

# ADVERTISING RED BOOKS - AGENCIES

This directory is the definitive source for reaching key executives at top advertising agencies. A direct marketing list from *The Advertising Red Books - Agencies* will put you in touch with over 37,000 individuals from over 11,000 agencies and their branches in the U.S. and around the world.



- ◆ These executives use media including:
  - ◆ Newspapers
  - ◆ Direct Mail
  - ◆ Business Publications
  - ◆ Radio, Television, Magazines
  - ◆ Catalogs/Directories
- ◆ This list is a fantastic source for marketing:
  - ◆ Association Memberships
  - ◆ Photographic Services
  - ◆ Premiums/Incentives
  - ◆ Travel Offers
  - ◆ Subscriptions

*The Advertising Red Books - Agencies* list is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

*Postal List Size: 37,081*  
*Postal Price: \$110/M*  
*E-list Size: 15,969*  
*E-list Price: \$370/M*

## SELECTIONS (ADDITIONAL COST / M)

Business Type	\$20/M	SIC/NAICS Code	\$20/M
Canadian Names	\$20/M	Telephone Numbers	\$30/M
Company Name Match/Omit	\$50/M	Title	\$20/M
Employee Size	\$20/M	Year Founded	\$20/M
Geographic Analysis	\$10/M		
Job Function	\$20/M		
Media Type	\$20/M		
One Per Location	\$20/M		
Recency	\$30/M		
Sales Volume	\$20/M		

## SEE ALSO

Advertising Red Books - Advertisers  
 Corporate Affiliations - U.S. Private Companies  
 Corporate Affiliations - U.S. Public Companies  
 DecisionMaker® Sales & Marketing Marketplace Database  
 Direct Marketing Market Place

### Multi-Channel Pricing

Mailing/Telemarketing: \$210/M  
 Mailing/E-Mail: \$470/M  
 E-Mail/Telemarketing: \$495/M  
 Mailing/E-Mail/Telemarketing: \$570/M

*Minimum Order: 5,000 Names*  
*1 year unlimited usage available*  
*Prices subject to change without notice*  
*Call for any additional costs, conditions and terms.*

## GEOGRAPHIC ANALYSIS

State	SCF	Individuals
ME	039-049	159
NH	030-038	130
VT	050-059	65
MA	010-027	1,381
RI	028-029	146
CT	060-069	704
<b>New England</b>	<b>7.0%</b>	<b>2,585</b>
NY	100-149	6,445
NJ	070-089	1,435
PA	150-196	1,494
<b>Middle Atlantic</b>	<b>25.3%</b>	<b>9,374</b>
OH	430-458	1,248
IN	460-479	375
IL	600-629	2,326
MI	480-499	890
WI	530-549	655
<b>East North Central</b>	<b>14.8%</b>	<b>5,494</b>
MN	550-567	790
IA	500-528	187
MO	630-658	597
ND	580-588	36
SD	570-577	42
NE	680-693	188
KS	660-679	225
<b>West North Central</b>	<b>5.6%</b>	<b>2,065</b>
DE	197-199	85
MD	206-219	660
DC	200-205	502
VA	220-246	649
WV	247-268	54
NC	270-289	711
SC	290-299	273
GA	300-319	910
FL	320-349	1,622
<b>South Atlantic</b>	<b>14.7%</b>	<b>5,466</b>
KY	400-427	255
TN	370-385	480
AL	350-369	223
MS	386-397	52
<b>East South Central</b>	<b>2.7%</b>	<b>1,010</b>
AR	716-729	139
LA	700-714	197
OK	730-749	124
TX	750-799	1,732
<b>West South Central</b>	<b>5.9%</b>	<b>2,192</b>
MT	590-599	57
ID	832-838	103
WY	820-831	4
CO	800-816	516
NM	870-884	48
AZ	850-865	308
UT	840-847	199
NV	889-898	188
<b>Mountain</b>	<b>3.8%</b>	<b>1,423</b>
AK	995-999	65
WA	980-994	464
OR	970-979	443
CA	900-961	4,659
HI	967-968	81
<b>Pacific</b>	<b>15.4%</b>	<b>5,712</b>
<b>United States</b>	<b>95.3%</b>	<b>35,321</b>
<b>U.S. Territories</b>	<b>0.2%</b>	<b>83</b>
<b>Canada</b>	<b>4.5%</b>	<b>1,677</b>
<b>Mexico</b>	<b>0.0%</b>	<b>0</b>
<b>Other International</b>	<b>0.0%</b>	<b>0</b>
<b>APO/FPO</b>	<b>0.0%</b>	<b>0</b>
<b>Total</b>	<b>100.0%</b>	<b>37,081</b>

# ADVERTISING RED BOOKS - AGENCIES

## BUSINESS TYPE

	Postal	Email
Media Service	1,468	702
Parent	29,053	12,518
Public Relations	3,621	1,489
Sales Promo	793	361
Subsidiary	8,028	3,451

## EMPLOYEE SIZE

	Postal	Email
Less than 20	12,092	5,073
20-49	8,540	3,961
50-99	4,412	2,208
100-249	3,315	1,558
250-499	1,349	674
500-999	825	433
More than 1,000	530	247

## JOB FUNCTION

	Postal	Email
Account Director	868	363
Account Executives	2,059	824
Account Supervisor	783	315
Administration/Operation	45	17
Advertising	203	92
Art Director	1,757	776
Board of Directors	10,949	4,565
Broadcast Production	336	151
Chairman Of The Board	767	339
Chief Executive Officer	2,076	969
Chief Financial Officer	733	362
Chief Operating Office	580	286
Controller	354	186
Corporate Secretary	110	30
Creative	1,430	641
Creative Director	3,217	1,564
Director	4,188	1,812
Executive Vice President	144	44
Financial Executive	242	124
General Manager	559	215
Manager	1,715	705
Marketing	909	348
Media Director	1,185	509
Media Planner/Buyer	300	135
Partner	1,786	929
President	4,450	2,062
President w/in Executive Officers	291	145
Principals	3,883	1,715
Print Production	201	99
Public Relations	889	381
Research & Development	185	75
Sales	427	178
Senior Vice-President	122	52
Technical/Engineering/Technical Services	113	61
Traffic	183	80
Treasurer	168	60
Vice President	4,818	2,135

## MEDIA TYPE

	Postal	Email
Audio/Visual	469	249
Broadcast	1,574	897
Business Publications	2,848	1,462
Cable TV	2,188	1,211
Consulting	1,295	667
Direct Mail, Marketing, Response	4,641	2,480
Exhibits	835	450
Farm Publications	157	85
Fees	1,755	973
Magazines	3,246	1,639
Magazines & Newspapers	1,876	965
Newspapers	4,294	2,268
Outdoor - Posters, Transit	3,342	1,928
Production	1,904	1,044
Public Relations	3,236	1,773
Radio	4,196	2,269
Radio and TV	1,163	604
Sales Promotion	906	462
TV	3,344	1,815
Yellow Pages	420	255

## YEAR FOUNDED

	Postal	Email
1899 and Earlier	235	52
1900 - 1909	118	35
1910 - 1919	236	87
1920 - 1929	339	139
1930 - 1939	448	251
1940 - 1949	631	266
1950 - 1959	1,219	597
1960 - 1969	2,141	994
1970 - 1979	4,563	2,070
1980 - 1989	8,741	4,232
1990 - 1999	8,013	3,610
2000 and Later	3,576	1,697

## SALES VOLUME

	Postal	Email
Less than \$1 Million	6,689	2,889
\$1 Million to \$9 Million	5,887	2,507
\$10 Million to \$49 Million	2,366	1,019
\$50 Million to \$249 Million	1,850	779
\$250 Million to \$1 Billion	815	336
More than \$1 Billion	1,437	591

Source: Publisher's own data  
 ‡ Call a DM2 Account Executive  
 for the latest counts.