

TAMPA BAY BUSINESS JOURNAL THE LIST

ADVERTISING & MARKETING AGENCIES

RANKED BY NUMBER OF FULL-TIME EMPLOYEES IN TAMPA BAY AS OF JUNE 2014

Business name Website	Address Phone	Number of full-time local employees	Local capitalized billings 2013	Year founded locally	Percent print	Percent broadcast	Percent online	Top local executive
1 Triad Retail Media ① www.triadretail.com	100 Carillon Parkway, Ste. 100 St. Petersburg 33716 727-231-5041	361	\$250.3 million	2004	0	0	100	Greg Murtagh, CEO
2 Kobie Marketing www.kobie.com	100 Second Ave. S., Ste. 1000 St. Petersburg 33701 727-822-5353	130	\$20 million	1990	NA	NA	NA	Michael Hemsey, President, info@kobie.com
3 Winn Technology Group ④ www.winntech.net	523 Palm Harbor Blvd., Palm Harbor 34683 727-789-0006	100	NA	1990	NA	NA	NA	Geoffrey Swallow, President, geoffs@winntech.net
4 22squared ② www.22squared.com	401 E. Jackson St., 36th Floor Tampa 33602 813-202-1200	94	NA	1922	28	28	44	Ben West, Chairman, Founder
5 FKQ Advertising + Marketing Inc. ⑤ www.fkq.com	15351 Roosevelt Blvd., Clearwater 33760 727-539-8800	89	\$73.9 million	1982	NA	NA	NA	Lisa Faller, President, CEO, lfaller@fkq.com
6 American Marketing & Mailing Services Inc. ② www.americanmarketingusa.com	9427 Corporate Lake Drive, Tampa 33634 813-886-5597	77	NA	1994	95	0	5	Chuck Fest, CEO
7 RME360 ④ www.rme360.com	4805 Independence Parkway, Ste. 250 Tampa 33634 800-795-2773	65	\$25 million	1995	75	1	10	Charles DallAcqua, CEO
8 Socius Marketing ⑧ www.sociusmarketing.com	2701 N. Rocky Point Drive, Ste. 410 Tampa 33607 813-282-8300	53	NA	2006	0	0	100	William Harper, CEO, Owner, info@sociusmarketing.com
9 Bayshore Solutions ⑥ www.bayshoresolutions.com	600 N. West Shore Blvd., Ste. 700 Tampa 33609 813-902-0141	49	\$9.8 million	1996	0	0	100	Kevin Hourigan, President and CEO, khourigan@BayshoreSolutions.com
10 PP+K ⑦ www.uniteppk.com	1102 N. Florida Ave., Tampa 33602 813-496-7000	42	\$35 million	2004	20	60	20	Tom Kenney, Owner, Executive Creative Director, tkenney@uniteppk.com
11 Resource Solutions Inc. ⑩ www.resourcesolutions.com	P.O. Box 1689, Oldsmar 34677 813-855-3000	38	\$8.2 million	2009	85	NA	NA	Rick Broom, Owner, President, rick@resourcesolutions.com
12 Spark ⑨ www.spark.us	2309 W. Platt St., Tampa 33609 813-253-0300	37	NA	2001	15	35	50	Tony Miller, CEO, miller@spark.us
13 Dunn&Co. ⑪ dunn-co.com	202 S. 22nd St., Ste. 202 Tampa 33605 813-350-7990	35	NA	2003	10	30	40	Troy Dunn, President, dunn@dunn-co.com
14 ChappellRoberts ⑫ chappellroberts.com	1600 E. Eighth Ave., Ste. A-133 Tampa 33605 813-281-0088	32	\$26.7 million	1978	33	33	33	Colleen Chappell, President, CEO, cchappell@chappellroberts.com
15 Paradise Advertising & Marketing Inc. ⑬ www.paradiseadv.com	150 Second Ave. N., Ste. 800 St. Petersburg 33701 727-821-5155	32	NA	2002	10	40	50	Cedar Hames, CEO, cedara@paradiseadv.com
16 Bluewater Media ⑭ www.bluewatermedia.tv	14375 Myerlake Circle, Clearwater 33760 813-944-2926	23	\$2.9 million	2000	1	85	14	Andy Latimer, President, CEO, alalimer@bluewatermedia.tv
17 Clark/Nikdel/Powell (CNP) ⑮ clarknikdelpowell.com	62 Fourth St. N.W., Winter Haven 33881 863-299-9980	22	NA	1991	40	10	40	Alex Nikdel, President, alex@clarknikdelpowell.com
18 352 Inc. (formerly 352 Media Group) ⑯ www.352inc.com	5100 W. Kennedy Blvd., Ste. 352, Tampa 33609 877-352-6334	20	\$6 million	2007	0	0	100	Geoff Wilson, President, gwilson@352media.com
19 Grapevine Communications International Inc. ⑰ www.grapevineinc.com	5201 Paylor Lane, Sarasota 34240 941-351-0024	20	NA	2002	40	10	3	Angela Massaro-Fain, Founder, President, AMF@grapevine.com
19 Schifino Lee Inc. ⑱ schifinolee.com	511 W. Bay St., Ste. 400 Tampa 33606 813-258-5858	20	NA	1992	20	35	45	Paola Schifino, paola@schifinolee.com Ben Lee, Partners, ben@schifinolee.com
21 Ad Partners Inc. ⑲ theadpartners.com	4631 Woodland Corporate Blvd., Ste. 109 Tampa 33614 813-418-4645	19	\$15.2 million	2004	15	55	30	Tony Ceresoli, President, CEO, tony@theadpartners.com
22 Strategic Media ⑳ strategic-webdesign.com, stallmall.com, www.strategic-media-inc.com	2857 Executive Drive, Ste. 120 Clearwater 33762 727-531-7622	17	NA	1995	30	0	65	Chuck Nelms, President, chuck@strategic-media-inc.com
23 Deliver Media ㉑ www.delivermedia.com	3903 Northdale Blvd., Ste. 280E Tampa 33634 800-377-4683	16	NA	1987	85	0	15	Sean Johnson, CEO
24 Marketing in Color ㉒ marketingincolor.com	1515 N. Marion St., Tampa 33602 813-258-3771	14	NA	1996	NA	NA	NA	Cheryl Parrish, President, CEO
25 Fry Hammond Barr ㉓ www.fbnet.com	600 N. West Shore Blvd., Ste. 350 Tampa 33609 813-387-0500	13	\$10 million	2004	NA	NA	NA	Rob McCormick, Vice President, Creative Director, rmccormick@fbnet.com Christine Roemer, Account Supervisor

▶ CLOSER LOOK

JUST MISSED THE LIST

Clarke Advertising and Public Relations	12
Devine Communications Corp.	12
TheMediaCrew	12
Ren Scott Creative	11
Sparxoo	10

OLDEST YEAR FOUNDED

22squared	1922
ChappellRoberts	1978
FKQ Advertising + Marketing	1982
Deliver Media	1987
Winn Technology Group	1990

ABOUT THE LIST
Information was obtained from firm representatives. Information on The List was supplied by individual companies through questionnaires and could not be independently verified by the Tampa Bay Business Journal. Only those that responded to our inquiries were listed. In case of ties, companies are listed alphabetically.

COUNTIES SURVEYED
Local includes Hernando, Hillsborough, Manatee, Pasco, Pinellas, Polk and Sarasota counties.

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NOTES: NA - not applicable, not available or not approved. Local capitalized billings serves as a tiebreaker.