

# BOSTON BUSINESS JOURNAL

BOSTONBUSINESSJOURNAL.COM

VOL. 31 NO. 15 MAY 6-12, 2011 \$3.50

BUSINESS NEWS ESSENTIAL TO BOSTON'S LEADERS.

Weekly Circulation: 15,595

## THE LIST

s | bostonbusinessjournal.com

May 6-12, 2011 | BOSTON BUSINESS JOURNAL 29

### Area's Largest Advertising Agencies

Ranked by Mass. 2010 advertising billings

RANK	PRIOR RANK	COMPANY	MAS. BILLINGS MASS. EMPLOYEES	% OF BUSINESS: BROADCAST PRINT	% OF BUSINESS: ADVERTISING PR	CLIENTS	CHIEF EXECUTIVE OFFICER
1	NR	<b>Digitas LLC</b> 33 Arch St., Boston 02110 (617) 867-1000	\$1,900,000,000 620	15% 10%	100% -	General Motors, Goodyear, Procter & Gamble	Laura Lang CEO
2	1	<b>Hill Holiday</b> 53 State St., Boston 02109 (617) 366-4000	\$1,678,404,000 450	50% 20%	100% -	Bank of America, Dunkin' Donuts, Liberty Mutual	Mike Sheehan CEO
3	3	<b>Arnold Worldwide</b> 101 Huntington Ave., Boston 02199 (617) 587-8000	\$1,400,000,000 525	53% 2%	90% -	Dell, Carnival, McDonald's	Andrew Bennett Global CEO
4	2	<b>Mullen</b> 40 Broad St., Boston 02109 (617) 226-9000	\$1,230,000,000 300	60% 10%	60% 10%	JetBlue Airways, Barnes & Noble, MassMutual	Joe Grimaldi President, CEO
5	4	<b>MMB</b> 580 Harrison Ave., Boston 02118 (617) 670-9700	\$520,000,000 75	45% 15%	80% -	Subway Restaurants, Carrabba's Italian Grill, StarKist	Fred Bertino President, CEO
6	5	<b>Allen &amp; Gerritsen Inc.</b> 311 Arsenal St., Watertown 02472 (617) 926-4005	\$150,000,000 121	35% 25%	100% -	Waters, Toyota, Boston Celtics	Andrew Graff CEO
7	6	<b>PJA Advertising &amp; Marketing</b> 12 Arrow St., Cambridge 02138 (617) 234-7371	\$75,100,000 48	2% 33%	100% -	Brother International, Tyco Electronics, Infor	Phil Johnson CEO
8	7	<b>Gearon Hoffman Inc.</b> 161 First St., Cambridge 02142 (617) 247-1522	\$75,000,000 22	40% 10%	70% -	Scotttrade, Boston Interiors, Prudential	Dan Gearon CEO
9	11	<b>One to One Global</b> 465 Medford St., Boston 02129 (617) 425-7300	\$71,857,000 94	NA NA	45% -	Liberty Mutual, Comcast, Harvard Executive Education	Ian Karnell, CEO, Co-founder
10	8	<b>Connolly Partners</b> 46 Waltham St., Boston 02118 (617) 521-5400	\$51,000,000 70	40% 20%	60% 10%	Samsonte, Massachusetts Office of Travel and Tourism, Bertucci's	Steve Connolly President, CEO
11	10	<b>ISM Inc.</b> 745 Boylston St., Boston 02116 (617) 353-1822	\$35,000,000 41	8% 35%	73% -	Four Seasons Hotels, Emirates, American Express Travel Services	Gary Leopold President, CEO
12	12	<b>Wallwork Curry McKenna</b> 10 City Square, Boston 02129 (617) 266-8200	\$22,000,000 27	40% 15%	65% 15%	DCU, Stryker, Summer Infant	Rick McKenna President
13	14	<b>Mittcom</b> 180 Wells Ave., Newton 02459 (617) 614-0015	\$21,500,000 12	60% 15%	100% -	Subaru, Mass. Convention Center Authority, Boch Automotive Group	Bruce Mittman President, CEO
14	13	<b>Small Army Inc.</b> 20 Newbury St., Boston 02116 (617) 450-0000	\$19,000,000 21	10% 30%	100% -	SolidWorks, Emerson Hospital, New England Law School	Jeff Freedman CEO
15	8	<b>Conover Tuttle Pace</b> 77 North Washington St., Boston 02114 (617) 412-4000	\$17,800,000 45	65% 10%	65% 20%	Breeders' Cup, New Balance, Eastern Bank	Fred Conover President
16	15	<b>Winsper</b> 115 Broad St., Boston 02110 (617) 695-2900	\$15,500,000 15	NA 50%	40% -	STIHL USA, Inglesina, Museum of Fine Arts/Boston	Jeff Winsper President
17	18	<b>Lehman Millet</b> 2 Atlantic Ave., Boston 02110 (617) 722-0019	\$14,360,000 40	10% 90%	100% -	Abbott Pharmaceuticals, PixelOp- tics, Ariad Pharmaceuticals	Bruce Lehman President, CEO
18	NR	<b>KHJ</b> 1 Constitution Center, Boston 02129 (617) 241-8000	\$13,500,000 40	40% 30%	100% -	Boston Medical Center, Denta- Quest/Delta Dental, PerkinElmer	Judy Habb President, CEO
19	24	<b>Boathouse Group Inc.</b> 260 Charles St., Waltham 02453 (781) 663-6600	\$12,200,000 44	30% 20%	85% -	Merrill Lynch, Steward Healthcare System, Harvard Business School	John Connors President
20	21	<b>Mechanica LLC</b> 75 Water St., Newburyport 01950 (978) 499-7871	\$11,099,903 19	54% 32%	55% -	Fallon Community Health Plan, Saucyets, Kronos Inc.	Ted Nelson, CEO, strategy director
21	20	<b>White Rhino</b> 41 Second Ave., Burlington 01803 (781) 270-4545	\$9,900,000 11	12% 44%	49% 51%	Massachusetts General Hospital, Sophos, SAP	Dan Greenwald, CEO, Creative director
22	23	<b>Rattle Advertising &amp; Marketing LLC</b> 16 Broadway, Beverly 01915 (978) 998-7890	\$9,100,000 12	40% 30%	70% 5%	Boston Harbor Cruises, Conn. Sci- ence Center, Destination Salem	Sally Murphy CEO
23	22	<b>Viewpoint Creative Inc.</b> 55 Chapel St., Newton 02458 (781) 449-5858	\$8,700,000 28	60% 10%	100% -	Home Box Office, National Geo- graphic Channel, Screenvision	Carlo DiPersio President
24	25	<b>Triad Advertising</b> 1017 Turnpike St., Canton 02021 (781) 828-9290	\$4,500,000 15	40% 50%	90% -	Benchmark Senior Living, Five Star Senior Living, Red Jacket Resorts	Joseph Emerson, Michele Debatts- Killion & Abby Zeitlan, Partners
25	NR	<b>Stratigis</b> 12 Welch Ave., Stoughton 02072 (781) 297-9200	\$3,000,000 8	10% 25%	60% 20%	Yankee Spirits, Dedham Savings Bank, Willow Tree Farm	George Irish, President, CEO