



# Marketing / Advertising Agencies

The IBI List is a fun and informative addition to *InterBusiness Issues*. The concept is simple: we ask companies within a particular industry the questions we think you, our readers, would be interested in knowing the answers to. Companies that respond to our survey have a chance to get the word out about what services and products they can offer central Illinois customers. And the best part is that it's an apples-to-apples comparison. Whether you're making decisions for business or pleasure, the IBI List will be a valuable resource.

Future installments of the IBI List may include law firms, health care organizations, staffing agencies, financial institutions, accounting firms, realtors, and much more. In its second installment, the List surveyed marketing/advertising agencies throughout central Illinois.

*Disclaimer: InterBusiness Issues makes every attempt to contact relevant companies within the industry being surveyed. IBI is not responsible for misinformation or the absence of companies who choose not to participate.*

Company Phone Number Website	Years in business	Number of full-time employees	Outsources some work	In-house design department	PR consulting services	Web design services	On-site printing	TV/radio production services	In-house TV/radio studio	Media buying/ placement	Spec work	Other specialty services provided
<b>AdCo Advertising Agency, Inc.</b> 692-7880 www.adcoagency.com	9	8	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Industry-specific research, consumer trends, demographic information, mailing lists, strategy, and new ideas
<b>caMiller- Independent Ad Services</b> 696-6558 www.themillercompany.net	20	N/A	No	Yes	Yes	No	No	Yes	No	Yes	Yes	Positioning, branding, marketing strategy, budgeting, media strategy
<b>Clark Marketing</b> 637-1449 www.clarkmarketing.com	6	2	Yes	No	Yes	Yes	No	Yes	No	Yes	No	Copywriting for internal and external communications in all media, marketing strategy and plan authoring, training program development, and research and analysis
<b>CMFI Group, Inc.</b> 692-9191 www.cmfigroup.com	30	44	Yes	Yes	No	No	Yes	No	No	Yes	Yes	Direct mail, warehousing, distribution, mail list acquisitions, complete brand solutions, fulfillment, promotional marketing products
<b>Converse Inc.</b> 672-2100 www.conversemarketing.com	15	15	No	Yes	Yes	Yes	No	Yes	No	Yes	Yes	Designs and conducts seminars to improve writing, advertising, selling and public relations skills; consults on HR issues, develops internal communications and values-based leadership training programs
<b>Deverman Advertising, Inc.</b> 346-1194 www.deverman.com	39	8	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	No	Complete digital video services, shooting and editing
<b>DLA Creative, Inc.</b> 693-1421 www.dlacreative.com	13	N/A	Yes	Yes	Yes	Yes	No	Yes	No	Yes	No	Focus on serving the medical and financial communities, experienced in marketing materials and web sites communicating medical and financial knowledge to clients' constituencies
<b>Fusion Media, Inc.</b> 822-8800 www.fusionmediainc.net	6	2	Yes	Yes	Yes	Yes	No	Yes	No	Yes	Yes	Research, strategic planning, copy, design, advertising and marketing consulting
<b>Hult Fritz Matuszak Inc.</b> 673-8191 www.hfma.com	50	18	Yes	Yes	Yes	Yes	No	Yes	No	Yes	No	Strategic planning, marketing research, corporate identity, brand planning, interactive media
<b>McDaniels Marketing Communications</b> 346-4230 www.mcdanielsmarketing.com	40	18	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Marketing research, strategy development, project management, corporate identity, exhibits/displays, web site content management systems, kiosk-based presentations, e-mail marketing, CDs/DVDs, Flash animation, PowerPoint presentations, Internet advertising
<b>Moss Advertising, Inc.</b> 699-6485	30	2	Yes	Yes	Yes	No	No	Yes	No	Yes	Yes	
<b>Richardson Design Associates</b> 648-1530 www.richardsondesignassoc.com	2.5	1	No	No	No	No	No	No	No	No	Yes	Complete identity management for small to mid-sized businesses, advertising campaign management, custom Microsoft Office forms and presentations, custom PDF forms, logo recreation and design
<b>Ross Creative+Strategy</b> 680-4137 www.rosscps.com	53	16	Yes	Yes	Yes	Yes	No	Yes	No	Yes	Yes	
<b>The Service Station Advertising Agency, Inc.</b> 866-689-3155 www.servicestationadv.com	8	6	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Consulting, jingles, 3-D animation, sales motivation speaking
<b>Simantel</b> 674-7747 www.simantel.com	26	32	Yes	Yes	Yes	Yes	No	Yes	No	Yes	No	Comprehensive research, strategic development and consulting, promotional and wearable items
<b>Veldi Advertising</b> 698-2203	16	N/A	Yes	No	Yes	Yes	No	Yes	No	Yes	Yes	In-house marketing/advertising department for small businesses, explores solutions, provides research, and gives creative ideas