

THE LIST

LARGEST ADVERTISING, PUBLIC RELATIONS & MARKETING FIRMS

Ranked by number of employees in the greater San Fernando Valley

EXECUTIVE SUMMARY

This year's List increased to 35 companies within the advertising, public relations and marketing scope of business. ValueClick Inc. places first; Icon Media Direct, Inter/Media Group of Companies, Advertise.com, and Edge Communications Inc. close out the top five. The

top 5 companies added Valley employees this year. The firms represent a range of services including online advertising, enterprise marketing, branding, and social media, among others.

— By Marvin Vasquez

THE PACESETTER

For another year, ValueClick Inc. gained the top spot in this list, with a total of 225 San Fernando Valley based employees. Based in Westlake Village, ValueClick's revenue in 2010 was near \$431 million. This is nearly \$9 million more than

2009. Overall, the business added 41 employees, including 22 in the Valley. Led by CEO Jim R. Zarley, some of its clients are eBay, Apple, Dell, Google and Yahoo! and others.

— By Marvin Vasquez

Rank	Company name address	Number of Employees San Fernando Valley '11/'10 companywide '11/'10	Revenues (millions) 2010 2009	Services Offered (partial list)	Clients (partial list)	Profile headquarters/year founded marketing contact website	Top Local Executive name title phone
1	ValueClick Inc. 30699 Russell Ranch Rd. #250 Westlake Village 91362	225/203 1,100/1,059	\$430.798 \$422.723	performance-based online marketing services and technology solutions	eBay, Apple, Dell, H-P, Verizon, Google, Yahoo, The Gap, ad agencies	Westlake Village/1998 Steve Umberger valueclick.com	Jim R. Zarley CEO (818) 575-4500
2	Icon Media Direct, Inc. 5910 Lemona Ave. Van Nuys 91411	90/85 100/100	WND WND	direct response media planning and buying for TV, print, and Hispanic campaign management	Church & Dwight Co, Inc., Guthy Renker, Capital Brands, All Star Marketing, TeleBrands	Van Nuys/2000 Rebecka Rodriguez iconmediadirect.com	Nancy Lazkani CEO/President (818) 995-6400
3	Inter/Media Group of Companies¹ 15760 Ventura Blvd., Suite 110 Encino 91436	83/76 92/NA	\$500.000 \$450.000	direct response advertising and media related	Clorox, U.S. Army, Chicago Tribune, Time Life, Public Storage, Glad, Dish Network ²	Encino/1974 Cole Hartman ³ intermedia-advertising.com	Robert B. Yallen CEO/President (818) 995-1455
4	Advertise.com, Inc. 15303 Ventura Blvd. #1150 Sherman Oaks 91403	40/35 75/65	WND WND	online advertising solutions; pay per click, e-mail advertising, display ads, and remarketing	Sears, MTV, CreditCards.com, Teleflora, Rock.com	Sherman Oaks/2001 Simon Chernin advertise.com	Daniel Yomtobian Founder/CEO (800) 710-7009
5	Edge Communications, Inc. 17328 Ventura Blvd. #324 Encino 91316	17/15 24/23	\$0.716 \$0.754	brand/product positioning, competitive analysis, research, reputation management	DW+H, Green Plug, ISI Translation Services, Ocean Media, Spotlight, SteelHouse, StudySync, Uncommon, uSamp	Encino/1996 Sara Flint edgecommunicationsinc.com	Ken Greenberg CEO/President (818) 990-5001
6	Drizen-Dohs Corporate Communications, Inc. 9555 Cozycroft Ave., Suite 100 Chatsworth 91311	13/13 13/13	\$1.600 \$1.400	editorial design, online services, printing, marketing and advertising	start ups to Fortune 500 firms in all industries	Chatsworth/1982 Ruth Drizen-Dohs drizen-dohs.com	Ruth Drizen-Dohs CEO/President (818) 772-9555
7	SSA Public Relations 15260 Ventura Blvd. Sherman Oaks 91403	13/12 13/12	WND WND	public relations, marketing	entertainment industry and consumer products	Encino/1989 Steve Syatt ssapublicrelations.com	Steve Syatt CEO (818) 907-0500
8	In Focus Advertising 29219 Canwood St. #101 Agoura Hills 91301	11/11 13/11	\$15.000 \$12.500	media placement and buying, print, radio, television, websites, research, branding	automotive, education, home improvement, non-profit and retail	Agoura Hills/1994 Jason Bender infocusadv.com	Jason Bender President (818) 889-1342
9	Collins Visual Media 10518 Johanna Ave. Shadow Hills 91040	10/9 10/9	WND WND	signs, banners, large-format printing, vehicle wraps, design and layout	ad agencies, production designers, art directors	Shadow Hills/1962 Debbie Collins Anthony Klemp collinsvisualmedia.com	George Collins President (818) 686-6581
10	FoleyFreisleben LLC 15233 Ventura Blvd. Suite 1170 Sherman Oaks 91403	9/6 9/6	WND WND	corporate communications, investor relations, enterprise marketing, social responsibility	Holocaust Supervisors Justice Network, Downtown Pomona Owners Association, Crisis Communications: UCRA ²	Sherman Oaks/1996 Frederique Nijenhuis folfry.com	Gerald Freisleben President (818) 788-0010
11	Trimark Marketing Group 209 E. Alameda Ave. #100 Burbank 91502	8/8 8/8	\$0.650 \$0.550	online marketing, SEO, social media, website development	mid-size local businesses	Burbank/2004 Eduard Arakelyan trimarkfirm.com	Armen Akopyan Creative Director (818) 848-2858
12	Senders Communication Group 21201 Victory Blvd. #235 Canoga Park 91303	8/8 8/8	WND WND	communications for labor unions, political groups and non-profits	AFSCME, AFT, IATSE, Building Trades Council	Canoga Park/1995 Jon Kavulic sendersgroup.com	Cherri Senders President (818) 884-8966
13	Counterintuity, LLC 2319 N. San Fernando Blvd. Burbank 91504	8/7 8/7	WND WND	Website design, social media, marketing strategy, e-mail marketing, creative campaigns, public relations	USC, Bragg Crane, San Mateo Convention & Visitors Bureau, CSUN, City of Santa Monica, Cusumano Real Estate Group, Burbank Chamber of Commerce	Burbank/2004 Lisa Singelyn counterintuity.com	Lee Wochner CEO (818) 848-1700
14	Notionist 5737 Kanan Rd. #513 Agoura Hills 90301	8/6 8/6	WND WND	graphic design, marketing, social media, public relations, branding, photography	Blue Cross, Blue Shield, BP, CyberTouch, ISHN, Port of LA, Sony, Warner Bros, UniCare, Well Point, Boys and Girls Club, Monterey Vintners and Growers Association	Agoura Hills/2008 Aimee Lakotas notionist.com	Kash Dadvand President (818) 292-8787
15	Glyphix Advertising 6964 Shoup Ave. West Hills 91307	7/7 7/7	\$5.000 \$5.000	full service, integrated advertising, brand development	Disney Records, MyGym, Montage Development, Ervin, Cohen and Jessup, Davis Colors, TicketBust.com	West Hills/1994 Larry Cohen glyphix.com	Larry Cohen President (818) 704-3994
16	Jaks Marketing Group 2657 Bent Spur Dr. Acton 93310	5/5 6/6	WND WND	branding, marketing, advertising, collateral, websites, public relations	California State University Northridge, Radiation Oncology Centers of Ventura County, PrimeSkill Staffing Services, Casa Pacifica	Acton/2006 Cindy Jaks jaksmarketing.com	Cindy Jaks President (805) 587-2572
17	Color Printing Pros 5539 Alfredo Ct. Agoura Hills 91301	5/5 5/5	\$0.574 \$0.500	provides wholesale high quality color printing services with unique wow factor effects options and cheap trade prices	Small and medium sized businesses across the U.S. and Canada	Agoura Hills/2004 Fred Aronowitz colorprintingpros.com	Fred Aronowitz Owner (800) 598-1841
18	Productivity PR, Inc. 22801 Ventura Blvd., Suite 207 Woodland Hills 91364	5/5 5/5	\$0.280 WND	public relations, media relations, social media, marketing communications	Earloomz, Karl Champey, Joovy, Cool Gel 'n Cap, Phase 3 Systems, Secure View, SimplyGood Baby, Geospace, DreamBaby, NYS Collection, Tribest	Woodland Hills/2008 Tracey Rosen productivitypr.com	Tracey Rosen CEO/President (818) 223-9046
19	Point of View Communications 28422 Constellation Rd. #119 Santa Clarita 91321	5/5 5/5	\$0.250 WND	public relations, integrated marketing, branding, advertising, strategic communications	Valley Industry Association, VINO 100 Valencia, SCVBANK, King, King, Alleman & Jensen, Samuel Dixon Family Health Centers, SCV Chamber of Commerce, SCVEDC	Santa Clarita/2008 Teresa Todd pointofviewcommunications.com	Teresa Todd CEO/President (661) 257-4440
20	Rodin Marketing 15442 Ventura Blvd, Suite 200 Sherman Oaks 91403	5/3 5/4	WND WND	branding and business development for professional services firms	Technicolor, Westmac Coldwell Banker, Commercial Asset Group, Cohen Wealth Management	Sherman Oaks/2000 Steve Rodin rodinmkt.com	Steve Rodin Creative Director 818-763-4600
21	Choppe Advertising Group 24316 W. Venturi Dr. Valencia 91355	5/WND 5/WND	WND WND	full service advertising and marketing	Castaic Lake Water Agency, City of Santa Clarita, Family Promise of Santa Clarita Non-Profit, Valencia Auto Association	Valencia/1983 Gary Choppe' choppeadvertisinggroup.com	Gary Choppe' President (661) 257-1699
22	SAX PR/Marketing 4804 Laurel Canyon Blvd. #746 North Hollywood 91607	4/4 4/4	WND WND	public relations, marketing strategy, websites, publications	Webalo, Shalom Institute, Craig N Co., Green Hills Memorial Park	North Hollywood/1998 Robert Sax saxpr.net	Robert Sax President (818) 508-7660
23	Marketing Maven Public Relations, Inc. 2390 C Las Posas Rd. #479 Camarillo 93010	4/3 4/3	\$0.180 \$0.040	media relations with TV and radio producers, editors from newspapers, magazines and Internet bloggers	Abbott Research Group, Nutrition 21, NattoPharma, Dr. Robert Rey, 1800 Any Lens, Online Trading Academy	Camarillo/2009 Lindsey Carnett MarketingMavenPR.com	Lindsey Carnett CEO (310) 994-7380

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24	Mike the Printer 6933 Woodley Ave. Van Nuys 91406	4/WND 9/WND	WND WND	printing, marketing, advertising	WND	Van Nuys/1983 Ryan Encinas miketheprinter.com	Mike Domash President (818) 902-9922
25	Say It With Words 32068 Waterside Ln. Westlake Village 91361	3/3 3/3	\$0.138 WND	innovative branding, corporate communications and marketing strategies for all industries.	Costco Connection, Waste Management, Disney Educational Media	Westlake Village/1982 Naomi Finkel siww.net	Naomi Finkel President/Founder (818) 991-1587
26	Alexander Auerbach & Co., Inc. 3887 Dixie Canyon Ave. Sherman Oaks 91423	3/3 3/3	WND WND	public and investor relations, strategic communications planning, crisis communications	Overhill Farms, Inc, Wombat Paint Products, Scherzer International, Evente Inc., ACG 101, Energy Innovation Group	Sherman Oaks/1986 Alexander Auerbach aapr.com	Alexander Auerbach President (818) 501-4221
27	OnRamp Communications 299 W. Hillcrest Dr. #118 Thousand Oaks 91360	2/2 2/2	\$0.650 \$0.525	marketing strategy and communications with specialization in B2B and technology.	Smiths Interconnect, Scalable Network Technologies, Molded Fiber Glass Companies	Thousand Oaks/2000 Camille Cox onrampcomm.com	Camille Cox President (805) 497-6400
28	Cooper Communications, Inc. 17547 Ventura Blvd. Encino 91316	2/2 2/2	WND WND	strategic planning, marketing, public relations, crisis communications and management	Bob Hope Airport, New Horizons, Valley Recycling Center	Encino/1982 Martin M. Cooper na	Martin M. Cooper President (818) 789-5454
29	Haute House PR & Marketing, LLC 4715 Vista Del Monte, Suite 104 Sherman Oaks 91403	2/2 2/2	WND WND	fashion public relations agency	Rachel Gilbert, PRIM New York, ABYSS BY ABBY, BoAime, Simdog	Sherman Oaks/2009 Jordan Landes-Brenman hautehousepr.com	Jordan Landes-Brenman Co-Founder (323) 316-5702
30	Mustang Marketing 1090 Calle Arroyo Thousand Oaks 91360	2/1 10/8	\$2.300 \$2.000	strategic planning, public relations, social media.	Dole, Automatic Transmission Rebuilders Association, City of Westlake Village, City of Thousand Oaks	Thousand Oaks/1986 Zach McVicker mustangmktg.com	Scott Harris President (805) 498-8718
31	Scorpion Design, Inc. 28480 Ave. Stanford #140 Valencia 91355	1/3 56/42	\$8.175 \$5.049	Internet marketing and website design	The Law Offices of Eric M. Matheny, St. Joseph Hospital, American Healthcare, Law Offices of Jay D. Raxenberg	Valencia/2003 Andrew Krowne scorpiondesign.com	Rustin Kretz CEO/President (661) 702-0100
32	Hops Communications 13556 Valleyheart Drive North Sherman Oaks 91423	1/2 1/1	WND WND	advertising/marketing agency, with emphasis on copy writing and marketing planning.	DTLA Automotive Group	Sherman Oaks/1985 Sherril A. Hops hopscommunications.com	Sherril A. Hops Owner (818) 907-9211
33	HT Group 1120 E. Verdugo Ave. Burbank 91501	1/1 2/2	\$0.200 \$0.250	strategic marketing, web site development, fund development, brochures, branding	New Economics for Women, Neighborhood Housing Sevices of Los Angeles County, OmniPathology	Burbank/2002 Yvette Herrera htgroupinc.com	Yvette Herrera CEO (818) 843-1251
34	Famous Radio Ranch 13440 Ventura Blvd., 2nd Floor Sherman Oaks 91423	WND/WND 12/WND	WND WND	write and produce radio commercials, audio books, video games, full recording studios for rent.	radio advertisers, advertising agencies, production companies, book publishers, direct advertisers	Sherman Oaks/1970 Sandy Orkin radio-ranch.com	Sandy Orkin President (818) 465-0150
35	CSG by Design 14958 Ventura Blvd. #103 Sherman Oaks 91403	WND/WND WND/WND	WND WND	strategic planning, branding, creative services	Justice Design Group, DollarCamp, Pangea, Italian Trade Commission, Paul Mitchell Advanced Education	Sherman Oaks/2006 Joshua Lam csgbydesign.com	Rob Novack CEO/Co-Founder (818) 337-4757

NA: Not Available. na: Not Applicable. WND: Would Not Disclose. na: not available All information was provided by the representatives of the companies themselves. Companies were ranked on the number of total employees in the greater San Fernando Valley. In the case of a tie, companies were further ranked by employees companywide. In the case of a tie, they were ranked by revenues and/or year founded.

To the best of our knowledge, this information is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to the Research Department, San Fernando Valley Business Journal, 21600 Oxnard St., Suite 250, Woodland Hills 91367. ©2011 San Fernando Valley Business Journal. This list may not be reprinted in whole or in part without prior written permission from the editor. Reprints are available from Wright's Media, (877) 652-5295 or e-mail niademarco@wrightsmedia.com.

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