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Sneak peek: Largest ad agencies

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August 01, 2003

Crain's Chicago Business takes a look at Chicago's largest advertising agencies, ranked by 2002 local gross revenues.

Revenues were up for 14--or 56%--of Chicago's largest advertising agencies. Ebel Signorelli & Welke posted the biggest jump--an increase of 37.2% to \$5.9 million. San Jose Group followed with a 36.5% increase to \$6.0 million.

Leo Burnett USA Inc. is the largest local employer on the list, with 1,250 employees--more than one-quarter of the listed agencies' combined workforce. DDB Chicago is a distant second, with 650 employees. The 25 agencies on the list employ a total of 4,579 people here.

Twenty of the advertising agencies gained clients in 2002. Grant/Jacoby Inc. tops the list with 18 clients gained. A. Eicoff & Co. had the second-most gains: 11.

Crain's compiled the list with additional research from Advertising Age. Under the Sarbanes-Oxley Act, advertising agencies are not required to disclose financial information; therefore, revenue estimates were calculated.

Each listing includes complete contact information, head of the Chicago office, Chicago gross revenues, headquarters location, number of local employees, number of clients gained and lost/resigned and top accounts handled by the Chicago office.

The complete list appears in the Aug. 4 issue of Crain's and will be available online Saturday to subscribers at ChicagoBusiness.com.

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The C-Suite Life tours Grant DePorter, CEO of Harry Cary's Restaurant Group, gives Crain's a tour of his office, which sits on the 4th floor above the restaurant.

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George L. San Jose, president & chief creative officer of The San Jose Group, a multicultural advertising agency.



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