

April 27, 2009

## SLICING UP AGENCIES' \$34B PIE

2008 U.S. revenue by discipline for 900-plus agencies in this report.

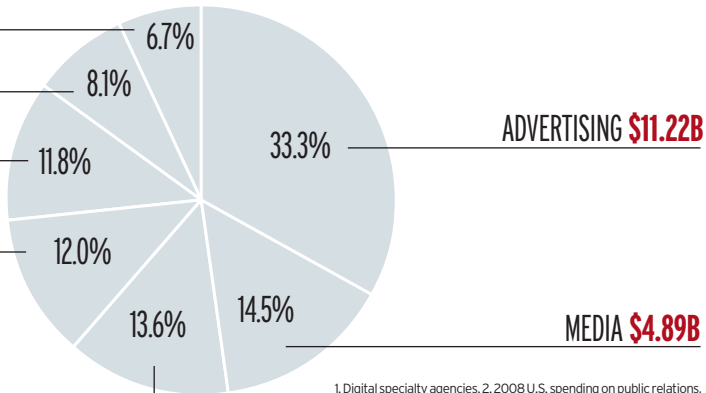
HEALTHCARE **\$2.27B**

PROMOTION **\$2.74B**

DIRECT MARKETING **\$3.98B**

DIGITAL<sup>1</sup> **\$4.04B**

PUBLIC RELATIONS<sup>2</sup> **\$4.57B**



1. Digital specialty agencies. 2. 2008 U.S. spending on public relations, from Veronis Suhler Stevenson's 2009 Mid-Term Forecast. Source: Ad Age DataCenter estimates and analysis

# AdvertisingAge

## AGENCY REPORT 2009

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