

Department of Health & Human Services
Advertising / Public Relations Contracts

January 2009-June 2012

NAICS Codes: Advertising, Public Relations, Market Research,
Public Opinion, Media

(All)

PR & Marketing Firms	Sum of Action Obligation (\$)	Count of Contract ID
THE OGILVY GROUP INC	\$48,113,538.00	16
PORTER NOVELLI PUBLIC SERVICES INC.	\$36,597,128.23	13
CMGRP, INC.	\$16,454,029.25	8
CMGRP INCORPORATED	\$15,228,605.92	19
KETCHUM INCORPORATED	\$15,178,915.70	21
TOTAL THERAPEUTIC MANAGEMENT INC	\$11,680,060.00	2
SCIMETRIKA, LLC	\$5,162,216.38	11
PROFESSIONAL & SCIENTIFIC ASSO	\$4,687,972.31	113
MEDIAFORCE, LLC	\$3,355,267.72	8
CAMPBELL CO COMMUNICATIONS LLC	\$2,644,507.75	4
MEDIA NETWORK INC., THE	\$2,556,085.00	7
SALTERMITCHELL, INC.	\$2,492,734.00	4
QUIJOTE CORPORATION	\$2,398,749.00	3
L & M POLICY RESEARCH, LLC	\$2,303,488.00	3
AFFECT, INC.	\$2,299,967.00	6
AMSAQ INC	\$2,024,620.00	1
PLOWSHARE GROUP INC	\$1,845,000.00	2
THE OGILVY GROUP INCORPORATED (3744)	\$1,230,000.00	2
ALAN S NEWMAN ASSOCIATES INC	\$1,116,754.88	3
URBAN STRATEGIES LLC	\$1,034,694.00	3
IMAGE MEDIA SERVICES, INC.	\$949,702.00	5
MIND & MEDIA INC	\$627,126.00	3
NOVAK/BIRCH INCORPORATED	\$489,800.00	2
DESA, INC	\$436,256.26	5
THREESPOT MEDIA LLC	\$398,040.25	2
AFFECT INCORPORATED	\$335,506.00	6
MASLOW MEDIA GROUP, THE INC	\$325,441.88	4
NATIVE AMERICAN MANAGEMENT SERVICES INCORPORATED	\$259,711.39	3
THE ADVERTISING COUNCIL INCORPORATED (7693)	\$250,000.00	4
VISIONS USA INC	\$189,994.32	9
MAGNIFICENT PUBLICATIONS INCORPORATED	\$145,628.30	8
ARBITRON INC.	\$138,375.00	1
MEDIA RESEARCH & INTELLIGENCE, LLC	\$41,200.00	1
UNIQUESCREEEN MEDIA, INC.	\$24,780.00	1
NORTH AMERICAN PRECIS SYNDICATE, INC.	\$24,100.00	2
KETCHUM, INC	\$15,000.00	1
FLEISHMAN-HILLARD INC.	\$15,000.00	1
OGILVY PUBLIC RELATIONS WORLDWIDE INC.	\$15,000.00	1
BUSINESS WIRE, INC.	\$12,744.00	1
SMALL, CLAYTON	\$12,021.00	3

MARKETRESEARCH.COM, INC	\$8,000.00	1
NAVAJO NATION TRIBAL GOVERNMENT, THE	\$6,070.19	1
CREATIVE MARKETING CONCEPTS	\$5,984.50	1
ARTCRAFT AND FOREMOST, INC.	\$4,238.82	1
AMERICAN INSTITUTES FOR RESEARCH IN THE BEHAVIORAL SCIENCES	\$0.00	1
PADGETT COMMUNICATIONS INCORPORATED	\$0.00	1
ABT ASSOCIATES INCORPORATED	\$0.00	1
THE MEDIA NETWORK INCORPORATED	\$0.00	5
NATIONAL TECHNOLOGIES, INC.	\$0.00	1
MARKETING & ADVERTISING BUSINESS UNLIMITED, INC.	\$0.00	1
MIND WORKS, LLC	\$0.00	1
SOLSTICE ADVERTISING, LLC	\$0.00	1
PORTER NOVELLI INCORPORATED	\$0.00	1
CRYSTAL MCKENZIE INCORPORATED	\$0.00	1
IMAGE ONE PR CONSULTING, LLC	\$0.00	1
JMH EDUCATION MARKETING, INC	\$0.00	1
IMPAQ INTERNATIONAL LLC	\$0.00	1
IMAGE DESIGN GROUP INC	-\$12.48	1
GLOBAL MAIL INCORPORATED	-\$1,785.74	1
THE KEVRIC COMPANY INC	-\$2,038.93	2
AMERICAN ASSOCIATION FOR THE ADVANCEMENT OF SCIENCE	-\$4,285.75	1
B L SEAMON & ASSOCIATES INC	-\$5,939.11	1
PORTER NOVELLI INC	-\$7,183.71	2
SEEK INCORPORATED	-\$23,950.00	1
PACIFIC NEWS SERVICE	-\$24,000.00	1
PR NEWSWIRE ASSOCIATION LLC	-\$27,145.00	2
Total	\$183,037,712.33	345

SOURCE: Federal Procurement Data System (search through 6/13/12)