

Boston Business Journal

March 11, 2009 • Vol. 36, No. 1

Business Information

2008 Boston Business Journal 100th Anniversary \$0.19

28 Area Business News

THE LIST

March 11, 2009

Area's Largest Advertising Firms

Ranked by 2008 advertising billings

Rank	Firm and Company	2008 Advertising Billings	2008 Revenue	% of total Ad Other	% of total Ad Other	Major accounts	CEO
1	Ames Media Inc. 100 Huntington Ave., Boston 02116 617-267-2500 www.grandcentralmedia.com	\$1,260,000,000	525	10%	11%	McDonald's, Huggins Investments, Nike	Ray Hill, CEO
2	McCormack & Co. Advertising Inc. 200 Commercial St., Boston 02110 617-452-4000 www.mccormack.com	\$1,200,000,000	400	33%	33%	Bank of America, United Shave, Liberty Mutual	Wesley Swanson, President, CEO
3	Walker 20 State St., Boston 02109 200-495-1100 www.walker.com	\$1,150,000,000	401	35%	31%	General Motors, Citicorp, Woodbrook	Jim Connell, CEO

(617) 450-0000 www.amesmedia.net

17

16

Conover Tuttle Pace
77 North Washington St., Boston 02114
(617) 412-4000 www.ctpboston.com

\$19,100,000

30

58%

22%

57%
43%
20%

Cynovure

Breeder's Cup World Championships, Eastern Bank, Mass Development

Fred Conover
President

White Rhino Productions Inc. \$10,997,792

11

11%

58%

SAP, The Provident Bank, LeMaitre

Dan Greenwald

8	Connelly Partners 40 State St., Boston 02114 617-268-0300 www.connellypartners.com	\$8,000,000	14	20%	20%	Wendy's, National Service, Spectrum.com	Scott Collins, President, CEO
9	T&L Advertising & Marketing 10 Ames St., Cambridge 02142 617-234-2277 www.tandl.com	\$6,000,000	14	2%	2%	Radio Shack, World Travel, Wynn	Philip Johnson, President
10	BBDO 100 Boylston St., Boston 02116 617-452-0200 www.bbdo.com	\$4,000,000	11	20%	10%	Four Seasons Hotel & Resorts, Sheraton, American Express	Greg Lippert, President, CEO
11	BBW Group Inc. 21 Newmarket St., Boston 02116 617-428-9000 www.bbwgroup.com	\$4,000,000	12	20%	20%	The World Bank, Massachusetts Medical Society, United Jewish Plaza	James Farnsworth, President
12	One & One Worldwide 100 Park St., Cambridge 02142 617-432-7300 www.oneandone.com	\$4,000,000	10	-	-	Comcast, Five Star HomeCare, Bluebird	Jim & Jeanne Ford, CEO & President
13	Bullseye Group Inc. 40 State St., Boston 02114 200-300-0000 www.bullseyegroup.com	\$3,000,000	10	20%	20%	Wendy's, National Service, Sun-Tan	John Connors, CEO
14	Walker, Evans & Walker 10 The Square, Boston 02108 617-268-0100 www.walker-evans.com	\$3,000,000	11	40%	30%	Seagram & Sons, Super Surveys	Jim Walker, CEO/Creative Director
15	McCormack & Co. Advertising Inc. 200 Commercial St., Boston 02110 617-452-4000 www.mccormack.com	\$3,000,000	10	30%	30%	SA, Unilever, Pro, Dupont	Wesley Swanson, President
16	Small Agency 21 Huntington St., Boston 02116 617-428-0300 www.smallagency.net	\$2,000,000	14	10%	10%	Regent Court, Best Home, Mass Office of State & Finance	Jeff Friedman, President
17	Conover Tuttle Pace 77 North Washington St., Boston 02114 617-412-4000 www.ctpboston.com	\$1,910,000	30	58%	22%	Breeder's Cup World Championships, Eastern Bank, Mass Development	Fred Conover, President
18	White Rhino Productions Inc. 40 State St., Boston 02114 200-370-0000 www.white-rhino.com	\$1,997,792	11	11%	58%	SAP, The Provident Bank, LeMaitre	Dan Greenwald, CEO/Creative Director
19	Strategic Creative 200 Second Ave., Boston 02110 781-424-0000 www.strategiccreative.com	\$1,400,000	10	40%	10%	DeWitt's, Huggins, Stone, Nevada, W&J	Carl Spivack, President
20	Public Advertising & Marketing LLC 10 Brimley, Boston 02116 617-267-7000 www.pamllc.com	\$1,100,000	11	20%	20%	Seagram & Sons, Super Surveys, Major Credit Card, Seagrams	Jim Walker, CEO
21	BBW Group Inc. 21 Newmarket St., Boston 02116 617-428-9000 www.bbwgroup.com	\$900,000	10	20%	20%	Seagram & Sons, Super Surveys, Mass & Sports	James Farnsworth, President, CEO
22	Senior Services Inc. 100 Technology Square, Cambridge 02142 617-353-0000 www.seniorservices.com	\$700,000	10	10%	10%	Seagram & Sons, Progressive Services, Wilson, Petaluma	Nathan Sherman, CEO & Founder, President
23	Strategic 100 State St., Boston 02110 200-370-0000 www.strategiccreative.com	\$600,000	11	10%	10%	Unilever, Huggins, Seagram & Sons, Massachusetts Community College	Carl Spivack, President, CEO
24	One & One Worldwide 100 Park St., Cambridge 02142 617-432-7300 www.oneandone.com	\$1,000,000	11	20%	10%	Comcast, Five Star HomeCare, Bluebird	Jim & Jeanne Ford, President & Founder, CEO
25	United Advertising Inc. 200 Boylston St., Boston 02116 617-278-0000 www.unitedad.com	\$1,000,000	9	10%	10%	SA, Seagram & Sons, Seagram & Sons, Regardard Distribution Properties	Stephen Galt, CEO