

# LARGEST AD AND MARKETING AGENCIES

RANKED BY BILLINGS FOR 2002

Rank	Name Address Phone / Fax / Web site	Capitalized billings (1)	No. of local full-time employees	Top local officials	Media director	Creative director	Production director	Representative clients	Year established locally
1	<b>Chernoff Newman Silver Gregory (CNSG)</b> 1411 Gervais St., Fifth floor Columbia, SC 29201 (803) 254-8158 / (803) 252-2016 www.cnsg.com www.thegillespieagency.com	\$47,900,000	55	Lee Bussell, Rick Silver, David Anderson, David Campbell	Teri Buonasera	Jeff Tobin	Gayle Page	S.C. lottery, Santee Cooper, Palmetto Health, National Bank of S.C.	2002
2	<b>The Adams Group</b> 925 Gervais St. Columbia, SC 29201 (803) 765-1223 / (803) 254-4222 www.adamsgroup.com	\$10,563,736	17	Wayne Adams, Karis Hallman, Neal Crofts	John Lucas	N/A	N/A	Southeastern Freight Lines, QS/1 Data Systems, S.C. Bank & Trust, Kershaw County Medical Center	1983
3	<b>Semaphore Inc.</b> 828 Woodrow St. Columbia, SC 29205 (803) 799-6464 / (803) 254-5186 www.semaphoreinc.com	\$10,401,305	16	Cynthia Gillam, Frankie Bridges	Cindy Wade	Roc Jackson	N/A	Electric utilities, state agencies, colleges and universities, health care businesses	1971
4	<b>The Gillespie Agency Inc.</b> 3007 Millwood Ave. Columbia, SC 29205 (803) 779-2126 / (803) 254-4833	\$10,086,847	7	Elaine Gillespie, Rose Dangerfield	Ashley Dusenbury	N/A	N/A	Ducane Gas Grills, Whaley Food Service, Carolina National Bank, Providence Hospitals	1985
5	<b>Fowler Communications</b> 2725 Devine St. Columbia, SC 29205 (803) 799-7550 / (803) 771-7442 www.fowlercommunications.com	\$7,899,308	8	Don Fowler, Furman Buchanan	Martha Ouzts	Vicki Johnson	N/A	S.C. Credit Union, S.C. Department of Social Services, Water Environment Association of S.C.	1975
6	<b>RIGGS</b> 808-A Lady St. Columbia, SC 29201 (803) 799-5972 / (803) 779-8447 www.riggsspeak.com	\$6,517,331	14	Cathy Monetti, Teresa Coles, John Durst	Joanne Wilson	Cathy Monetti	Tom Barr	S.C. Department of Commerce, Spartanburg Regional Healthcare System, First Community Bank	1987
7	<b>Gasque Marketing and Advertising</b> 3195 Leaphart Road West Columbia, SC 29169 (803) 791-0952 / (803) 791-0955 www.gasque.com	\$6,211,874	6	Ken Gasque	N/A	N/A	N/A	Performance Friction Brakes, Atlantic Foundation and Repair, Homestead Creamery	1973
8	<b>Fisher Communications</b> 1237 Gadsden St. Columbia, SC 29201 (803) 252-1221 / (803) 929-1456	\$6,120,171	2	Kevin Fisher	Beverly Flynn	Kevin Fisher	Beverly Flynn	Riverbanks Zoo, S.C. Dept. of Transportation, Carolinas Hospital System, Southland Log Homes	1990
9	<b>OutdoorAds LLC</b> 1207 Lincoln St. Columbia, SC 29201 (803) 252-9130 / (803) 252-1990	\$5,628,315	8	Hal Stevenson, Danny Stevenson, Bruce Stevenson	Stephen Snipes	Tara Hatley	Josh Whitlock	Pilot Travel Centers, BMW, Molson's Beer	1997

SOURCES: Information was compiled from mailed questionnaires and interviews with agency representatives. Only agencies that responded to the questionnaire and provided capitalized billings were eligible for the list.

NOTES: (1) Capitalized billings represent agency income (from commissions, fees and consultation) multiplied by a factor of 6.67 to represent billables to clients, with the agency keeping a 15 percent commission.  
The advertising industry capitalizes billings for size com-

parisons to level the playing field between agencies whose businesses are heavy in media billings and agencies whose businesses are more fee driven. Capitalized billings were verified by agencies' external accountants.