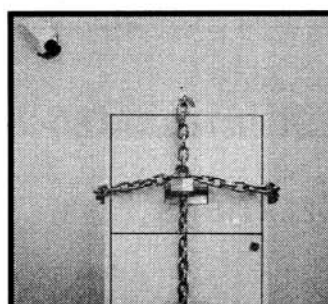
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