

Ad Age Names i33 to "Top 50 Interactive Agencies"



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i33 communications

Advertising Age ranks top agencies by U.S. interactive marketing revenue in 2003

Rank	Agency	Headquarters	2003 Revenue	2002 Revenue	% Change
42	i33 communications	New York	\$6,048	\$8,772	-31.1
1	Digitas	Boston	84,000	71,500	17.5
2	SBI.Razorfish	New York	72,150	43,875	64.4
3	Modem Media*	Norwalk, Conn.	49,000	56,909	-13.9
4	aQuantive (Avenue A)	Seattle	44,452	38,200	16.4
5	AKQA	San Francisco	36,000	30,000	20.0
6	Critical Mass*	Chicago/Calgary	34,000	32,000	6.3
7	TMP Worldwide	New York	26,108	24,226	7.8
8	Carat Interactive	Boston	25,000	21,000	19.0
9	IconNicholson	New York	24,000	21,000	14.3
10	IMC2	Dallas	23,700	16,400	44.5
11	Macquarium Intelligent Communications	Atlanta	23,500	22,600	4.0
12	Planning Group International	Miami	22,000	16,100	36.6
13	Fry	Ann Arbor, Mich.	21,000	21,000	0.0
14	Medical Broadcasting Co.	Philadelphia	19,550	12,683	54.1
15	Blue Dingo	New York	18,000	17,000	5.9
16	PGI	Alexandria, Va.	15,000	10,000	50.0
17	Molecular	Watertown, Mass.	13,800	11,700	17.9
18	iCrossing	New York	13,325	5,200	156.3
19	RP Interactive (RPA)	Santa Monica, Calif.	13,000	12,800	1.6
20	Marden-Kane	Manhasset, N.Y.	12,760	12,522	1.9
21	Slingshot	Dallas	12,376	8,500	45.6

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22	Genex	Los Angeles	11,500	11,500	0.0
23	Refinery	Huntingdon Valley, Pa.	10,800	10,400	3.8
24	DNA Studio	Beverly Hills, Calif.	10,680	9,002	18.6
25	i-Frontier	Philadelphia	9,693	7,366	31.6
26	Enlighten	Ann Arbor, Mich.	9,500	9,000	5.6
27	Barkus Interactive (Ted Barkus Co.)	Philadelphia	8,601	8,475	1.5
28	T3	Austin, Texas	8,213	5,929	38.5
29	Media Whiz	New York	7,850	2,980	163.4
30	Apollo Interactive	Culver City, Calif.	7,800	7,500	4.0
31	Harte-Hanks Direct	Langhorne, Pa.	7,703	8,566	-10.1
32	Risdall Adv. Interactive	New Brighton, Minn.	7,314	7,492	-2.4
33	360 Youth (Alloy)	New York	7,200	6,900	4.3
34	Aspen Marketing Services	West Chicago, Ill.	7,000	7,000	0.0
35	Click Here (Richards Group)	Dallas	6,850	5,250	30.5
36	Douglas-Danielle	Chicago	6,844	4,287	59.6
37	One to One Interactive	Boston	6,838	7,800	-12.3
38	Bridge Worldwide	Cincinnati	6,612	5,279	25.3
39	Ant Farm Interactive	Atlanta	6,600	5,900	11.9
40	Sharpe Partners	New York	6,300	6,200	1.6
41	Tocquigny*	Austin, Texas	6,150	4,480	37.3
42	i33 communications	New York	6,048	8,772	-31.1
43	Ripple Effects Interactive	Pittsburgh	5,100	5,400	-5.6
44	White Horse	Portland, Ore.	4,600	5,300	-13.2
45	Motivo (Ten United)	Columbus, Ohio	4,500	NA	NA



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46	Babcock & Jenkins	Portland, Ore.	4,427	3,594	23.2
47	Skyworks Technologies	Hackensack, N.J.	4,300	4,300	0.0
48	breathelInteractive (WestWayne)	Atlanta	4,164	1,800	131.3
49	Blue Diesel	Westerville, Ohio	4,020	3,925	2.4
50	Kupper Parker Communications	St. Louis	3,993	NA	NA

