

2010 Standings

Rank 2010	Agency Name	US Revenue (\$)		Change %	Rank 2009	Staff 2009	Staff 2008	Change %	Revenue (\$) US employee	Location
		2009	2008							
1	Edelman	\$288,504,585	\$287,469,596	0%	1	1,715	1,633	5%	\$168,224	Chicago
2	Waggener Edstrom Worldwide	\$94,599,000	\$108,591,000	-13%	2	628	704	-11%	\$150,635	Bellevue, WA
3	Ruder Finn	\$71,071,000	\$77,275,000	-8%	3	342	358	-4%	\$207,810	New York
4	APCO Worldwide	\$60,000,000	\$62,000,000	-3%	4	257	257	0%	\$233,463	Washington, DC
5	Qorvis Communications	\$37,188,804	\$34,919,065	6%	5	96	96	0%	\$387,383	Washington, DC
6	WCG	\$25,811,000	\$18,981,000	36%	11	134	86	56%	\$192,619	San Francisco
7	Schwartz Communications	\$23,085,774	\$29,334,668	-21%	6	158	181	-13%	\$146,112	Waltham, MA
8	ICR	\$22,463,008	\$26,713,971	-16%	7	91	109	-17%	\$246,846	Norwalk, CT
9	DKC	\$22,050,000	\$22,400,000	-2%	9	125	111	13%	\$176,400	New York
10	Taylor Global	\$19,100,000	\$20,305,000	-6%	10	96	106	-9%	\$198,958	New York
11	Text 100	\$17,000,000	\$23,900,000	-29%	8	85	111	-23%	\$200,000	New York
12	Gibbs & Soell	\$16,420,326	\$18,742,496	-12%	12	91	101	-10%	\$180,443	New York
13	Padilla Speer Beardsley	\$15,195,259	\$15,952,172	-5%	13	98	114	-14%	\$155,054	Minneapolis
14	Allison & Partners	\$14,662,255	\$13,082,147	12%	20	80	100	-20%	\$183,278	San Francisco
15	Peppercom	\$12,531,383	\$13,558,168	-8%	16	70	77	-9%	\$179,020	New York
16	PainePR	\$12,429,549	\$13,338,514	-7%	19	66	76	-13%	\$188,327	Irvine, CA
17	Cooney/Waters Group	\$12,344,058	\$10,459,663	18%	29	45	38	18%	\$274,312	New York
18	French/West/Vaughan	\$12,234,095	\$13,433,632	-9%	18	71	83	-14%	\$172,311	Raleigh, NC
19	Coyne Public Relations	\$12,176,000	\$11,600,000	5%	24	91	85	7%	\$133,802	Parsippany, NJ
20	PCGCampbell Marketing & Comms.	\$11,768,722	\$15,731,040	-25%	14	85	128	-34%	\$138,456	Dearborn, MI
21	RF/Binder Partners	\$11,600,000	\$12,713,964	-9%	21	70	74	-5%	\$165,714	New York
22	5W Public Relations	\$11,061,338	\$11,919,546	-7%	23	67	79	-15%	\$165,095	New York
23	Shift Communications	\$10,642,292	\$12,233,693	-13%	n/a	77	n/a	n/a	\$138,212	Brighton, MA
24	Capstrat	\$10,436,000	\$12,482,000	-16%	22	67	85	-21%	\$155,761	Raleigh, NC
25	CRT/tanaka	\$10,354,859	\$10,150,286	2%	30	60	67	-10%	\$172,581	Richmond, VA
26	Makovsky & Company	\$10,200,000	\$11,000,000	-7%	28	50	50	0%	\$204,000	New York
27	Zeno Group	\$10,052,218	\$11,202,806	-10%	27	59	62	-5%	\$170,377	Chicago
28	Hunter Public Relations	\$10,027,706	\$9,471,059	6%	35	62	59	5%	\$161,737	New York

36%

The increase in WCG's US revenue from 2008 to 2009. The agency's staffing rose 56%, from 86 to 134, in the same period

Rank 2010	Agency Name	US Revenue (\$)		Change %	Rank 2009	Staff 2009	Staff 2008	Change %	Revenue (\$) US employee	Location
		2009	2008							
29	Widmeyer Communications	\$9,771,259	\$9,094,579	7%	37	45	52	-13%	\$217,139	Washington, DC
30	Eric Mower and Associates	\$9,716,000	\$9,623,926	1%	34	45	59	-24%	\$215,911	Syracuse, NY
31	Kaplow Communications	\$9,400,000	\$10,100,000	-7%	31	50	58	-14%	\$188,000	New York
32	Levick Strategic Communications	\$9,143,087	\$10,022,828	-9%	32	41	41	0%	\$223,002	Washington, DC
33	CJP Communications	\$9,042,736	\$8,969,501	1%	38	43	43	0%	\$210,296	New York
34	O'Keeffe & Company	\$8,868,049	\$9,707,881	-9%	33	67	65	3%	\$132,359	Alexandria, VA
35	Crosby Marketing Communications	\$8,641,126	\$8,320,782	4%	42	46	51	-10%	\$187,851	Annapolis, MD
36	The Zimmerman Agency	\$8,570,000	\$8,180,000	5%	43	43	44	-2%	\$199,302	Tallahassee, FL
37	Davies	\$8,405,000	\$13,553,575	-38%	17	30	43	-30%	\$280,167	Santa Barbara, CA
38	Bender/Helper Impact	\$8,178,843	\$8,722,416	-6%	39	68	66	3%	\$120,277	Los Angeles
39	Rasky Baerlein Strategic Comms.	\$8,039,962	\$8,419,541	-5%	41	37	35	6%	\$217,296	Boston
40	Bader Rutter & Associates	\$7,948,347	\$7,716,842	3%	45	56	55	2%	\$141,935	Brookfield, WI
41	Martino Flynn	\$7,887,954	\$9,347,526	-16%	36	42	51	-18%	\$187,808	Pittsford, NY
42	Jackson Spalding	\$7,400,000	\$7,700,000	-4%	46	60	66	-9%	\$123,333	Atlanta
43	SparkPR	\$7,206,914	\$7,099,929	2%	53	28	28	0%	\$257,390	San Francisco
44	Stanton Communications	\$7,132,610	\$7,001,231	2%	57	30	34	-12%	\$237,754	Washington, DC
45	Black Twig Communications	\$6,900,000	\$6,800,000	1%	58	38	38	0%	\$181,579	St. Louis
46	Hager Sharp	\$6,751,515	\$5,684,666	19%	68	41	41	0%	\$164,671	Washington
47	Formula PR	\$6,558,673	\$7,090,898	-8%	54	52	58	-10%	\$126,128	San Diego
48	Atomic Public Relations	\$6,474,095	\$7,198,953	-10%	49	49	56	-13%	\$132,124	San Francisco
49	Lou Hammond & Associates	\$6,368,809	\$7,155,965	-11%	52	40	41	-2%	\$159,220	New York
50	Airfoil Public Relations	\$6,338,629	\$7,534,354	-16%	50	48	55	-13%	\$132,055	Southfield, MI
51	The Rogers Group	\$6,092,802	\$6,768,928	-10%	59	35	41	-15%	\$174,080	Los Angeles

Holding company figures: The 2010 rankings do not include the majority of agencies owned by the following holding companies: Interpublic Group, Omnicom, WPP Group, Havas, and Publicis Groupe.

Data: Revenue is defined as fee income earned in the US, markup on billable items, and, when applicable, advertising commissions up to 10% of fee income. Revenue from subsidiaries and affiliates was not included if there was less than 50% ownership, while "n/a" denotes not applicable, where the agency did not submit the figure.

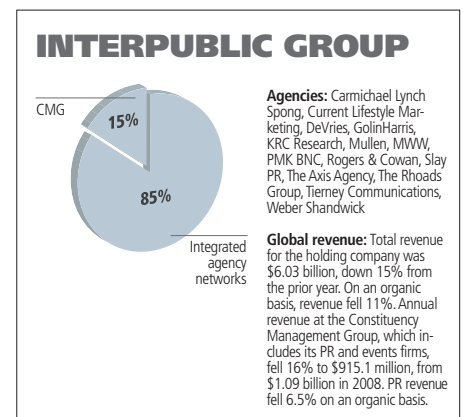
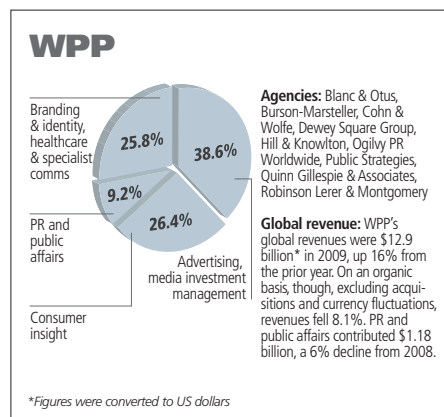
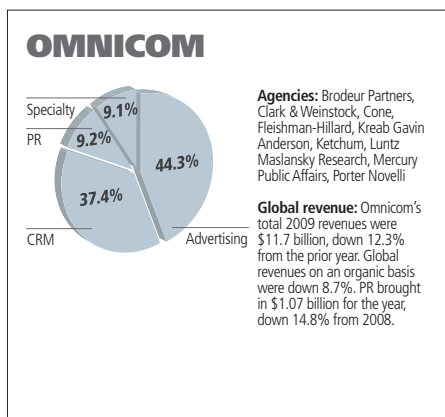
Attesting: The agency CEO or CFO were required to sign their submission attesting to the accuracy and completeness of the figures presented. Agencies were encouraged to submit a letter from their CPA firm, as well.

Disclaimer: While every effort has been made to ensure the accuracy of these figures, PRWeek is not responsible for, nor does it make financial guarantees based on, the information presented or any inference that could be drawn from them.

Source: PRWeek

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		2009	2008							
52	Fahlgren Mortine Public Relations	\$6,089,528	\$5,578,499	9%	70	36	36	0%	\$169,154	Columbus, OH
53	Murphy O'Brien	\$6,037,647	\$7,515,326	-20%	51	33	39	-15%	\$182,959	Santa Monica, CA
54	McNeely Pigott & Fox PR	\$5,955,919	\$7,660,964	-22%	47	63	63	0%	\$94,538	Nashville, TN
55	FoodMinds	\$5,651,110	n/a	n/a	n/a	15	n/a	n/a	\$376,741	Oakbrook Terrace, IL
56	Merritt Group	\$5,604,631	\$5,528,343	1%	71	32	34	-6%	\$175,145	Reston, VA
57	Jasculca/Terman and Associates	\$5,502,214	\$5,988,671	-8%	66	53	46	15%	\$103,815	Chicago
58	PAN Communications	\$5,403,900	\$6,141,700	-12%	64	53	56	-5%	\$101,960	Andover, MA
59	IMRE	\$5,355,000	\$6,175,000	-13%	n/a	51	n/a	n/a	\$105,000	Baltimore
60	Development Counsellors	\$5,332,482	\$6,416,188	-17%	61	36	40	-10%	\$148,125	New York
61	Cerrell Associates	\$5,193,812	\$6,045,965	-14%	n/a	25	n/a	n/a	\$207,752	Los Angeles
62	G.S. Schwartz & Co.	\$5,100,000	\$5,850,000	-13%	67	27	26	4%	\$188,889	New York
63	Barkley Public Relations	\$4,993,000	\$4,655,468	7%	77	30	23	30%	\$166,433	Kansas City, MO
64	Lambert, Edwards & Associates	\$4,951,909	\$3,792,470	31%	92	40	25	60%	\$123,798	Grand Rapids, MI
65	Conkling Fiskum & McCormick	\$4,723,607	\$4,346,806	9%	83	23	20	15%	\$205,374	Portland, OR
66	Risdall McKinney Public Relations	\$4,700,000	n/a	n/a	n/a	24	n/a	n/a	\$195,833	New Brighton, MN
67	Catalyst Public Relations	\$4,571,794	\$3,856,906	19%	91	23	23	0%	\$198,774	New York
68	Pierpont Communications	\$4,376,614	\$5,090,871	-14%	72	34	34	0%	\$128,724	Houston
69	LaunchSquad	\$4,255,740	\$4,300,467	-1%	85	42	35	20%	\$101,327	San Francisco
70	Matter Communications	\$4,250,000	\$4,250,000	0%	84	38	37	3%	\$111,842	Newburyport, MA



18%

The increase in Cooney/Waters Group's US revenue from 2008 to 2009. The firm's staff rose the same percentage over the same period

Rank 2010	Agency Name	US Revenue (\$)		Change %	Rank 2009	Staff 2009	Staff 2008	Change %	Revenue (\$) US employee	Location
		2009	2008							
71	The Jeffrey Group	\$4,163,304	\$5,084,074	-18%	n/a	17	n/a	n/a	\$244,900	Miami Beach
72	Singer Associates	\$4,105,010	\$5,624,881	-27%	69	13	12	8%	\$315,770	San Francisco
73	rbb Public Relations	\$4,034,220	\$4,366,849	-8%	82	28	26	8%	\$144,079	Miami
74	M. Silver Associates	\$3,986,500	\$4,145,400	-4%	86	35	39	-10%	\$113,900	New York
75	Ron Sachs Communications	\$3,846,415	\$4,024,470	-4%	88	17	23	-26%	\$226,260	Tallahassee, FL
76	Intermarket Communications	\$3,633,528	n/a	n/a	n/a	17	n/a	n/a	\$213,737	New York
77	Gibraltar Associates	\$3,586,961	n/a	n/a	n/a	16	n/a	n/a	\$224,185	Washington, DC
78	Spring, O'Brien & Co.	\$3,450,000	\$4,135,000	-17%	87	35	21	67%	\$98,571	New York
79	CooperKatz & Company	\$3,439,689	\$4,651,933	-26%	78	26	27	-4%	\$132,296	New York
80	The Hoffman Agency	\$3,400,000	\$4,750,000	-28%	75	35	41	-15%	\$97,143	San Jose, CA
81	Seigenthaler Public Relations	\$3,395,614	\$3,205,702	6%	96	22	27	-19%	\$154,346	Nashville, TN
82	Adfero Group	\$3,335,139	\$3,177,300	5%	97	21	21	0%	\$158,816	Washington, DC
83	Moore Consulting Group	\$3,111,071	\$2,772,680	12%	108	16	18	-11%	\$194,442	Tallahassee, FL
84	William Mills Agency	\$3,102,583	\$4,136,881	-25%	79	30	34	-12%	\$103,419	Atlanta
85	R/P Marketing Public Relations	\$3,062,077	\$3,618,564	-15%	n/a	30	n/a	n/a	\$102,069	Holland, OH
86	Tech Image	\$3,052,652	\$2,895,347	5%	103	16	17	-6%	\$190,791	Buffalo Grove, IL
87	Kwitken & Company	\$3,001,051	\$3,257,286	-8%	95	21	23	-9%	\$142,907	New York
88	Shelton Group	\$2,993,617	\$4,093,566	-27%	90	30	34	-12%	\$99,787	Dallas
89	Dukas Public Relations	\$2,893,491	\$3,446,048	-16%	93	17	22	-23%	\$170,205	New York

PUBLICIS

Agencies: MS&L Group, Kekst & Co.

Worldwide revenue for 2009: \$6.2 billion*, down 4%. The company's Specialized Agencies and Marketing Services (SAMS) group, which houses the communications business and all of digital, accounted for 44% of consolidated revenues for the year.

In 2009, Publicis moved most of its PR firms – MS&L Worldwide, Publicis Consultants, TMG Strategies – under one network: MS&L Group.

*Figures were converted to US dollars.

HUNTSMITH

Agencies: Citigate, Dutko, Grayling, Red, Tonic Life

Worldwide revenue for 2009: \$241.1 million, a less than 2% decline from 2008 figures. Global PR revenues were \$170.6 million* in 2009, about a 6% decline. Organic PR revenues declined 9%.

The Grayling network comprises 51% of the group's revenues.

*Figures were converted to US dollars.

HAVAS

Agencies: Euro RSCG PR, Abernathy MacGregor, Cake

Worldwide revenue for 2009: \$1.99 billion*, an 8% decrease in global revenues for the year. Havas did not release discipline-specific figures.

*Figures were converted to US dollars.

NEXT FIFTEEN

Agencies: 463 Communications, Bite, Lexis, M Booth & Associates, Outcast PR, Text 100

Worldwide revenue for 2009: \$107 million* for a 3.6% increase, but profits were nearly halved due to restructuring costs and currency fluctuation. The company's fiscal year ended July 31, 2009.

*Figures were converted to US dollars.

2010 Standings

Rank 2010	Agency Name	US Revenue (\$)		Change %	Rank 2009	Staff 2009	Staff 2008	Change %	Revenue (\$) US employee	Location
		2009	2008							
90	Brand Resources Group	\$2,850,990	\$3,025,054	-6%	100	14	16	-13%	\$203,642	Alexandria, VA
91	Lane PR	\$2,831,421	\$2,838,863	0%	106	23	23	0%	\$123,105	Portland, OR
92	Schneider Associates	\$2,820,000	\$3,460,000	-18%	94	22	23	-4%	\$128,182	Boston
93	Linhart Public Relations	\$2,760,555	\$2,866,370	-4%	104	15	18	-17%	\$184,037	Denver
94	Middleberg Communications	\$2,708,000	\$2,821,000	-4%	110	18	15	20%	\$150,444	New York
95	GroundFloor Media	\$2,607,371	\$2,475,321	5%	114	16	26	-38%	\$162,961	Denver
96	Travers Collins & Company	\$2,536,335	\$2,476,901	2%	113	14	15	-7%	\$181,167	Buffalo, NY
97	Zcomm	\$2,521,746	\$1,837,798	37%	n/a	17	n/a	n/a	\$148,338	Bethesda, MD
98	HLB Communications	\$2,165,722	\$2,753,555	-21%	109	15	16	-6%	\$144,381	Chicago
99	IW Group	\$2,141,000	\$2,146,000	0%	115	9	9	0%	\$237,889	West Hollywood, CA
100	Ackermann PR	\$2,102,908	\$2,015,207	4%	119	16	14	14%	\$131,432	Knoxville, TN
101	Ypartnership	\$1,938,067	\$1,940,423	0%	n/a	13	n/a	n/a	\$149,082	Orlando, FL
102	O'Malley Hansen Communications	\$1,927,000	\$1,793,000	7%	125	15	13	15%	\$128,467	Oak Park, IL
103	JMPR Public Relations	\$1,882,145	\$1,573,292	20%	127	14	12	17%	\$134,439	Woodland Hills, CA
104	The Ehrhardt Group	\$1,871,338	\$1,772,759	6%	126	12	10	20%	\$155,945	New Orleans
105	Perry Communications Group	\$1,830,509	\$1,800,403	2%	124	10	11	-9%	\$183,051	Sacramento, CA
106	Affect Strategies	\$1,728,700	\$1,077,091	60%	145	13	10	30%	\$132,977	New York
107	Howard Consulting Group	\$1,600,000	n/a	n/a	n/a	9	n/a	n/a	\$177,778	Washington, DC
108	Devine & Powers	\$1,591,241	\$1,286,899	24%	136	9	11	-18%	\$176,805	Philadelphia
109	Kohnstamm Communications	\$1,554,352	\$1,332,547	17%	131	13	13	0%	\$119,566	St. Paul, MN
110	Trylon SMR	\$1,537,249	\$1,874,693	-18%	118	7	13	-46%	\$219,607	New York
111	Trevelino/Keller	\$1,502,958	\$1,990,392	-24%	120	13	14	-7%	\$115,612	Atlanta
112	M/C/C	\$1,500,000	\$1,500,000	0%	133	20	20	0%	\$75,000	Dallas
113	JS2 Communications	\$1,498,413	\$1,964,834	-24%	121	10	14	-29%	\$149,841	Los Angeles
114	Bateman Group	\$1,479,209	\$1,673,753	-12%	129	13	15	-13%	\$113,785	San Francisco
115	The Kotchen Group	\$1,479,175	\$1,479,715	0%	134	6	7	-14%	\$246,529	Farmington, CT
116	Westbound Communications	\$1,450,000	\$1,369,880	6%	137	11	10	10%	\$131,818	Orange, CA
117	VPE Public Relations	\$1,421,095	\$1,401,860	1%	n/a	16	n/a	n/a	\$88,818	South Pasadena, CA

12%

The increase in Allison & Partners' US revenue from 2008 to 2009. This represents a rise in revenue of more than \$1.5 million

Rank 2010	Agency Name	US Revenue (\$)		Change %	Rank 2009	Staff 2009	Staff 2008	Change %	Revenue (\$) US employee	Location
		2009	2008							
118	Roberts Communications	\$1,359,100	\$1,397,575	-3%	n/a	12	n/a	n/a	\$113,258	Rochester, NY
119	MM2 Public Relations	\$1,308,878	n/a	n/a	n/a	8	n/a	n/a	\$163,610	Dallas
120	Katcher Vaughn & Bailey PR	\$1,279,472	\$1,279,472	0%	n/a	11	n/a	n/a	\$116,316	Nashville, TN
121	Kitchen Public Relations	\$1,200,000	\$1,300,000	-8%	139	8	10	-20%	\$150,000	New York
122	Landis Communications	\$1,142,099	\$1,139,500	0%	144	12	12	0%	\$95,175	San Francisco
123	Jones Public Affairs	\$1,095,446	n/a	n/a	n/a	7	n/a	n/a	\$156,492	Washington, DC
124	BlazePR	\$1,038,500	\$1,611,000	-36%	132	15	8	88%	\$69,233	Santa Monica, CA
125	Anne Klein Communications Group	\$1,002,034	\$984,695	2%	146	8	9	-11%	\$125,254	Mount Laurel, NJ
126	Guthrie/Mayes & Associates	\$969,796	\$1,215,809	-20%	141	10	10	0%	\$96,980	Louisville, KY
127	Blue Practice	\$916,883	\$932,205	-2%	n/a	7	n/a	n/a	\$130,983	San Francisco
128	K/F Communications	\$893,300	\$1,163,534	-23%	143	7	8	-13%	\$127,614	San Francisco
129	Borders and Gratehouse	\$856,495	\$710,223	21%	153	4	4	0%	\$214,124	San Francisco
130	Dawson + Murray + Teague Comms.	\$850,640	\$1,457,981	-42%	135	6	6	0%	\$141,773	Dallas
131	Revive	\$846,997	n/a	n/a	n/a	8	n/a	n/a	\$105,875	Santa Barbara, CA
132	Catapult PR-IR	\$834,396	\$900,556	-7%	151	7	7	0%	\$119,199	Boulder, CO
133	The Powell Group	\$712,471	\$716,128	-1%	152	4	6	-33%	\$178,118	Dallas
134	Butler Associates	\$670,644	\$667,875	0%	154	6	6	0%	\$111,774	New York
135	Fetching Communications	\$621,052	n/a	n/a	n/a	14	n/a	n/a	\$44,361	Tarpon Springs
136	Feintuch Communications	\$553,191	n/a	n/a	n/a	4	n/a	n/a	\$138,298	New York
137	Bridge Global Strategies	\$484,066	\$529,545	-9%	155	4	4	0%	\$121,017	New York
138	Nelson Schmidt	\$250,100	\$335,365	-25%	156	3	5	-40%	\$83,367	Milwaukee
139	BRPRgroup	\$120,000	\$15,000	700%	n/a	7	n/a	n/a	\$17,143	Miami Beach


Holding company figures: The 2010 rankings do not include the majority of agencies owned by the following holding companies: Interpublic Group, Omnicom, WPP Group, Havas, and Publicis Groupe.

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Source: PRWeek

 For a breakdown of the top firms by region and more analysis, visit prweekus.com/abr2010

AGENCY RANKINGS BY REGION

2010 Standings

Northeast (New England and Mid-Atlantic states)

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4	DKC	\$22,050,000	\$22,400,000	-2%	9	125	111	13%	\$176,400	New York
5	Taylor Global	\$19,100,000	\$20,305,000	-6%	10	96	106	-9%	\$198,958	New York
6	Text 100	\$17,000,000	\$23,900,000	-29%	11	85	111	-23%	\$200,000	New York
7	Gibbs & Soell	\$16,420,326	\$18,742,496	-12%	12	91	101	-10%	\$180,443	New York
8	Peppercom	\$12,531,383	\$13,558,168	-8%	15	70	77	-9%	\$179,020	New York
9	Cooney/Waters Group	\$12,344,058	\$10,459,663	18%	17	45	38	18%	\$274,312	New York
10	Coyne Public Relations	\$12,176,000	\$11,600,000	5%	19	91	85	7%	\$133,802	Parsippany, NJ
11	RF/Binder Partners	\$11,600,000	\$12,713,964	-9%	21	70	74	-5%	\$165,714	New York
12	SW Public Relations	\$11,061,338	\$11,919,546	-7%	22	67	79	-15%	\$165,095	New York
13	Shift Communications	\$10,642,292	\$12,233,693	-13%	23	77	n/a	n/a	\$138,212	Brighton, MA
14	Makovsky & Company	\$10,200,000	\$11,000,000	-7%	26	50	50	0%	\$204,000	New York
15	Hunter Public Relations	\$10,027,706	\$9,471,059	6%	28	62	59	5%	\$161,737	New York
16	Eric Mower and Associates	\$9,716,000	\$9,623,926	1%	30	45	59	-24%	\$215,911	Syracuse, NY
17	Kaplow Communications	\$9,400,000	\$10,100,000	-7%	31	50	58	-14%	\$188,000	New York
18	CJP Communications	\$9,042,736	\$8,969,501	1%	33	43	43	0%	\$210,296	New York
19	Rasky Baerlein Strategic Comms.	\$8,039,962	\$8,419,541	-5%	39	37	35	6%	\$217,296	Boston
20	Martino Flynn	\$7,887,954	\$9,347,526	-16%	41	42	51	-18%	\$187,808	Pittsford, NY
21	Lou Hammond & Associates	\$6,368,809	\$7,155,965	-11%	49	40	41	-2%	\$159,220	New York
22	PAN Communications	\$5,403,900	\$6,141,700	-12%	58	53	56	-5%	\$101,960	Andover, MA
23	Development Counsellors	\$5,332,482	\$6,416,188	-17%	60	36	40	-10%	\$148,125	New York
24	G.S. Schwartz & Co.	\$5,100,000	\$5,850,000	-13%	62	27	26	4%	\$188,889	New York
25	Catalyst Public Relations	\$4,571,794	\$3,856,906	19%	67	23	23	0%	\$198,774	New York
26	Matter Communications	\$4,250,000	\$4,250,000	0%	70	38	37	3%	\$111,842	Newburyport, MA
27	M. Silver Associates	\$3,986,500	\$4,145,400	-4%	74	35	39	-10%	\$113,900	New York
28	Intermarket Communications	\$3,633,528	n/a	n/a	76	17	n/a	n/a	\$213,737	New York
29	Spring, O'Brien & Co.	\$3,450,000	\$4,135,000	-17%	78	35	21	67%	\$98,571	New York
30	CooperKatz & Company	\$3,439,689	\$4,651,933	-26%	79	26	27	-4%	\$132,296	New York
31	Kwitken & Company	\$3,001,051	\$3,257,286	-8%	87	21	23	-9%	\$142,907	New York
32	Dukas Public Relations	\$2,893,491	\$3,446,048	-16%	89	17	22	-23%	\$170,205	New York
33	Schneider Associates	\$2,820,000	\$3,460,000	-18%	92	22	23	-4%	\$128,182	Boston
34	Middleberg Communications	\$2,708,000	\$2,821,000	-4%	94	18	15	20%	\$150,444	New York
35	Travers Collins & Company	\$2,536,335	\$2,476,901	2%	96	14	15	-7%	\$181,167	Buffalo, NY
36	Affect Strategies	\$1,728,700	\$1,077,091	60%	106	13	10	30%	\$132,977	New York
37	Devine & Powers	\$1,591,241	\$1,286,899	24%	108	9	11	-18%	\$176,805	Philadelphia
38	Trylon SMR	\$1,537,249	\$1,874,693	-18%	110	7	13	-46%	\$219,607	New York
39	The Kotchen Group	\$1,479,175	\$1,479,715	0%	115	6	7	-14%	\$246,529	Farmington, CT
40	Roberts Communications	\$1,359,100	\$1,397,575	-3%	118	12	n/a	n/a	\$113,258	Rochester, NY
41	Kitchen Public Relations	\$1,200,000	\$1,300,000	-8%	121	8	10	-20%	\$150,000	New York
42	Anne Klein Communications Group	\$1,002,034	\$984,695	2%	125	8	9	-11%	\$125,254	Mount Laurel, NJ
43	Butler Associates	\$670,644	\$667,875	0%	134	6	6	0%	\$111,774	New York
44	Feintuch Communications	\$553,191	n/a	n/a	136	4	n/a	n/a	\$138,298	New York
45	Bridge Global Strategies	\$484,066	\$529,545	-9%	137	4	4	0%	\$121,017	New York

2010 Standings

Midwest (East North Central and West North Central states)

Rank	Agency Name	US Revenue (\$)		Change %	US rank	Staff 2009	Staff 2008	Change %	Revenue (\$) US employee	Location
		2009	2008							
1	Edelman	\$288,504,585	\$287,469,596	0%	1	1,715	1,633	5%	\$168,224	Chicago
2	Padilla Speer Beardsley	\$15,195,259	\$15,952,172	-5%	13	98	114	-14%	\$155,054	Minneapolis
3	PCGCampbell Marketing & Comms.	\$11,768,722	\$15,731,040	-25%	20	85	128	-34%	\$138,456	Dearborn, MI
4	Zeno Group	\$10,052,218	\$11,202,806	-10%	27	59	62	-5%	\$170,377	Chicago
5	Bader Rutter & Associates	\$7,948,347	\$7,716,842	3%	40	56	55	2%	\$141,935	Brookfield, WI
6	Black Twig Communications	\$6,900,000	\$6,800,000	1%	45	38	38	0%	\$181,579	St. Louis
7	Airfoil Public Relations	\$6,338,629	\$7,534,354	-16%	50	48	55	-13%	\$132,055	Southfield, MI
8	Fahlgren Mortine Public Relations	\$6,089,528	\$5,578,499	9%	52	36	36	0%	\$169,154	Columbus, OH
9	FoodMinds	\$5,651,110	n/a	n/a	55	15	n/a	n/a	\$376,741	Oakbrook Terrace, IL
10	Jasculca/Terman and Associates	\$5,502,214	\$5,988,671	-8%	57	53	46	15%	\$103,815	Chicago
11	Barkley Public Relations	\$4,993,000	\$4,655,468	7%	63	30	23	30%	\$166,433	Kansas City, MO
12	Lambert, Edwards & Associates	\$4,951,909	\$3,792,470	31%	64	40	25	60%	\$123,798	Grand Rapids, MI
13	Risdall McKinney Public Relations	\$4,700,000	n/a	n/a	66	24	n/a	n/a	\$195,833	New Brighton, MN
14	R/P Marketing Public Relations	\$3,062,077	\$3,618,564	-15%	85	30	n/a	n/a	\$102,069	Holland, OH
15	Tech Image	\$3,052,652	\$2,895,347	5%	86	16	17	-6%	\$190,791	Buffalo Grove, IL
16	HLB Communications	\$2,165,722	\$2,753,555	-21%	98	15	16	-6%	\$144,381	Chicago
17	O'Malley Hansen Communications	\$1,927,000	\$1,793,000	7%	102	15	13	15%	\$128,467	Oak Park, IL
18	Kohnstamm Communications	\$1,554,352	\$1,332,547	17%	109	13	13	0%	\$119,566	St. Paul, MN
19	Nelson Schmidt	\$250,100	\$335,365	-25%	138	3	5	-40%	\$83,367	Milwaukee

South (South Atlantic, East South Central, and West South Central states)

Rank	Agency Name	US Revenue (\$)		Change %	US rank	Staff 2009	Staff 2008	Change %	Revenue (\$) US employee	Location
		2009	2008							
1	APCO Worldwide	\$60,000,000	\$62,000,000	-3%	4	257	257	0%	\$233,463	Washington, DC
2	Qorvis Communications	\$37,188,804	\$34,919,065	6%	5	96	96	0%	\$387,383	Washington, DC
3	French/West/Vaughan	\$12,234,095	\$13,433,632	-9%	18	71	83	-14%	\$172,311	Raleigh, NC
4	Capstrat	\$10,436,000	\$12,482,000	-16%	24	67	85	-21%	\$155,761	Raleigh, NC
5	CRT/tanaka	\$10,354,859	\$10,150,286	2%	25	60	67	-10%	\$172,581	Richmond, VA
6	Widmeyer Communications	\$9,771,259	\$9,094,579	7%	29	45	52	-13%	\$217,139	Washington, DC
7	Levick Strategic Communications	\$9,143,087	\$10,022,828	-9%	32	41	41	0%	\$223,002	Washington, DC
8	O'Keefe & Company	\$8,868,049	\$9,707,881	-9%	34	67	65	3%	\$132,359	Alexandria, VA
9	Crosby Marketing Communications	\$8,641,126	\$8,320,782	4%	35	46	51	-10%	\$187,851	Annapolis, MD
10	The Zimmerman Agency	\$8,570,000	\$8,180,000	5%	36	43	44	-2%	\$199,302	Tallahassee, FL
11	Jackson Spalding	\$7,400,000	\$7,700,000	-4%	42	60	66	-9%	\$123,333	Atlanta
12	Stanton Communications	\$7,132,610	\$7,001,231	2%	44	30	34	-12%	\$237,754	Washington, DC

Holding company figures: The 2010 rankings do not include the majority of agencies owned by the following holding companies: Interpublic Group, Omnicom, WPP Group, Havas, and Publicis Groupe.

Data: Revenue is defined as fee income earned in the US, markup on billable items, and, when applicable, advertising commissions up to 10% of fee income. Revenue from subsidiaries and affiliates was not included if there was less than 50% ownership, while "n/a" denotes not applicable, where the agency did not submit the figure.

Attesting: The agency CEO or CFO were required to sign their submission attesting to the accuracy and completeness of the figures presented. Agencies were encouraged to submit a letter from their CPA firm, as well.

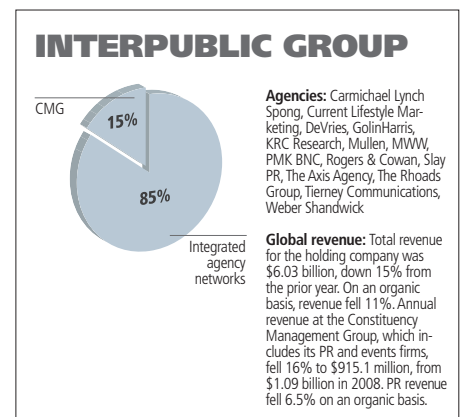
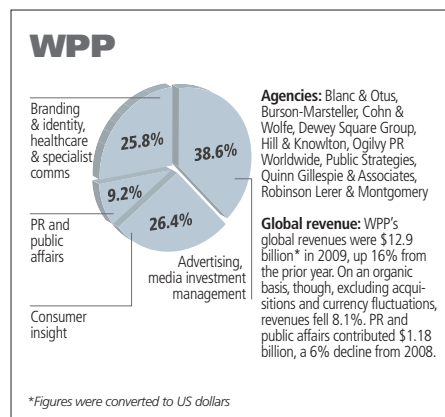
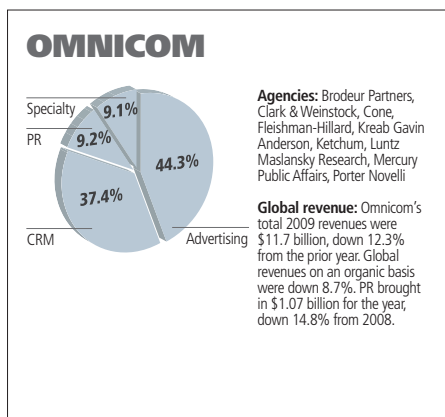
Disclaimer: While every effort has been made to ensure the accuracy of these figures, PRWeek is not responsible for, nor does it make financial guarantees based on, the information presented or any inference that could be drawn from them.

Source: PRWeek

2010 Standings

South (South Atlantic, East South Central, and West South Central states)

Rank	Agency Name	US Revenue (\$)		Change %	US rank	Staff 2009	Staff 2008	Change %	Revenue (\$) US employee	Location
		2009	2008							
13	Hager Sharp	\$6,751,515	\$5,684,666	19%	46	41	41	0%	\$164,671	Washington, DC
14	McNeely Pigott & Fox PR	\$5,955,919	\$7,660,964	-22%	54	63	63	0%	\$94,538	Nashville, TN
15	Merritt Group	\$5,604,631	\$5,528,343	1%	56	32	34	-6%	\$175,145	Reston, VA
16	IMRE	\$5,355,000	\$6,175,000	-13%	59	51	n/a	n/a	\$105,000	Baltimore
17	Pierpont Communications	\$4,376,614	\$5,090,871	-14%	68	34	34	0%	\$128,724	Houston
18	The Jeffrey Group	\$4,163,304	\$5,084,074	-18%	71	17	n/a	n/a	\$244,900	Miami Beach
19	rbb Public Relations	\$4,034,220	\$4,366,849	-8%	73	28	26	8%	\$144,079	Miami
20	Ron Sachs Communications	\$3,846,415	\$4,024,470	-4%	75	17	23	-26%	\$226,260	Tallahassee, FL
21	Gibraltar Associates	\$3,586,961	n/a	n/a	77	16	n/a	n/a	\$224,185	Washington, DC
22	Seigenthaler Public Relations	\$3,395,614	\$3,205,702	6%	81	22	27	-19%	\$154,346	Nashville, TN
23	Adfero Group	\$3,335,139	\$3,177,300	5%	82	21	21	0%	\$158,816	Washington, DC
24	Moore Consulting Group	\$3,111,071	\$2,772,680	12%	83	16	18	-11%	\$194,442	Tallahassee, FL
25	William Mills Agency	\$3,102,583	\$4,136,881	-25%	84	30	34	-12%	\$103,419	Atlanta
26	Shelton Group	\$2,993,617	\$4,093,566	-27%	88	30	34	-12%	\$99,787	Dallas
27	Brand Resources Group	\$2,850,990	\$3,025,054	-6%	90	14	16	-13%	\$203,642	Alexandria, VA
28	Zcomm	\$2,521,746	\$1,837,798	37%	97	17	n/a	n/a	\$148,338	Bethesda, MD
29	Ackermann PR	\$2,102,908	\$2,015,207	4%	100	16	14	14%	\$131,432	Knoxville, TN
30	Ypartnership	\$1,938,067	\$1,940,423	0%	101	13	n/a	n/a	\$149,082	Orlando, FL
31	The Ehrhardt Group	\$1,871,338	\$1,772,759	6%	104	12	10	20%	\$155,945	New Orleans
32	Howard Consulting Group	\$1,600,000	n/a	n/a	107	9	n/a	n/a	\$177,778	Washington, DC
33	Trevelino/Keller	\$1,502,958	\$1,990,392	-24%	111	13	14	-7%	\$115,612	Atlanta
34	M/C/C	\$1,500,000	\$1,500,000	0%	112	20	20	0%	\$75,000	Dallas
35	MM2 Public Relations	\$1,308,878	n/a	n/a	119	8	n/a	n/a	\$163,610	Dallas
36	Katcher Vaughn & Bailey PR	\$1,279,472	\$1,279,472	0%	120	11	n/a	n/a	\$116,316	Nashville, TN
37	Jones Public Affairs	\$1,095,446	n/a	n/a	123	7	n/a	n/a	\$156,492	Washington, DC
38	Guthrie/Mayes & Associates	\$969,796	\$1,215,809	-20%	126	10	10	0%	\$96,980	Louisville, KY
39	Dawson + Murray + Teague Comms.	\$850,640	\$1,457,981	-42%	130	6	6	0%	\$141,773	Dallas
40	The Powell Group	\$712,471	\$716,128	-1%	133	4	6	-33%	\$178,118	Dallas
41	Fetching Communications	\$621,052	n/a	n/a	135	14	n/a	n/a	\$44,361	Tarpon Springs, FL
42	BRPRgroup	\$120,000	\$15,000	700%	139	7	n/a	n/a	\$17,143	Miami Beach



2010 Standings

West (Mountain and Pacific states)

Rank	Agency Name	US Revenue (\$)		Change %	US rank	Staff 2009	Staff 2008	Change %	Revenue (\$) US employee	Location
		2009	2008							
1	Waggener Edstrom Worldwide	\$94,599,000	\$108,591,000	-13%	2	628	704	-11%	\$150,635	Bellevue, WA
2	WCG	\$25,811,000	\$18,981,000	36%	6	134	86	56%	\$192,619	San Francisco
3	Allison & Partners	\$14,662,255	\$13,082,147	12%	14	80	100	-20%	\$183,278	San Francisco
4	PainePR	\$12,429,549	\$13,338,514	-7%	16	66	76	-13%	\$188,327	Irvine, CA
5	Davies	\$8,405,000	\$13,553,575	-38%	37	30	43	-30%	\$280,167	Santa Barbara, CA
6	Bender/Helper Impact	\$8,178,843	\$8,722,416	-6%	38	68	66	3%	\$120,277	Los Angeles
7	SparkPR	\$7,206,914	\$7,099,929	2%	43	28	28	0%	\$257,390	San Francisco
8	Formula PR	\$6,558,673	\$7,090,898	-8%	47	52	58	-10%	\$126,128	San Diego
9	Atomic Public Relations	\$6,474,095	\$7,198,953	-10%	48	49	56	-13%	\$132,124	San Francisco
10	The Rogers Group	\$6,092,802	\$6,768,928	-10%	51	35	41	-15%	\$174,080	Los Angeles
11	Murphy O'Brien	\$6,037,647	\$7,515,326	-20%	53	33	39	-15%	\$182,959	Santa Monica, CA
12	Cerrell Associates	\$5,193,812	\$6,045,965	-14%	61	25	n/a	n/a	\$207,752	Los Angeles
13	Conkling Fiskum & McCormick	\$4,723,607	\$4,346,806	9%	65	23	20	15%	\$205,374	Portland, OR
14	LaunchSquad	\$4,255,740	\$4,300,467	-1%	69	42	35	20%	\$101,327	San Francisco
15	Singer Associates	\$4,105,010	\$5,624,881	-27%	72	13	12	8%	\$315,770	San Francisco
16	The Hoffman Agency	\$3,400,000	\$4,750,000	-28%	80	35	41	-15%	\$97,143	San Jose, CA
17	Lane PR	\$2,831,421	\$2,838,863	0%	91	23	23	0%	\$123,105	Portland, OR
18	Linhart Public Relations	\$2,760,555	\$2,866,370	-4%	93	15	18	-17%	\$184,037	Denver
19	GroundFloor Media	\$2,607,371	\$2,475,321	5%	95	16	26	-38%	\$162,961	Denver
20	IW Group	\$2,141,000	\$2,146,000	0%	99	9	9	0%	\$237,889	West Hollywood, CA
21	JMPR Public Relations	\$1,882,145	\$1,573,292	20%	103	14	12	17%	\$134,439	Woodland Hills, CA
22	Perry Communications Group	\$1,830,509	\$1,800,403	2%	105	10	11	-9%	\$183,051	Sacramento, CA
23	JS2 Communications	\$1,498,413	\$1,964,834	-24%	113	10	14	-29%	\$149,841	Los Angeles
24	Bateman Group	\$1,479,209	\$1,673,753	-12%	114	13	15	-13%	\$113,785	San Francisco
25	Westbound Communications	\$1,450,000	\$1,369,880	6%	116	11	10	10%	\$131,818	Orange, CA
26	VPE Public Relations	\$1,421,095	\$1,401,860	1%	117	16	n/a	n/a	\$88,818	South Pasadena, CA
27	Landis Communications	\$1,142,099	\$1,139,500	0%	122	12	12	0%	\$95,175	San Francisco
28	BlazePR	\$1,038,500	\$1,611,000	-36%	124	15	8	88%	\$69,233	Santa Monica, CA
29	Blue Practice	\$916,883	\$932,205	-2%	127	7	n/a	n/a	\$130,983	San Francisco
30	K/F Communications	\$893,300	\$1,163,534	-23%	128	7	8	-13%	\$127,614	San Francisco
31	Borders and Gratehouse	\$856,495	\$710,223	21%	129	4	4	0%	\$214,124	San Francisco
32	Revive	\$846,997	n/a	n/a	131	8	n/a	n/a	\$105,875	Santa Barbara, CA
33	Catapult PR-IR	\$834,396	\$900,556	-7%	132	7	7	0%	\$119,199	Boulder, CO

PUBLICIS

Agencies: MS&LGroup, Kekst & Co.

Worldwide revenue for 2009: \$6.2 billion*, down 4%. The company's Specialized Agencies and Marketing Services (SAMS) group, which houses the communications business and all of digital, accounted for 44% of consolidated revenues for the year.

In 2009, Publicis moved most of its PR firms – MS&L Worldwide, Publicis Consultants, TMG Strategies – under one network: MS&LGroup.

*Figures were converted to US dollars.

HAVAS

Agencies: Euro RSCG PR, Abernathy MacGregor, Cake

Worldwide revenue for 2009: \$1.99 billion*, an 8% decrease in global revenues for the year. Havas did not release discipline-specific figures.

*Figures were converted to US dollars.

HUNTSWORTH

Agencies: Citigate, Dutko, Grayling, Red, Tonic Life

Worldwide revenue for 2009: \$241.1 million, a less than 2% decline from 2008 figures. Global PR revenues were \$170.6 million* in 2009, about a 6% decline. Organic PR revenues declined 9%.

The Grayling network comprises 51% of the group's revenues.

*Figures were converted to US dollars.

NEXT FIFTEEN

Agencies: 463 Communications, Bite, Lexis, M Booth & Associates, Outcast PR, Text 100

Worldwide revenue for 2009: \$107 million* for a 3.6% increase, but profits were nearly halved due to restructuring costs and currency fluctuation. The company's fiscal year ended July 31, 2009.

*Figures were converted to US dollars.