

Advertiser and Agency Red Books™ : Agencies

FILE DESCRIPTION

Advertiser & Agency Red Books™ : Agencies, produced by National Register Publishing, a division of Reed Elsevier Inc., contains business profiles, corporate linkage, and account information for the world's top advertising agencies and their branches, with listings of names and titles for industry executives.

Agency profiles include company name and address, telephone and fax, number of employees and year founded business description, association memberships, area of specialization (e.g., entertainment, financial services), annual billings, advertising accounts by company name and trade name. Additional details include the year an account was awarded, gross billings by type of advertising medium (e.g., television, newspapers, radio), and e-mail addresses for key personnel.

Information is obtained from questionnaires completed by the companies, supplemented by company press releases and telephone research conducted by National Register Publishing.

SUBJECT COVERAGE

Advertiser & Agency Red Books: Agencies is the online equivalent of the highly regarded National National Register Publishing publications *Standard Directory of Advertising Agencies* and *Standard Directory of International Advertising Agencies*, and includes:

Information on many of the companies listed as advertising accounts in this database may be found in the companion file **Advertiser & Agency Red Books: Advertisers (File 177)**.

TIPS

USE FILE 178

to find information on the world's top advertising agencies and their billings by type of advertising medium.

USE CO=

to search for Advertising Agency names.

USE AC=

to search for account company names.

USE MV=

to search for dollars spent on TV advertising.

USE REPORT

to build reports in a tabular format.

CONSULT DOCUMENT 4287

(<http://library.dialog.com/products/aids/4287.pdf>) for a list of Media Types, Classifications, and preformatted reports.

DIALOG FILE DATA

Inclusive Dates: Current

Update Frequency: Monthly (reload)

File Size: 8,188 records as of June 2009

CONTACT

Advertiser & Agency Red Books.

Agencies is produced by LexisNexis Group. Questions concerning the file should be directed to:

Advertising Red Books

LexisNexis Group

121 Chanlon Road

New Providence, NJ 07974

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Toll Free: 800-340-3244, ex 3693

Fax: 908-790-5405

SAMPLE RECORD

DIALOG(R)File 178:ADV & AGENCY RED BOOKS: AGENCIES
(c) 1997 Reed Elsevier. All rts. reserv.

00003159
/CO,CO=,OC= Spectrum Media
3750 E. Anaheim St., Ste. 200
CY=,ST=,ZP= Long Beach, CA 90804
CN= COUNTRY: USA
NUMBER OF CORP. AFFILIATES: 1
NO= NRPC COMPANY NUMBER: 059227000
THIS COMPANY IS AN Ultimate PARENT
EM= NUMBER OF EMPLOYEES: 10
YEAR FOUNDED: 1989
TELEPHONE: 310-986-6830
FAX: 310-986-6840

/DE DESCRIPTION OF BUSINESS: Direct-Response Advertising Media
Planning/Placement Direct Marketing

SA= APPROX. ANNUAL BILLINGS: \$7,500,000

		BREAKDOWN OF EXPENDITURES BY MEDIA TYPE		APPROX % OF EXPENDITURES	
		APPROX EXPENDITURES		APPROX % OF EXPENDITURES	
MV=	BROADCAST/TV:	\$1,500,000		20%	
	TV		\$1,500,000		20%
MR=	RADIO:	\$150,000		2%	
	Radio		\$150,000		2%
MD=	DIRECT MAIL:	\$375,000		5%	
	DM		\$375,000		5%
MM=	MAGAZINE:	\$150,000		2%	
	Mags.		\$150,000		2%
MB=	BUSINESS PUBS:	\$75,000		1%	
	Bus. Publs.		\$75,000		1%
MN=	NEWSPAPER:	\$5,250,000		70%	
	Newsp.		\$5,250,000		70%

NM= EXECUTIVES:
Cadez, Thomas Chm. & Pres.
Long, Claire V.P.-Opers.
Knott, Jay Media Dir. & Acct. Supvr.

AC=,/OC,OC= ACCOUNTS AND PRODUCTS/SERVICES:
/PN,/DE Econo Lube n' Tune Inc.
Automotive Aftermarket
J.C. Penney/Royal Optical.
Optical Lenses
Original Hamburger Stand, Denver, CO
Fast Food (...)

/OC,OC= CORP AFFILIATES:
Spectrum Media-Dallas
Company number: 059227001
Agency Section: MAIN
Corporate Address:
11052 Shady Trail
Dallas TX 75229 USA
Phone: 214-350-4333
Cadez, Thomas Pres. & New Bus. Contact

SEARCH OPTIONS

BASIC INDEX

SEARCH SUFFIX	DISPLAY CODE	REPORT (FIELD LENGTH)	FIELD NAME	INDEXING	SELECT EXAMPLES
—	—	—	All Basic Index Fields	Word	S AUTOMOTIVE(W)AFTERMARKET
—	—	—	Basic Document	Word	
/CO	CO	CO (32)	Advertising Agency ¹	Word	S SPECTRUM(W)MEDIA/CO
/DE	DE	—	Description of Business and Products and Services	Word	S MEDIA(W)PLANNING/DE
/OC	—	—	All Occurrences of Company Name	Word	S SPECTRUM(W)MEDIA/OC
/PN	PN	—	Product Name ¹	Word	S FAST(W)FOOD/PN

¹ Searchable in the Basic Index and in the Additional Indexes.

ADDITIONAL INDEXES

SEARCH PREFIX	DISPLAY CODE	REPORT (FIELD LENGTH)	FIELD NAME	INDEXING	SELECT EXAMPLES
AC=	AC	—	Account Company Name	Word & Phrase	S AC=(ORIGINAL(W)HAMB?(W)STAND) S AC=ORIGINAL HAMBURGER STAND?
—	AD	—	Address		
—	AN	AN (10)	DIALOG Accession Number		
—	AS	—	Media Associations		
—	CA	—	Corporate Affiliations		
CN=	CN	CN (20)	Country Name	Phrase	S CN=USA
CO=	CO	CO (32)	Agency Company Name ¹	Phrase	S CO=SPECTRUM MEDIA
CY=	CY	CY (27)	Main Advertising Agency City	Phrase	S CY=LONG BEACH
EM=	EM	EM (11)	Number of Employees	Phrase	S EM=10:15
—	FX	FX (17)	Fax Number		
MB=	MB	MB (15)	Business Publications Media Dollars	Numeric	S MB>=50K
MD=	MD	MD (15)	Direct Mail Media Dollars	Numeric	S MD=300K:500K
ME=	ME	ME (15)	Exhibit/Shows Media Dollars	Numeric	S ME=100K
MG=	MG	—	Media Group	Phrase	S MG=DIRECT MAIL
—	ML	—	E-mail/URL		
MM=	MM	MM (15)	Magazine Media Dollars ³	Numeric	S MM>=100K:150K
MN=	MN	MN (15)	Newspaper Media Dollars ³	Numeric	S MN>=5M
MO=	MO	MO (15)	Outdoor Media Dollars ³	Numeric	S MO=100K:500K
MP=	MP	MP (15)	POP Media Dollars ³	Numeric	S MP<200K
MR=	MR	MR (15)	Radio Media Dollars ³	Numeric	S MR>=100K
MT=	MT	MT (15)	Production Media Dollars ³	Numeric	S MT>50K
MV=	MV	MV (15)	TV Media Dollars ³	Numeric	S MV=1M:3M
MW=	MW	MW (15)	Web/Internet Media Dollars ³	Numeric	S MW>=1M
MY=	MY	MY (15)	Yellow Pages Dollars ³	Numeric	S MY=20K:30K
—	MZ	—	All Other Media Types ³		
NM=	NM	—	CEO/Executive Name	Phrase	S NM=CADEZ, THOMAS
NO=	NO	—	NRPC Company Number	Phrase	S NO=059227000
OC=	—	—	All Occurrences of Company Name ¹	Phrase	S OC=SPECTRUM MEDIA
SA=	SA	SA (15)	Annual Billings	Numeric	S SA>=5M
ST=	ST	ST (7)	Advertising Agency State	Phrase	S ST=CA
—	TE	TE (17)	Telephone Number		
—	TP	TP (13)	Agency Type		
—	YF	YF (6)	Year Founded		
ZP=	ZP	ZP (9)	Advertising Agency Postal Code ²	Phrase	S ZP=90804

² REPORT is available only with U.S. zip codes.

³ Not all File 177 and 178 source records contain dollar or percentage amounts in all media fields (MB, MD, ME, MG, MM, MN, MO, MP, MR, MT, MV, MW, MY, MZ). For such records, DIALOG has used reasonable efforts to calculate dollar amounts or percentages based on data from the source records.

SPECIAL FEATURES

For command descriptions, enter HELP LIMIT, HELP SORT, HELP RANK, HELP MAP, HELP DUP online.

LIMIT	/MEDIA -- Record contains dollar figures for media breakdowns (available for approximately 45% of agencies) /NONUS -- Non-U.S. Agencies /US -- U.S. Agencies	S S1/MEDIA S S3/NONUS S S3/US
SORT	CN, CO, CY, EM, MB, MD, ME, MM, MN, MO, MP, MR, MT, MV, MW, MY, SA, ST, ZP	SORT S6/ALL/ZP
RANK	All phrase- and numeric-indexed fields in the Additional Indexes can be ranked.	RANK AU S3
MAP	NO	MAP NO TEMP EX/NU=
RD, ID	Remove duplicates (RD) or identify duplicates (ID,IDO).	RD S5

PREDEFINED FORMAT OPTIONS

NO.	DIALOGWEB FORMAT	RECORD CONTENT
1	--	DIALOG Accession Number
2	--	Company Name, Address, Contact Information Description of Business
3	Medium	Company Name, Address, Contact information Description of Business, and Management Names
4	--	Company Name, Address, Contact Information, Description of Business, and Products and Services
5	Long	Full Record except Branches (media percentages are calculated by The Dialog Corporation)
6	--	Company Name and NRPC Number, and Number of Branches
7	--	Full Record with up to 30 Branches (media percentages are calculated by The Dialog Corporation)
8	Short	Company Name and NRPC Number, and Number of Branches
9	--	Full Record with up to 30 Branches
10	--	National Address (excludes country)
19	Full	Full Record and all Branches (media percentages are calculated by The Dialog Corporation)
20	--	International Address (includes country)

OTHER OUTPUT OPTIONS

For an explanation, enter HELP TYPE, HELP REPORT, HELP UDF, HELP TAG online.

REPORT	Output can be displayed in table format. REPORT codes with field lengths in parentheses are listed in the Search Options tables. Default table width is 72 characters; use SET H 132 to set maximum table width. Consult document #4287 for information on how to build preformatted reports (http://support.dialog.com/searchaids/dialog/pdf/4287.pdf).	
USER DEFINED FORMATS	User-defined formats may be specific using the display codes listed in the Search Options tables.	TYPE S4/CO,PN/1-5 PRINT S5/CO,CN/ALL
TAG	TAG may be used for tagged field.	TYPE S1/6,DE/ALL TAG
DIRECT RECORD ACCESS	DIALOG Accession Number	TYPE 00123977/9 DISPLAY 00654433/5 PRINT 00654321/9

FOR ONLINE HELP:

See HELP FIELDS 178 for searchable fields; HELP FORMAT 178 for output formats; HELP LIMIT 178 for limits; HELP RATES 178 for cost information; HELP SORT 178 for sorts.