

# Dallas Business Journal

December 2006

THE LIST

Largest Metroplex

## ADVERTISING AGENCIES

Ranked by 2005 local capitalized billings<sup>1</sup>

Rank	Name Address	Telephone fax	2005/ 2004 local capitalized billings (in millions)	Percentage of billings from broadcast/ print/ other	Services offered							Special markets						Notable clients	Top local executive/ local/ total employees	Parent company or owner/ year established locally/ Web site	
					Media services	Sales promotion	Public relations	Creative services	Design & graphics	Direct marketing	Ethnic marketing	Direct response	Financial	Health care	Recruitment	Resort & travel	Entertainment				Spawns
1	<b>The Richards Group</b> 8750 N. Central Exp., Ste. 1200 Dallas 75231	214-891-5700 214-891-9025	\$1,100.00 \$1,080.00	71% 21% 8%	x	x	x	x	x	x	x	x	x	x	x	x	x	x	The Salvation Army, Red Roof Inn, Motel 6, Zale Corp., MetroPCS, The Dallas Morning News	Stan Richards 185 605	Stan Richards 195 www.richards.com
2	<b>Dieste Harmel &amp; Partners</b> 3102 Oak Lawn, Ste. 109 Dallas 75219	214-800-1500 214-800-3540	\$250.00 \$211.00	70% 70% 10%	x	x	x	x	x	x								JC Penney Co., Frito-Lay, Pizza Hut, Southwest Airlines, Interstate Batteries, 7-Eleven	Warren Harmel 180 230	Omnicom 195 www.diesteharmel.com	
3	<b>One Square Inc.</b> 2300 Ross, Ste. 1200 Dallas 75201	214-749-1111 214-744-1086	\$238.00 \$205.00	40% 28% 28%	x	x	x	x	x								x	De Pepper, Wilson Art, Daltile, Freeman, Pizza Hut, Dave and Busters, Whataburger	Bob Nichol 130 135	One Square Inc. 195 www.sqllinc.com	
4	<b>Moroch Partners LP</b> 3625 N. Hall St., Ste. 1100 Dallas 75219	214-520-0000 214-252-1724	\$191.15 \$176.11	57% 15% 28%	x	x	x	x	x	x							x	McDonald's restaurants, Verizon, Uniden, Therapeutic, Citracol, Mrs Bairds, KTVY	Thomas F. Moroch 160 259	Thomas F. Moroch 1981 www.moroch.com	
5	<b>Brierley Partners Inc.</b> 8401 N Central Exp., Ste. 1800 Dallas 75225	214-760-8790 214-548-9331	\$170.00 \$175.00	0% 80% 70%				x	x	x							x	NA	Harold Brierley 140 200	Brierley Partners Inc. 1994 www.brierley.com	
6	<b>Southwest Media Group</b> 2100 Ross Ave., Ste. 1200 Dallas 75201	214-561-9678	\$150.00 \$150.00	80% 10% 4%	x	x	x	x					x	x		x	x	Whataburger, Affirmative Insurance, Joe's Crab Shack, Dillard's, Dave & Busters, Pizza Hut, KXAS-MBC5	Bob Nichol 58 108	One Square Inc. 1995 www.southwestmediagroup.com	
7	<b>Levenson &amp; Hill</b> 717 N. Harwood St., Ste. 2000 Dallas 75201	214-932-6000 214-880-0630	\$104.00 \$85.90	67% 21% 12%	x	x	x	x	x	x	x	x	x	x	x	x	x	Gordon's Jewelers, Bailey Banks, Biddle Fine Jewelers, Aaron Brothers Art & Framing	Barbara Levenson 90 98	Levenson, Levenson & Hill LLC 1994 www.levensanandhill.com	
8	<b>Razor Competitive Edge</b> 13851 Dallas Pkwy., Ste. 725 Addicks 75001	214-742-1355 214-742-1655	\$89.00 \$39.00	30% 60% 10%	x	x	x	x	x								x	Gamestop, Rent-A-Center, HomeWesters	Tom Cole, Dave Kirwan/98 901	Razor Competitive Edge 2002 www.razorcompetitive.com	
9	<b>Hawkeye Group</b> 2828 Roath St., Ste. 300 Dallas 75201	214-749-0080 214-747-1897	\$85.00 \$51.00	28% 15% 65%	x	x	x	x	x				x	x	x	x	x	Alitel, American Airlines, Capital One, Dean Foods, Make-A-Wish Foundation, Pizza Hut, Samsung	Steve Dapper 82 280	Hawkeye Group 1999 www.hawkeyefwd.com	
10	<b>Koepfel Direct Inc.</b> 16200 Dallas Pkwy., Ste. 270 Dallas 75248	972-732-6110 972-246-2759	\$82.66 \$98.60	99% 5% 0%	x					x	x	x	x				x	Direct TV, Hair Club, Cigna	Peter Koepfel 14 21	Peter Koepfel 1995 www.koepfel-direct.com	
11	<b>Brown+Partners</b> 2828 Roath St., Ste. 825 Dallas 75201	214-871-2636 214-959-2100	\$74.00 \$71.00	0% 95% 5%	x	x	x	x	x	x							x	Zales Jewelers, AdvoCare, Frito-Lay, Gordans Jewelers, Haggard Clothing Co., Varsity Brands, Rowana Foods	Damien Gough 55 55	Neopolian LP 1995 www.brown-and-partners.com	
12	<b>Slingshot LLC</b> 208 N. Market St., Ste. 500 Dallas 75202	214-634-4411 214-634-5511	\$73.00 \$62.00	20% 31% 49%	x	x	x	x					x	x		x		Cadbury Schweppes, Greyhound Lines, La Madeleine, The Dallas Morning News, LaQuinta	Owen Hannay 95 95	Slingshot LLC 1995 www.davidandgoliath.com	



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<b>13</b>	<b>The Point Group</b> 5949 Sherry Ln., Ste. 1800 Dallas 75225	214-338-7900 214-338-7968	\$68.00 \$69.00	15% 65% 20%	x x x x x x x										Center Homes, Downtown Dallas, Elk Corp., W Dallas, Victory Residences, Presbyterian Healthcare System	David R. Kniffen Sr. 48 75	David R. Kniffen Sr. 1995 www.thepointgroup.com
<b>14</b>	<b>The Loomis Agency</b> 17120 Dallas Pkwy., Ste. 200 Dallas 75248	972-331-7000 972-331-7001	\$67.90 \$38.42	54% 10% 16%	x x x x x x x										Pier 1 Imports, Texas Dairy Queen, Pro-Cats, Stanley Steemer, Century Bank	Paul Loomis 51 51	The Loomis Corp. 1984 www.theloomisagency.com
<b>15</b>	<b>Balcom Agency</b> 1500 Ballinger Ft Worth 76102	817-877-9933 817-877-5522	\$41.29 \$33.86	18% 26% 64%	x x x x x x										Texas Health Resources, Harris Methodist Hospitals, Justin Brands, Alcom Labs, Colonial Savings	Stuart Balcom 23 23	Stuart Balcom, Bruce McLain 1993 www.balcomagency.com
<b>16</b>	<b>Calise and Sedel</b> 13737 Noel Rd., Ste. 210 Dallas 75240	469-385-4790 469-385-4793	\$41.20 \$38.00	38% 35% 35%	x x x x x x										Service Experts Inc., Verbar Animal Health, Cool Cuts 4 Kids, Alom USA, Affirmative Insurance Holdings	Charlie Calise, Don Sedel/10 37	Calise and Sedel 2002 www.calisesedel.com
<b>17</b>	<b>Sullivan Perkins Inc.</b> 2811 McKinney Ave., Ste. 320 Dallas 75204	214-922-9080 214-922-9044	\$39.60 \$34.62	5% 80% 15%	x x x x x										Nokia, Verizon, BNSF Railway, Care Now Medical Centers, Commercial Metals, Essilor of America	Mark Perkins 48 48	Sullivan Perkins Inc. 1994 www.sullivanperkins.com
<b>18</b>	<b>J/R/S Advertising</b> 8350 N. Central Exp., Ste. 1313 Dallas 75206	214-875-2485	\$38.00 \$33.40	40% 30% 30%	x x x x x x x										Boston Pizza, Genie, Overhead Door, Bombay, York, RadioLogic	Jay Seto 30 30	Partnership 1985 www.jrsadvertising.com
<b>19</b>	<b>Harwood Marketing Group Inc.</b> 15301 Dallas Pkwy., Ste. 1138 Addison 75001	972-458-4670 972-458-4671	\$35.32 \$30.29	0% 100% 0%	x x x x x										Cricket Communications, Inc., Cargill Inc., Schwab Bakery, The Gambrian Co., Kimberly-Clark	Forest Harwood 38 39	Forest Harwood 1988 www.harwoodmarketing.com
<b>20</b>	<b>GCG Advertising</b> 1612 Summit St. 410 Ft Worth 76102	817-332-4600 817-877-4616	\$35.22 \$33.63	4% 68% 28%	x x x x x x x										NA	Scott Turner 26 26	Privately held 1973 www.gcgadvertising.com
<b>21</b>	<b>M/C/C</b> 8131 LBJ Fwy., Ste. 275 Dallas 75251	972-480-8383 972-669-8447	\$35.00 \$34.50	18% 40% 58%	x x x x x x x										L3, AccuData, Sandance Digital	Mike Crawford 20 20	Mike Crawford 1986 www.mccom.com
<b>22</b>	<b>The Ward Group</b> 17070 Dallas Pkwy., Ste. 100 Dallas 75248	972-418-4050 972-418-4151	\$34.88 \$32.73	79% 7% 18%	x										Schepps Dairy, Planet Tan, Popeyes, Golden Corral, Texas Back, Sothebys	Rob Enright 16 16	Shirley Ward 1985 www.mediatewards.com
<b>23</b>	<b>Firehouse</b> 14860 Landmark Blvd., Ste. 147 Dallas 75254	972-492-0911 972-492-0912	\$32.20 \$24.50	10% 30% 60%	x x x x x x										Nokia, Centex, CompUSA, Sonic Brach's, MosquitoNet, Baylor Health Care, FedEx Kinko's, Blockbuster	Mark Hall 31 31	Mark Hall 1987 www.thedallas.com
<b>24</b>	<b>Fogarty Klein Monroe</b> 4040 N. Central Exp. Dallas 75204	214-624-7774 214-370-5382	\$27.00 \$24.00	50% 20% 30%	x x x x x x										Dairy Brand Inc., Mission Foods Inc.	Jim Hradensky 18 18	Fogarty & Klein Inc. 1995 www.fkmagency.com
<b>25</b>	<b>MARC USA</b> 12801 N. Central Exp., Ste. 900 Dallas 75243	972-788-7610 972-788-7680	\$26.68 \$25.30	15% 60% 25%	x x x x x x x										Peterbilt, Safety-Kleen, Medical Center of Arlington, Samsung Wireless Terminals	Don Lenehan 22 22	MAK USA 1997 www.marusa.com

NOTE: The following companies did not reveal local capitalized billings figures due to provisions of the Sarbanes-Oxley Act: The Integer Group, Rupp Collins Worldwide, Ezo RSCG, Targetbase, Tracy Locke, JMT Specialized Communications, Saunders-Bream Advertising Inc., which ranked No. 23 last year, and MDSA Advertising, which ranked No. 25 last year, declined to submit survey questionnaires.

NA: Not available 1. Companies were asked to multiply the total billings by 6.67 to calculate capitalized billings. The 6.67 multiplier is the quotient of 100 divided by 15 (15% is the standard media commission.)

Source: The companies

Research: Jerry Gunter and Pawan Lal



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