

About this electronic form: Please do not alter this form other than by filling in the blanks. Some cells are the sum of other cells and cannot be changed. To download a new Excel file or a printable pdf version of this form, visit www.adage.com/arq. This form can be returned via e-mail to AgencyReport@AdAge.com, faxed to (312) 649-5360 or mailed to Advertising Age DataCenter 360 N. Michigan Ave. 6th Floor, Chicago, IL 60601-3806. Us: Kevin Brown (312) 649-5272; Bradley Johnson (323) 370-2443 or (312) 649-5302; Maureen Morrison (312) 649-5348; Maura Wall (312) 649-7816.

Advertising agencies that fill out and return this form will be listed in the **64th annual Agency Report, April 28, 2008**, and/or other specialty agency rankings throughout the year. **Agency rankings are based on revenue. See additional notes on page 3. THIS FORM IS FOR ADVERTISING, DIGITAL (INCL. SEARCH), DIRECT MARKETING, SALES PROMOTION AND PR AGENCIES; IF YOU ARE A MEDIA SPECIALIST COMPANY, PLEASE GO TO www.adage.com/arq AND DOWNLOAD FORM [arq08media.xls](#)**

PART 1: AGENCY ADDRESS AND CONTACT

Agency	Agency name			
	Your agency network (if any)			
	Parent company* (if any)		Percent owned:	

*Or major equity investor

Address	Headquarters address			
	City		State/Country	
	Zip or postal code		Web address	
	Phone		Fax	

Contact	Contact name		Title	
	Contact phone		Contact fax	
	Contact email			
	Person filling out report		Title	

PART 2: AGENCY FOCUS

Rankings on these focus areas are included in the Agency Report. If your agency targets any of the following, please list the approximate percentage of your revenue derived from these focus areas. If you have more than one, the composite percentage may total more than 100%.

Agency Focus	Multicultural		Marketing services		Other	
		%		%		%
	Marketing to Hispanics		Direct marketing		B to B	
	Marketing to African-Americans/Urban		Sales promotion		Healthcare	
	Marketing to Asian-Americans		Digital (not search)		Yellow Pages	
	Marketing to South Asian (incl. India, Pakistan)		Search marketing			
	Eastern European				Other (specify type)	
	Middle-Eastern				% of other	
	Other multicultural (specify)					

PART 3: TOP EXECUTIVES & WORKFORCE

Top Executives	Name	Title
	Top executive	
Top media executive		
Top creative executive		
Top new business executive		
Top human resources executive		
Top digital executive		

Workforce & offices	Figures should reflect the status of your agency at the end of each year	Number of full-time employees		Number of offices	
		2007	2006	2007	2006
		U.S.			
Non U.S.					
Worldwide		0	0	0	0

PART 4: REVENUE (ENTER FIGURES IN WHOLE DOLLARS)

Revenue (gross income) is the sum of three things: **1) Commissions** earned from media billings. Do not include pass-through billings. If a media specialist company buys the media for your client, you may not claim a commission for the purchase; **2) Markups** (usually 17.65 percent) on materials and services charged to the client and **3) Actual fees** (not capitalized fees). Revenue is the same as gross profit, i.e. net sales less cost of sales. See notes on page 3 regarding equity ownership.

1. Agency total revenue should be the sum of lines 2 through 7. 2. Traditional advertising is largely creative with a traditional media component and is distinct from digital (incl. search), direct marketing, sales promotion, PR and other. 3. Digital is defined as wireless advertising and marketing-related web development, including using the internet as a medium. 4. Direct marketing is the use of strategies to deliver customers directly to product using various techniques including traditional media, direct mail, database management, Yellow Pages, CRM, etc. 5. Sales promotion includes promotional marketing such as strategic planning & concept development, as well as promotional services such as couponing, games, sweepstakes, and fulfillment, etc. 7. Other may be branding, design, market research, etc. Advertising Age will publish rankings of digital, search marketing, direct marketing, sales promotion, and overall marketing services in this report.

	U.S.		Non-U.S.		Worldwide Totals	
	2007	2006	2007	2006	2007	2006
1. Total agency revenue (should = sum of lines 2-7)	\$0	\$0	\$0	\$0	\$0	\$0
Revenue by discipline:					Sum of lines 2-7:	
2. Traditional	\$0	\$0	\$0	\$0	\$0	\$0
3. Digital (incl. search)*	\$0	\$0	\$0	\$0	\$0	\$0
4. Direct marketing	\$0	\$0	\$0	\$0	\$0	\$0
5. Sales promotion	\$0	\$0	\$0	\$0	\$0	\$0
6. P.R.	\$0	\$0	\$0	\$0	\$0	\$0
7. Other (specify below)**	\$0	\$0	\$0	\$0	\$0	\$0

Notes: U.S. agency rankings are based on U.S. revenue. The agency report published April 28, 2008 will show rankings of agencies by their different disciplines 2-6.

	2007	2006
*3. Of your digital revenue, what percent is search?		
Search revenue (separate from digital)		
Number of full-time search employees (year end)		

**7. Please identify other.

If your digital, direct marketing, sales promotion, or PR business unit uses a different name than listed in PART 1, please show that here.

Digital unit name:	
Search unit name:	
Direct marketing unit name:	
Sales promotion unit name:	
PR unit name:	

* PR firms should disregard PART 5. Agencies that don't buy media or digital, direct mktg., and sales promotion agencies that don't track billings may leave PART 5 blank.

PART 5 BILLINGS* (ONLY IF YOUR AGENCY BUYS MEDIA)

		PLEASE ENTER FIGURES IN WHOLE U.S. DOLLARS.		2007	2006
U.S.	7. Commissionable media billings (only media bought by your agency)				
	8. Materials & services (billings and markup for outside work)				
	9a. Agency fees*	<input type="text"/>	<input type="text"/>	9b.	<input type="text"/>
		Actual fees, 2007	Actual fees, 2006	Capitalized fees	Capitalized fees
	*List fees, time-of-staff payments and charges for special services under Actual Fees on line 9a. Exclude internal ops. Fees are multiplied by 6.67 to achieve capitalized fees. If your income was only commissions, leave 9a blank.				
	10. Total capitalized billings (sum of lines 7-9b)			\$0	\$0
Non - U.S.	11. Commissionable media billings (only media bought by your agency)				
	12. Materials & services (billings and markup for outside work)				
	13a. Agency fees*	<input type="text"/>	<input type="text"/>	13b.	<input type="text"/>
		Actual fees, 2007	Actual fees, 2006	Capitalized fees	Capitalized fees
	*List fees, time-of-staff payments and charges for special services under Actual Fees on line 13a. Exclude internal ops. Fees are multiplied by 6.67 to achieve capitalized fees. If your income was only commissions, leave 13a blank.				
	14. Total capitalized billings (sum of lines 11-13b)			\$0	\$0
Worldwide totals	15. Worldwide total capitalized billings (sum of lines 10 & 14)			\$0	\$0

PART 6: MAJOR ACCOUNT WINS/LOSSES IN 2007 and 2008

Please list the major accounts you've won or lost in 2007 and 2008, the role in which you serve them, and the approximate date the account was gained or lost. If you do not handle the media buying or planning, please include the media specialist company that does.

Top Accounts	Account (be brand-specific if possible)	Win/Loss	Creative	Media buying	Media plng	Date gained/lost
	Example: ABC Electric, SoftGlo lightbulbs	win	Y	Acme media	Acme media	Jun 07

Give Ad Age your two-minute elevator speech. Please describe in 200 words or less your agency's position in the market and expertise, and major events (management, organizational, account changes) that may have occurred in 2007 and 2008. (10 point font should accomodate 200 words)

About us	
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Please save your file in the following format: agencyname arq08.xls

Notes

ACQUISITIONS AND DIVESTITURES: Include returns for acquisitions and exclude returns for divested properties at the point those operations were moved onto or off of your books.

EQUITY: Use Generally Accepted Accounting Principles in treating returns from partially-owned units by consolidating all returns if you own 50.1% or more of an operation and showing no returns if the unit is 50.0% owned or less. Calculate the number of employees and offices in the same fashion.

LEVELS OF REPORTING: The agency report will contain multiple rankings that will show your agency in its totality and by its specialty splits. The agency brand ranking will be for the traditional side of your business. Other rankings will include agencies by their direct marketing, sales promotion and digital components including search advertising. The marketing communications holding companies (WPP, Interpublic, etc.) also will be ranked. If your agency or marketing communications company has subsidiaries, please fill out a copy of this form for each agency for which this questionnaire applies.

MEDIA BUYING AND PLANNING companies should **NOT** fill out this form. Please visit www.adage.com/arq and download the Media Specialist questionnaire (file name: arq08media).

AGENCIES OUTSIDE THE U.S. OR U.S. AGENCIES WITH NON-U.S. RETURNS should use this form and the exchange rates listed on the second tab of this worksheet. The form and rates also can be downloaded at <http://www.adage.com/arq> in pdf format (arq08xra.pdf).

Additional forms available at <http://www.adage.com/arq>

Return this report via e-mail to agencyreport@adage.com, fax it to (312) 649-5360, or mail it to **DataCenter, Advertising Age, 360 N. Michigan Ave. 6th floor, Chicago, IL 60601-3806, U.S.A.**

Deadline for this report is Friday, February 15th, 2008.

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