

TOP 100 AGENCIES

Agency	Headquarters	2008 revenue in thousands*	% change from '07	2008 billings in thousands*	% change from '07	
1	BBDO (OMC)	New York	\$811,000	4.9%	\$5,850,000	5.0%
2	Euro RSCG (Havas)	New York	720,000	8.1%	5,200,000	8.3%
3	JWT (WPP)	New York	698,000	9.1%	3,950,000	5.4%
4	DDB (OMC)	New York	695,000	5.0%	4,060,000	1.8%
5	Grey (WPP)	New York	673,000	5.0%	4,500,000	4.7%
6	Ogilvy & Mather (WPP)	New York	656,000	-2.1%	2,640,000	13.8%
7	McCann Erickson (IPG)	New York	632,000	9.9%	5,700,000	7.5%
8	Draftfcb (IPG)	New York	605,000	2.7%	6,100,000	3.4%
9	Publicis USA (Publicis)	New York	549,000	19.9%	4,700,000	20.5%
10	Leo Burnett (Publicis)	Chicago	396,000	7.0%	3,800,000	8.6%
11	Young & Rubicam (WPP)	New York	373,000	3.0%	3,870,000	1.6%
12	TBWA\Chiat\Day (OMC)	New York	352,000	3.8%	2,870,000	8.3%
13	Saatchi & Saatchi (Publicis)	New York	331,000	0.0%	3,990,000	-6.8%
14	Zimmerman (OMC)	Fort Lauderdale, Fla.	310,000	10.7%	2,375,000	10.5%
15	Campbell-Ewald (IPG)	Warren, Mich.	263,000	-4.7%	2,500,000	0.0%
16	Arnold (Havas)	Boston	262,000	2.7%	2,950,000	2.6%
17	Hill, Holliday, Connors, Cosmopolos (IPG)	Boston	260,000	15.6%	1,740,000	16.0%
18	Deutsch (IPG)	New York	241,000	9.5%	2,720,000	8.8%
19	Doner	Southfield, Mich.	169,000	3.7%	1,910,000	6.1%
20	The Richards Group	Dallas	167,000	0.6%	1,250,000	0.0%
21	Lowe (IPG)	New York	164,000	10.1%	1,570,000	10.6%
22	Mullen (IPG)	Boston	155,000	2.6%	1,170,000	2.6%
23	Cramer-Krasselt	Chicago	145,000	5.8%	965,000	6.0%
24	Crispin Porter + Bogusky (MDC)	Miami	138,000	15.0%	1,330,000	15.7%
25	Goodby, Silverstein & Partners (OMC)	San Francisco	135,000	21.6%	2,600,000	13.0%
26	The Martin Agency	Richmond, Va.	120,000	20.0%	1,320,000	20.0%
27	The Kaplan Thaler Group (Publicis)	New York	120,000	4.3%	1,040,000	4.0%
28	GSD&M Idea City (OMC)	Austin, Texas	117,000	4.5%	1,800,000	0.0%
29	RPA	Santa Monica, Calif.	117,000	0.9%	1,151,200	0.9%
30	Wieden + Kennedy	Portland, Ore.	110,000	20.9%	1,090,000	19.8%
31	Fallon (Publicis)	Minneapolis	98,000	5.4%	640,000	4.9%
32	Campbell Mithun (IPG)	Minneapolis	96,000	-2.0%	1,175,000	-2.1%
33	Modernista	Boston	83,000	-7.8%	830,000	-7.8%
34	GlobalHue	Southfield, Mich.	82,500	14.6%	825,000	14.6%
35	Merkley + Partners (OMC)	New York	82,000	7.9%	683,000	-14.3%
36	Dailey (IPG)	West Hollywood, Calif.	71,500	0.0%	565,000	0.0%
37	Team One (Publicis)	El Segundo, Calif.	69,500	0.0%	545,000	0.0%
38	Gotham (IPG)	New York	65,000	4.8%	640,000	4.9%
39	Kirshenbaum Bond + Partners (MDC)	New York	65,000	4.8%	485,000	5.4%
40	Carmichael Lynch (IPG)	Minneapolis	63,000	5.0%	465,000	4.7%
41	Martin/Williams (OMC)	Minneapolis	62,000	-1.6%	425,000	-2.3%
42	MMB	Boston	60,000	9.1%	600,000	9.1%
43	22squared	Atlanta	59,214	6.0%	570,825	7.8%
44	TM Advertising (IPG)	Dallas	57,000	1.8%	489,000	2.3%
45	McGarrybowen (Dentsu)	New York	55,000	5.8%	775,000	6.2%
46	David&Goliath	El Segundo, Calif.	48,500	6.6%	485,000	6.6%
47	Publicis & Hal Riney (Publicis)	San Francisco	48,000	0.0%	480,000	0.0%
48	Barkley	Kansas City, Mo.	46,410	10.3%	485,576	-0.3%
49	Periscope	Minneapolis	46,048	NA	359,247	NA
50	Bernstein-Rein	Kansas City, Mo.	45,105	-9.3%	440,048	-13.3%

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51	Bartle Bogle Hegarty (Publicis)	New York	\$43,000	0.0%	\$515,000	-1.0%
52	Engauge (Halyard Capital)	Columbus, Ohio	42,783	NA	104,306	NA
53	Dentsu America	New York	39,156	14.0%	293,068	28.0%
54	Dieste (OMC)	Dallas	39,000	8.3%	335,000	8.1%
55	Nitro	New York	38,750	25.0%	240,000	25.0%
56	R&R Partners	Las Vegas	38,369	3.6%	255,922	3.6%
57	Ackerman McQueen	Oklahoma City	36,847	NA	273,356	NA
58	The Bravo Group (WPP)	New York	36,000	0.0%	347,000	0.0%
59	T3	Austin, Texas	35,369	14.8%	298,322	14.2%
60	The Vidal Partnership	New York	35,000	12.9%	385,000	6.9%
61	Mars Advertising	Southfield, Mich.	33,377	10.7%	226,909	13.0%
62	Eric Mower & Associates	Syracuse, N.Y.	33,295	NA	222,075	NA
63	Moroch Partners	Dallas	33,083	4.7%	262,306	11.9%
64	Avrett Free Ginsberg (IPG)	New York	32,200	2.2%	321,300	2.0%
65	Carol H. Williams	Oakland, Calif.	31,100	-9.9%	311,000	-9.9%
66	BVK	Milwaukee	31,000	-6.1%	260,000	5.7%
67	Fitzgerald + Co. (IPG)	Atlanta	28,500	-1.7%	250,000	-24.2%
68	MARC	Pittsburgh	28,167	-20.8%	312,313	-12.4%
69	Pedone & Partners	New York	28,000	NA	138,000	4.5%
70	Colle & McVoy (MDC)	Minneapolis	26,300	5.2%	195,000	11.4%
71	McKinney	Durham, N.C.	26,200	4.8%	268,000	5.1%
72	Burrell Communications Group	Chicago	26,000	-5.5%	188,000	-6.0%
73	FKM	Houston	25,970	-2.0%	251,046	-2.6%
74	The Via Group	Portland, Maine	25,850	26.1%	111,750	10.4%
75	StrawberryFrog	New York	25,000	0.0%	255,000	0.0%
76	Lopez Negrete	Houston	24,150	1.5%	161,000	1.5%
77	Brunner	Pittsburgh	23,900	4.4%	182,923	10.5%
78	WongDoody	Seattle	23,700	18.5%	190,100	26.7%
79	Venables Bell & Partners	San Francisco	23,200	7.4%	232,000	7.4%
80	Butler, Shine, Stern & Partners	Sausalito, Calif.	22,200	6.2%	217,100	8.2%
81	Bader Rutter & Associates	Brookfield, Wis.	22,078	14.9%	147,726	13.9%
82	Zubi Advertising	Coral Gables, Fla.	21,500	9.7%	197,000	3.7%
83	Creative Alliance	Louisville, Ky.	21,374	13.3%	159,505	13.3%
84	Conill (Publicis)	New York	21,200	1.4%	126,500	1.2%
85	Casanova Pendrill (IPG)	Costa Mesa, Calif.	21,000	5.0%	210,000	5.0%
86	Cossette	New York	20,078	15.1%	NA	NA
87	Allen & Gerritsen	Watertown, Mass.	20,000	-4.8%	150,000	0.0%
88	Rodgers Townsend (OMC)	St. Louis	20,000	0.0%	140,000	0.0%
89	Laughlin/Constable	Milwaukee	19,550	1.8%	190,000	1.6%
90	Noble	Springfield, Mo.	19,427	-33.7%	150,137	-26.8%
91	TBC	Baltimore	19,235	2.4%	158,267	1.1%
92	Fahlgren	Columbus, Ohio	19,200	7.9%	181,300	4.6%
93	Cole & Weber United (WPP)	Seattle	19,000	2.7%	190,000	2.7%
93	LatinWorks (OMC)	Austin, Texas	19,000	15.2%	190,000	15.2%
95	Intermark Group	Birmingham, Ala.	18,337	-14.8%	103,585	-9.9%
96	Agency212	New York	18,300	7.6%	130,000	8.3%
97	The Buntin Group	Nashville, Tenn.	18,100	19.9%	144,200	18.9%
98	Della Femina Rothschild Jeary Partners (OMC)	New York	17,800	0.0%	180,000	0.0%
99	Rhea + Kaiser Marketing Communications	Naperville, Ill.	17,067	13.7%	113,838	13.8%
100	72andSunny	Los Angeles	16,500	20.0%	165,000	20.0%

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