

The List

# Advertising agencies

Ranked by 2007 metro-area capitalized ad billings<sup>1</sup>

RANK	LAST YEAR'S RANK	COMPANY ADDRESS	PHONE FAX WEB SITE	2007 METRO-AREA CAPITALIZED AD BILLINGS	TOTAL REVENUE BREAKDOWN	HEADQUARTERS YEAR ESTABLISHED	SENIOR LOCAL EXECUTIVE, TITLE
<b>1</b>	1	<b>Arnold Worldwide</b> 1600 International Drive McLean, Va. 22102	703-288-7300 703-288-7525 arnoldworldwide.com	<b>\$125 million</b>	100% advertising	Boston 1993	Karen Riordan, President
<b>2</b>	2	<b>TMP Worldwide Advertising &amp; Communications LLC</b> 8280 Greensboro Drive, Suite 900 McLean, Va. 22031	703-269-0095 n/a tmp.com	<b>\$70.7 million</b>	53% advertising 1% public relations 46% other	New York 1960	Lindsay L. Wozniak, Regional vice president
<b>3</b>	3	<b>Merrick Towle Communications</b> 5801-F Ammendale Road Beltsville, Md. 20705	301-974-6000 n/a merricktowle.com	<b>\$61.3 million</b>	100% advertising	Beltsville 1985	Harry L. Merrick, CEO
<b>4</b>	7	<b>Rosenthal Partners Inc.</b> 3 Bethesda Metro Center, Suite 900 Bethesda, Md. 20814	301-718-8400 301-718-0013 rosenthalpartners.com	<b>\$55 million</b>	85% advertising 15% other	Bethesda 1991	Beth Johnson, Executive vice president, director of account management
<b>5</b>	5	<b>LM&amp;O Advertising<sup>2</sup></b> 2000 14th St. N., Eighth Floor Arlington, Va. 22201	703-875-2193 703-875-2199 lmo.com	<b>\$53.5 million</b>	100% advertising	Arlington 1995	Doug Laughlin, President
<b>6</b>	6	<b>Crosby Marketing Communications</b> 5454 Wisconsin Ave., Suite 1400 Chevy Chase, Md. 20815	301-261-1570 410-269-6547 crosbymarketing.com	<b>\$52.76 million</b>	65% advertising 25% public relations 10% other	Annapolis 1973	Raymond S. Crosby, President
<b>7</b>	8	<b>Williams Whittle</b> 711 Princess St. Alexandria, Va. 22314	703-836-9222 703-684-3285 williamswhittle.com	<b>\$49 million</b>	85% advertising 10% public relations 5% other	Alexandria 1967	Robert L. Whittle, President and CEO
<b>8</b>	-	<b>Hammer Communications</b> 1000 Potomac St. NW, Suite 122 Washington, D.C. 20007	202-337-7885 202-333-2659 hammer-c.com	<b>\$48.15 million</b>	50% advertising 15% public relations 35% other	Washington 1999	Jack Shoptaw III, President and chief operating officer
<b>9</b>	4	<b>White and Partners</b> 13665 Dulles Technology Drive Herndon, Va. 20171	703-793-3000 n/a whiteandpartners.com	<b>\$44.72 million</b>	89% advertising 5% public relations 6% other	Herndon 1966	Matt White, CEO
<b>10</b>	9	<b>The Bomstein Agency Inc.</b> 2233 Wisconsin Ave. NW Washington, D.C. 20007	202-965-6470 202-338-8835 bomstein.com	<b>\$40.2 million</b>	98% advertising 2% public relations	Washington 1976	Howard J.S. Bomstein, CEO
<b>11</b>	12	<b>Marketing General Inc.</b> 209 Madison St., Suite 300 Alexandria, Va. 22314	703-739-1000 703-549-6057 marketinggeneral.com	<b>\$40 million</b>	73% advertising 2% public relations 25% other	Alexandria 1978	Richard P. Whelan, President
<b>12</b>	11	<b>Davis &amp; Co.</b> 1220 19th St. NW Suite 210 Washington, D.C. 20036	202-775-8181 202-775-1533 davisco-ads.com	<b>\$38.5 million</b>	75% advertising 10% public relations 15% other	Washington 1989	Brantley Davis, Executive vice president

<b>13</b>	10	<b>Fraser Wallace Advertising Ltd.</b> 45195 Business Court, Suite 120 Dulles, Va. 20166	703-264-6400 703-264-1400 fraserwallace.com	<b>\$35 million</b>	100% advertising	Dulles 1980	Fraser I. J. Wallace, President
<b>14</b>	13	<b>MDB Communications Inc.</b> 1050 17th St. NW Washington, D.C. 20036	202-835-0774 202-835-0656 mdbcomm.com	<b>\$27.4 million</b>	98% advertising 1% public relations 1% other	Washington 1981	Cary C. Hatch, President and CEO
<b>15</b>	25	<b>eBrains Inc.</b> 1750 Tysons Blvd., Suite 400 McLean, Va. 22102	703-549-0335 206-260-4539 ebrainsinc.com	<b>\$25.29 million</b>	85% advertising 1% public relations 5% other	McLean 1999	Ralph L. Thompson, President
<b>16</b>	17	<b>SmithGifford</b> 106 W. Jefferson St. Falls Church, Va. 22046	703-532-5992 n/a smithgifford.com	<b>\$20 million</b>	80% advertising 20% other	Falls Church 2002	Matt R. Smith, President
<b>17</b>	14	<b>Return on Investment Inc.</b> 7857 Heritage Drive, Suite 220 Annandale, Va. 22003	703-813-5643 703-813-5649 roiadvertising.com	<b>\$16.8 million</b>	90% advertising 2% public relations 8% other	Annandale 1996	David M. Nellis, Principal
<b>18</b>	15	<b>August, Lang &amp; Husak Inc.</b> 4630 Montgomery Ave., Suite 400 Bethesda, Md. 20814	301-657-2772 301-657-9895 alhadv.com	<b>\$16.73 million</b>	90% advertising 7% public relations 3% other	Bethesda 1992	Michael L. August, Principal
<b>19</b>	16	<b>Brunner Inc.</b> <sup>3</sup> 1250 Eye St. NW, Suite 1200 Washington, D.C. 20005	202-741-9000 202-741-8001 brunnerworks.com	<b>\$16.3 million</b>	50% advertising 50% other	Pittsburgh 2003	Tim Weinheimer, Managing director
<b>20</b>	-	<b>JDG Communications Inc.</b> 7389 Lee Highway, Suite 200 Falls Church, Va. 22042	703-207-0933 703-207-0825 jdgcommunications.com	<b>\$15.5 million</b>	70% advertising 30% other	Fairfax 1979	Len Johnson, President and CEO
<b>21</b>	21	<b>The Borenstein Group Inc.</b> 11320 Random Hills Road, Suite 540 Fairfax, Va. 22039	703-385-8178 703-385-6454 borensteingroup.com	<b>\$13 million</b>	51% advertising 49% public relations	Fairfax 1994	Gal S Borenstein, CEO and chief strategist
<b>22</b>	22	<b>Silver Marketing Inc.</b> 7910 Woodmont Ave., Suite 914 Bethesda, Md. 20814	301-951-3505 301-652-3691 silvermarketing.com	<b>\$10.6 million</b>	70% advertising 2% public relations 28% other	Bethesda 1984	Patricia A. Silver, President
<b>23</b>	-	<b>Redhead Cos.</b> 6011 University Blvd., Suite 210 Ellicott City, Md. 21043	410-465-1282 410-461-2446 redheadcompanies.com	<b>\$9.79 million</b>	73% advertising 2% public relations 25% other	Ellicott City, Md. 1991	Ed Stern, CEO and creative director
<b>24</b>	18	<b>Enten &amp; Associates Inc.</b> 8120 Woodmont Ave., Suite 550 Bethesda, Md. 20814	301-913-0010 301-913-5484 enten.com	<b>\$9.75 million</b>	65% advertising 15% public relations 25% other	Bethesda 1988	Jon D. Enten, President
<b>25</b>	-	<b>Frost Miller Group Inc.</b> 7910 Woodmont Ave., Suite 1330 Bethesda, Md. 20814	301-718-8512 301-907-8032 frostmiller.com	<b>\$8.52 million</b>	86% advertising 6% public relations 8% other	Bethesda 1992	Kevin T. Miller, President

Sources: the companies    wnd - would not disclose    n/a - not available    Research by Lindsay Smith

<sup>1</sup>Only companies reporting 50 percent or more of their revenue from advertising operations were considered for this list. Capitalized ad billings = income (revenue - media supplier bills) x 6.67. <sup>2</sup>Formerly Laughlin, Marinaccio & Owens Advertising. <sup>3</sup>Formerly Blattner Brunner. The ranked companies have provided information to researchers upon request. The List does not endorse the participants or suggest the quality of products and services. Please send updates and corrections on company letterhead to Research Director, Washington Business Journal, 1555 Wilson Blvd., Suite 400, Arlington, Va. 22209. To submit your company for future surveys, please visit [bizjournals.com/washington/bul\\_survey](http://bizjournals.com/washington/bul_survey).