

# Largest Advertising Agencies

Ranked by South Florida gross billings in 2008\*

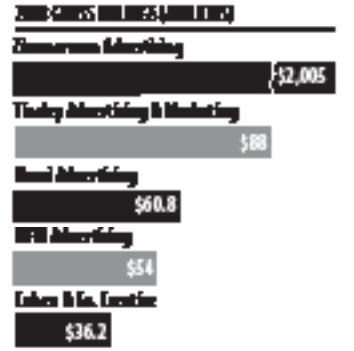
Rank 2009 2008	Company Address	Phone Fax Web site	Gross billings (millions) 2008 2007	Total employees S.F. offices Total offices	Services offered**	Major South Florida clients	Top local executive Year founded
1 1	<b>Zimmerman Advertising<sup>1</sup></b> 2200 W. Commercial Blvd. Fort Lauderdale 33309	(954) 644-4000 (954) 644-6563 www.zadv.com	\$2,500 \$2,270	1,100 2 NA	Full-service marketing and advertising	Lennar Corp. AutoNation	Jordan B. Zimmerman 1985
2 3	<b>Tinsley Advertising &amp; Marketing</b> 2660 Brickell Ave. Miami 33129	(305) 856-6060 (305) 858-3877 www.tinsley.com	\$88 \$86	53 1 1	Full-service advertising & marketing, strategic planning, media buying, brand development, interactive design	The Florida Keys & Key West Miami Children's Hospital Nova Southeastern University SuperClubs Resorts	Sandy Tinsley 1974
3 4	<b>Omni Advertising</b> 980 N. Federal Highway Boca Raton 33432	(561) 620-4774 (561) 620-8774 www.omni-advertising.com	\$60.8 \$60.1	33 1 3	Full service, including strategic planning, brand development, media planning & placement, audio & video production	South Florida Honda Dealers Broward County Public Schools Celsius	Ken J. Hudson 2001
4 NR	<b>BFW Advertising</b> 6700 N.W. Broken Sound Parkway Boca Raton 33487	(561) 962-3300 (561) 962-3338 www.gobfw.com	\$54 \$49	30 1 1	Health care, technology, energy	University of Miami 3Cinteractive Boca Raton Community Hospital	James Workman 1979
5 6	<b>Cohen &amp; Co. Creative</b> 5200 S. University Drive, Suite 104 Davie 33328	(954) 923-8133 (954) 846-2293 www.cohenadv.com	\$36.2 \$45.2	18 1 2	Full-service advertising & marketing, Internet and social media marketing, public relations & Web site development	Advantage Rent A Car EagleRider Motorcycle Rentals National Business Condo	Michael Cohen 1993
6 8	<b>Starmark International</b> 1815 Griffin Road, 3rd floor Dania Beach 33004	(954) 874-9000 (954) 874-9010 www.starmark.com	\$34.7 \$34.7	55 1 3	Branding, advertising, interactive, custom publishing, public relations	Please see company Web site for portfolio	Peggy Nordeen 1998
7 7	<b>Green Advertising</b> 902 Clint Moore Road, Suite 108 Boca Raton 33487	(561) 989-9550 (561) 989-9515 www.greenad.com	\$34.2 \$37.5	28 2 2	Health care, brand launches, tourism, retail, restaurants	Centerline Homes Palm Beach County CVB Capitol Lighting	Phyllis Green 1986
8 15	<b>Meridian Group</b> 888 E. Las Olas Blvd., 6th floor Fort Lauderdale 33301	(954) 524-4515 www.themeridiangroup.com	\$28.5 \$34	46 1 3	Luxury travel, yacht/marine, communications, nonprofit, sports, health care	Sanibel Harbour Resort & Spa Volvo Penta Marine Lago Mar Resort & Club	Joseph Takach 1996
9 NR	<b>TMP Worldwide</b> 255 Alhambra Circle, Suite 760 Coral Gables 33134	(305) 704-4788 (305) 704-4787 www.tmp.com	\$17.8 NA	528 1 26	Health care, tourism & hospitality, energy	Burger King Corp. Ryder System Jackson Health System	Lesley DeCanio 1993
10 11	<b>MDG Advertising</b> 3500 N.W. Boca Raton Blvd. Boca Raton 33431	(561) 338-7797 (561) 338-7704 www.mdgadvertising.com	\$17.7 \$15.7	25 1 1	Hospitality and tourism, health care, biotechnology, financial, cultural, software and technology, franchise, business-to-business	Please see company Web site for portfolio	Michael Del Gigante 1999
11 10	<b>Kelley Swofford Roy</b> 50 N.E. 29th St. Miami 33137	(305) 444-0004 (305) 444-9057 www.ksrteam.com	\$12.5 \$18.1	12 1 1	Health care, financial services, tourism & transportation	Jackson Memorial Hospital Holtz Children's Hospital World Trade Center - Miami	Susan P. Kelley William R. Roy 1983
12 12	<b>Worldmedia Miami</b> 4500 Biscayne Blvd., Suite 310 Miami 33137	(305) 572-0404 (305) 572-0105 www.worldmedia.net	\$12.4 \$16	20 1 1	Travel, retail, financial	Norwegian Cruise Line Regent Seven Seas Cruise Lines	Paul Pellerin 1999
13 13	<b>The Alison Group</b> 2090 N.E. 163rd St. North Miami Beach 33162	(305) 893-6255 (305) 895-6271 www.alisongroup.com	\$12 \$13	21 1 4	Full-service marketing and sales development	NCL Ryder Southeast Toyota	Jeff R. Schweiger 1959
14 NR	<b>República</b> 2801 S.W. 31st Ave., 2nd floor Coconut Grove 33133	(305) 442-0977 (305) 443-1631 www.republica.net	\$8.5 NA	42 1 3	Integrated marketing solutions and branding, advertising, communications and interactive	Burger King Corp. Sedano's Supermarkets TotalBank	Luis Casamayor Jorge A. Plasencia 2006
15 14	<b>Ronin Advertising Group</b> 2665 S. Bayshore Drive, Suite 301 Coconut Grove 33133	(305) 858-7676 (305) 859-9776 www.roninadv.com	\$8.1 \$8.5	35 1 4	Full-service advertising agency	Fischler School of Education and Human Services at Nova Southeastern University The DYL Group Miami-Dade Expressway Authority	Karen Ableman 2003
16 16	<b>Poller &amp; Jordan Advertising Agency</b> P.O. Box 166249 Miami 33116	(305) 470-8005 (305) 470-1937 www.advertisingmiami.com	\$5.6 NA	7 3 4	Marine, aviation, finance, education, heavy equipment, automotive, motorsports	Armstrong Toyota Armstrong Ford Dade Jeep Chrysler Dodge	Robert Poller 1971
17 18	<b>Mad 4 Marketing</b> 5203 N.W. 33rd Ave. Fort Lauderdale 33309	(954) 485-5448 (954) 485-5410 www.mad4marketing.com	\$4.1 \$5.7	10 1 1	Education, health care, retail, government, real estate, financial	South Florida Commuter Services Ulysses Nardin Broward College	Christine Madsen 1992
18 21	<b>CKR Inter@ctive</b> 5400 S. University Drive, Suite 501 Fort Lauderdale 33328	(954) 252-6666 (954) 252-0901 www.ckrinteractive.com	\$3.7 \$3	32 1 7	Health care, biopharmaceuticals, hospitality	Aventura Hospital and Medical Center Benihana NCH Healthcare System	Georgia Dardick Ronni B. Rogers 2003
19 NR	<b>D+G Communications Group</b> 1225 N.W. 17th Ave., Suite 103 Delray Beach 33445	(561) 266-0127 (561) 266-0128 www.dgco.us	\$2.4 \$2.6	15 1 1	Product development, art & culture, health, dining, retail, interior design, nonprofit	Norton Museum of Art Eye Envy by Coloron International Peter Max / Travelling Roadshow Co.	Gavin Robin Sharon Patterson 1994
20 22	<b>Peak Seven Advertising</b> 2151 W. Hillsboro Blvd., Suite 300 Deerfield Beach 33442	(954) 574-0810 (954) 574-0820 www.peak7.com	\$2 \$2.2	10 1 1	Consumer, real estate & related industry, technology, medical	Please see company Web site for portfolio	Darren Seys 1999
21 19	<b>Wilesmith Advertising and Design</b> 319 Clematis St., No. 710 West Palm Beach 33401	(561) 820-9196 (561) 835-0413 www.wilesmith.com	\$1.8 \$1.7	5 1 1	Nonprofit, real estate, financial	Morselife Brown Harris Stevens Lydian Bank & Trust	Margaret Wilesmith 1996
22 23	<b>Frank Worldwide</b> 4040 N.E. Second Ave., No. 401 Miami 33137	(305) 576-1119 (305) 576-1120 www.frankworldwide.com	\$1.67 \$2.10	15 1 1	A full-service creative ad agency specializing in digital media and online marketing (SEO/SEM, display and social networks)	HIG Capital ACP Jets/Injet Trinity Technologies	Brett Malden 2002
23 NR	<b>Ryan William's Agency</b> 6107 S. Dixie Highway, Suite 1 West Palm Beach 33405	(561) 588-6336 (561) 588-6223 www.ryanwilliamsagency.com	\$1.2 \$1.2	6 1 1	Retail, restaurant, hospitality, medical, biotechnology, real estate, business-to-business and business-to-consumer services	Jon Smith Subs Transworld Business Brokers Shades of Time	Valerie Staggs 2002
24 NR	<b>AdServices</b> 2450 Hollywood Blvd., Suite 202 Hollywood 33020	(954) 922-9395 (954) 922-1395 www.adservices.net	\$0.8 \$2.3	19 1 2	HVAC, retail, marine, home improvements, publishing, & banking	International Boxing Organization Trane South Florida Community Bank of Broward	Steve Fales 1989
25 NR	<b>Plan B Advertising</b> 955-A S.W. 87th Ave., 2nd floor Miami 33174	(305) 267-3381 (305) 267-3382 www.planbadvertising.biz	\$0.3 \$0.3	4 1 1	High-end home furnishings, nonprofits/charities, retail, Hispanic market, Web	South Cat Cay Bahamas Custom Art Online Gables Pawn & Jewelry	Jose I. Pujala 2004

NOTES: South Florida refers to Miami-Dade, Broward and Palm Beach counties. NR = Not ranked. NA = Not available or not applicable. \*To be considered for this list, the firms were required to provide financial verification in the form of tax documents, or letters from independent accountants or CFOs. \*\*Due to space constraints, not all services are listed. Please contact the individual firms for a complete list. <sup>1</sup>Zimmerman Advertising did not complete a survey. Billings figure is a *Business Journal* estimate based on company information. Last year's No. 2, Marketing Magic, and No. 5, Beber Silverstein Group, declined to participate in the survey process. Last year's No. 9, Eisenberg and Associates, relocated to Dallas.

Sources: The companies

Researched by Amy Limbert alimbert@bizjournals.com

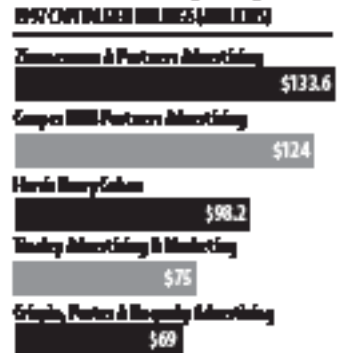
## TOP 5



## TOP 5 BY EMPLOYMENT



## HISTORIC TOP 5 (1998)



## UPCOMING LISTS

- July 17: Women-owned businesses
- July 24: Fastest-growing tech companies
- Aug. 7: Residential real estate developers
- Aug. 14: Hospitals, Nursing homes
- Aug. 21: Office furniture companies, Law firms

## REPRINT INFORMATION

Information for obtaining commemorative plaques, reprints or Web permissions can be obtained from the *South Florida Business Journal's* designated partner company, Scoop ReprintSource at (800) 767-3263 or www.scoopreprintsources.com. No other companies offering similar services are affiliated in any way with the *Business Journal*.