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# ADVERTISING/MARKETING FIRMS

Listed Alphabetically

AGENCY	NUMBER OF EMPLOYEES	SPECIALTIES/WEB SITE	CONTACT
<b>ADVERTUS MEDIA INC.</b> 82 Broad Street; P.O. Box 610, Westfield, MA 01086 (413) 564-5200	N.A.	Full-service media-buying and marketing-strategy organization; in-house production and full creative services; specializing in broadcast media and commercial copywriting and design; www.advertusmedia.com	Adam Wright
<b>ALEXIS DESIGN</b> 5 Strong Ave., Northampton, MA 01060 (413) 584-1640	1	Full-service graphic design; advertising; print media; Web design; www.alexisdesignstudio.com	Alexis Neubert
<b>ALLEN MEDIA</b> 21 College Street, South Hadley, MA 01075 (413) 534-6100; Fax: (413) 534-6800	4	A 'full-circle' advertising agency; media buying, negotiation, and public relations; creative and result-oriented advertising/marketing campaigns; complete production of TV, radio, print, Web, outdoor, direct-mail advertising; www.allenmedia.net	David Allen
<b>ANDREW ASSOCIATES INC.</b> 6 Pearson Way, Enfield, CT 06082 (800) 287-0981; Fax: (860) 741-0850	50+	Full-service direct-marketing firm specializing in relationship marketing and focused on results; strategy, creative, print, data, and mailing services to philanthropic agencies and small businesses to Fortune 1000 companies; wide array of marketing delivery solutions through mail, E-mail, and Web-based print on demand; woman-owned business; WBENC- and SOMWBA-certified; www.andrewmail.com	Teresa Utt
<b>AUCELLA &amp; ASSOCIATES</b> 132 Woodcliff Dr., Westfield, MA 01085 (413) 568-1319; Fax: (413) 562-6879	3	Full-service advertising and marketing; design and photography; Web design; www.aucellainc.com	Phillip Aucella Christina Aucella
<b>BALBONI ASSOCIATES</b> 14 Hubbard Ave., Springfield, MA 01105 (413) 737-0399; Fax: (413) 737-7212	4	Full-service advertising, marketing, and public-relations firm; domestic and international; full in-house creative department and media specialist services; separate IndustryWire division for targeted trade press distribution; www.balboniassociates.com; www.industrywire.net	Lucy Peterson
<b>THE BENJAMIN COMPANY</b> 2 Bay Road, Suite 200, Hadley, MA 01035 (413) 585-1600; Fax: (413) 586-7297	4	Full-service advertising, marketing, and public relations	Paul Benjamin
<b>BERMAN COMMUNICATIONS</b> 38 Oakland St., Wilbraham, MA 01095 (413) 596-8445; Fax: (413) 599-0285	1	Generating press coverage; copywriting and editing of brochures, newsletters, and other sales and communications materials	Nina Berman
<b>BIDWELL ID</b> 30 North Maple St., Florence, MA 01062 (413) 585-9387; Fax: (413) 585-9217	6	Creative marketing and branding with a highly collaborative approach; identity systems, Web sites, advertising, trade shows, and organization of complex information systems; specialty markets in health care, high-tech, and education; www.bidwellid.com	John Bidwell Maureen Scanlon
<b>THE BIG PICTURE AGENCY, LLC</b> 86 Chester Road, Chester, MA 01011 (413) 623-0950; Fax: (413) 623-0953	5	Full-service advertising, marketing, and public relations agency; video and TV production; spa division; corporate motorsports division; www.bigpictureagency.com	Patricia Baker
<b>CARDINALE DESIGN</b> 534 Center St., Ludlow, MA 01056 (413) 547-8457; Fax: (413) 547-8479	2	Marketing; graphic design; Web design; environmental design; multi-media design; www.cardinaledesign.com	Katherine Cardinale
<b>CARLSON ADVERTISING</b> 1229 South Main St., Palmer, MA 01069 (413) 283-3079; Fax: (413) 283-3079	4	Full-service marketing, design, and strategy	Lucy Carlson
<b>CECCO, THE DESIGN OFFICE OF DAVID CECCHI</b> 29 Albert St., Agawam, MA 01001 (413) 786-3236; Fax: (413) 786-3237	1	Comprehensive design services for print, advertising, and packaging	David Cecchi
<b>THE COMMUNICATIONS GROUP INC.</b> 380 Union St., Suite 113, West Springfield, MA 01089 (413) 746-0116; Fax: (413) 746-0117	2	Advertising, marketing, public relations, and design services including direct mail and project assignments	Matt Villamaino
<b>DARBY O'BRIEN ADVERTISING INC.</b> Village Commons, 9 College St., South Hadley, MA 01075 (413) 533-7045; Fax: (413) 533-1698	7	Full-service advertising; personality branding; creative strategy; specializing in independent and family businesses; www.darbyobrien.com	Gainer O'Brien Darby O'Brien
<b>DESIGN &amp; ADVERTISING ASSOCIATES INC.</b> 971 Main St., Springfield, MA 01103 (413) 736-7908; Fax: (413) 736-8426	3	Full-service advertising and marketing; graphic design; Web site design; multimedia	Edward Pessolano
<b>DOWLING ADVERTISING</b> 18 Fernwood Dr., Wilbraham, MA 01095 (413) 500-0082; Fax: (413) 599-0092	2	Creation and placement of advertising for retail clients	Ronald Dowling
<b>FITZGERALD &amp; MASTROIANNI ADVERTISING INC.</b> 32 Hampden St., Springfield, MA 01103 (413) 737-8757; Fax: (413) 731-1488	2	Full-service advertising and marketing agency with more than 20 years of experience serving retail, service, and industrial clients throughout the Northeast	Gerry FitzGerald Sue Mastroianni
<b>GARVEY COMMUNICATIONS ASSOC. INC.</b> 1500 Main St., 24th floor, P.O. Box 15294, Springfield, MA 01115 (413) 736-2245; Fax: (413) 736-2247	4	Marketing; public relations; advertisements; media buying; www.askmydog.com	John Garvey
<b>GET SET MARKETING</b> 125 Main St., Springfield, MA 01105 (413) 781-7800; Fax: (413) 306-6093	5	Concept to implementation of graphic design, full-color printing, and Web site development; www.getsetmarketing.com	Dan Bessette
<b>GOFF MEDIA</b> 351 Pleasant St., Suite 221, Northampton, MA 01060 (413) 237-4209; Fax: (413) 774-3874	4	Television and radio creative; media buying; brand development; specialty publications; direct mail; Web development; direct marketing and public relations; www.goffmedia.com	David Goff

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<b>GROW MY COMPANY</b> 68 Dugan Road, Ware, MA 01082 (413) 537-2474	2	Social-media marketing, speaking, and training including LinkedIn, Facebook, Twitter, and blogging; competitive positioning and branding strategies; clear value propositions; market distinction; focused messaging; working with companies and agencies; growmyco.com; "Miracle Growth for Your Company"	Dennis Kunkler Christine Pilch
<b>HORGAN ASSOCIATES</b> 252 Westerly Circle, Ludlow, MA 01056 (413) 348-0705	5	Full-service marketing firm that provides public relations; national and local media campaigns; television, radio, print, and Internet marketing; clients include Tim Cahill, MOSES, City of Springfield, Cambridge Credit; currently marketing book written by David Horgan, "When Your Parent Moves In"	David Horgan
<b>JASIN ADVERTISING INC.</b> 204 School St., Chicopee, MA 01013; 28 Bedford Road, Springfield, MA 01107; (413) 736-9072	3	Full-service advertising in all media, from initial planning through creation and placement; jasinadvertising.blogspot.com	Francine Jasinski Hayward, Ralph Jasinski
<b>JILL FORTIER MARKETING AND DESIGN</b> 48 Plateau Circle, West Springfield, MA 01089 (413) 734-8033; Fax: (413) 731-5509	1	Web sites; media advertising; printing; catalogues; product photography; E-mail newsletters; mailing Lists; fund-raising; grant research; cost consolidation; business planning; jillfortiermarketing-design.com	Jill Fortier-Withee
<b>KRA MEDIA</b> 6 University Dr., Suites 200-275, Amherst, MA 01002 (413) 256-4654; Fax: (413) 253-2538	4	Advertising; branding; graphic design; video production; multimedia; Web site design; public relations; political consulting and campaigns; direct marketing and direct mail	Ken Richards
<b>LAPIERRE'S ADVERTISING INC.</b> 1500 Mohawk Trail, Shelburne, MA 01370 (413) 625-9279	3	Full-service agency; retail advertising; marketing; effective search-optimized Web sites a specialty; in business since 1980; www.lapierre.com	Joan LaPierre
<b>LETENDRE ADVERTISING GRAPHIC DESIGN</b> 484 Main St., P.O. Box 189, Hampden, MA 01036 (413) 566-3113; Fax: (413) 566-2111	5	Full-service advertising and graphic design; specializing in logo design, directory advertising, and company image; complete print project management; www.homeshowflyers.com	Joan Letendre
<b>LIL' DOGS SCREEN PRINTING AND EMBROIDERY</b> 393 East St., Ludlow, MA 01056 (413) 583-3435; Fax: (413) 547-8887	10	Ad specialties; promotional items; screen printing and embroidery; corporate wear, event wear, team uniforms, and sporting goods; www.lildogs.com	Pam Boyea
<b>LSHD ADVERTISING INC.</b> 1974 Westover Road, Chicopee, MA 01022 (413) 593-1114; Fax: (413) 593-1115	19	Creative marketing, advertising, and design solutions, including brand development; targeting print, multimedia, and trade-show environments for local, national, and international clientele; www.lshd.com	Tom Leveille
<b>MARCOM CAPITAL</b> 221 Linseed Road, Hatfield, MA 01088 (413) 247-3075	1	Strategic marketing plan creation and execution; competitive research; product development; printed and electronic marketing collateral; Web sites; public relations; employee communication and training; www.marcomcapital.com	Janet Warren
<b>MARKETING DOCTOR</b> 1702 Riverdale St., West Springfield, MA 01089 (413) 896-0800; Fax: (413) 301-0939	4	Specializing in marketing plans and advertising campaigns for medical clients and political candidates; TV, radio, print, Internet, Web site design, logo creation, graphic design, video production, digital pay-per-click campaigns; planning, organizing, research, execution, and followup to help grow clients' business; www.mymarketingdoctor.com	Janet Casey
<b>MARKET MENTORS, LLC</b> 1680 Riverdale St., West Springfield, MA 01089 (413) 787-1133; Fax: (413) 787-1143	8	Full-service, fully staffed advertising agency specializing in media planning and efficient media buying; graphic design; Web site design; creative services; public-relations campaigns; corporate events; www.marketmentors.net	Michelle Abdow
<b>MASS MARKETING RESOURCES</b> 13 Knight Ave., Easthampton, MA 01027 (413) 539-3950	1	Cost-effective virtual-marketing solutions for small businesses; E-newsletters; Web site templates; CMS support; brochures; photo editing; database development; social networking; real estate and builder specialties; www.massmarketingresources.com	Liz Provo
<b>MOMENTUM GROUP INC.</b> 200 North Main St., East Longmeadow, MA 01028 (413) 525-1700; Fax: (413) 525-1708	4	Sales growth services; strategic sales and marketing planning/research; sales and brand plan management; sales coaching; www.momentumgroup.com	Karen Wilson Ken Furst
<b>MOVING EXPERIENCES LLC</b> 29 College St., South Hadley, MA 01075 (866) 286-4888; Fax: (413) 532-0639	7	Relationship marketers leveraging various genres of entertainment, specifically special-events marketing and touring attractions to initiate and bolster relationships among companies, their brands, and consumers	Stephen Warshaw
<b>NEPM - NEW ENGLAND PROMOTIONAL MARKETING</b> 15 Main St., Wilbraham, MA 01095 (413) 596-4800; Fax: (413) 596-5455	23	Places company logo on business gifts and promotional items that meet strategic marketing, sales, and communication objectives; complete fulfillment services and company store programs; www.nepm.com	Kathy Selvia
<b>NOVAK ADVERTISING AND DESIGN</b> 18 Wellesley Road, Holyoke, MA 01040 (413) 534-6790; Fax: (413) 534-6491	2	Full-service marketing, advertising, and design firm; creative strategies in all media including Web design	Judy Novak Burt Novak
<b>P &amp; M ADVERTISING</b> 2 South Bridge Dr., Agawam, MA 01001 (413) 530-6572	5	Full-service and retail advertising; www.pmadvertising.net	Michael Kessler
<b>PAGE ONE PRODUCTIONS, LLC</b> P.O. Box 423, West Springfield, MA 01090 (413) 732-5472 or (413) 530-8000	1	Licensed/bonded talent booking agency and event planner; handles galas, grand openings, fund-raisers, concerts, and corporate functions; integrated marketing; government and PR; strategic planning; home.att.net/~pageoneproductions	Roberta Page
<b>PAUL ROBBINS ASSOCIATES</b> 85 Post Office Park, Wilbraham, MA 01095 (413) 682-0002; Fax: (413) 682-0017	4	Marketing communications and public affairs strategy and execution for corporate and nonprofit organizations; specialty in strategy, crisis communications, and public policy; www.paulrobbinsassociates.com	Paul Robbins
<b>PROFORMA PRINT &amp; PROMOTIONAL SOLUTIONS</b> 77 Autumn St., Agawam, MA 01001 (413) 786-9077; Fax: (413) 789-4433	2	Promotional print, E-commerce, and multimedia graphic communications; www.proforma.com/zeltner	Ellen Zeltner

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<b>PURE BRANDING LLC</b> 58 Depot Road, Leverett, MA 01054 (413) 548-9900; Fax: (413) 548-9902	5	Strategic branding and packaging design agency for the natural products industry; working exclusively with manufacturers of natural and organic foods, personal care, and dietary supplements; brand identity, packaging design, marketing strategy, advertising, and collateral; www.purebranding.com	Dan Mishkind
<b>RADWELL COMMUNICATION BY DESIGN</b> 40 Munroe St., Northampton, MA 01060 (413) 584-7828	2	Communication strategies and creative marketing concepts; direct response; full range of design services for print, Web, multimedia, fund-raising, and development; www.radwell.com	Laura Radwell
<b>ROSTER ASSOCIATES</b> 1789 Northampton St., Holyoke, MA 01040 (413) 539-6600; Fax: (413) 539-6666	5	Full-service strategic marketing, advertising, and graphic design; Web site development and Internet marketing; corporate identity and branding; public relations; catalogs, collateral, and packaging; www.roster1.com	Terry O'Connor Mary Lempke Nicholas Packey
<b>ROB &amp; DAMIA</b> 316 South St., Northampton, MA 01060 (413) 587-9263	2	Print, outdoor, and exhibitions; www.robanddamia.com	Damia Stewart
<b>SIRIUS DESIGN</b> 83 Old Reed Road, Monson, MA 01057 (413) 267-0990; Fax: (413) 267-5546	3	Develops comprehensive communication packages involving Web design, architectural design, advertising (radio and print), point of purchase, and brochure design; www.siriusdesign.net	Susan Bergeron-West
<b>SIX-POINT CREATIVE WORKS INC.</b> 9 Hampden Street, Springfield, MA 01103 (413) 756-0016	6	Building strong brands through advertising, packaging, web development and PR. Specialized skills in consumer, B2B and nonprofit marketing. www.sixpointcreative.com	Meghan Lynch
<b>STEVENS DESIGN STUDIO</b> 470 Southampton Road, Westfield, MA 01085 (413) 568-2660; Fax: (413) 562-5107	5	Multi-channel marketing firm enabling clients to achieve their business objectives by developing effective communication throughout media channels and customer touchpoints; comprehensive marketing campaigns including design and production of marketing materials and packaging; Web site development; E-commerce solutions; www.stevensdesign.com	Tina Stevens
<b>TAKE IT OUTSIDE</b> P.O. Box 5125, Springfield, MA 01101 (413) 736-2214; Fax (617) 314-9293	5	Integrated marketing agency specializing in marketing, event management, and strategic planning; www.takeitoutside.com	Matthew Strzempko
<b>THINKGLOBAL INC.</b> 3 Olive St., Northampton, MA 01060 (413) 586-8588; Fax: (413) 584-1688	7	Writing/editing; marketing/communications; graphic design; custom publishing; business plans; strategic planning; newsletters; www.thinkglobal.com	Gregory Sandler
<b>TODD M. LEMIEUX DESIGN</b> 109 Pineywoods Ave., Springfield, MA 01108 (413) 747-9321	2	Comprehensive art direction, graphic design, creative strategy, and advertising services for print and Web; marketing collateral; Web site/navigation/UI design; CD/DVD packaging; book/editorial/publication design; logo/mark/identity design; image tweaks; brand mixing; www.toddlemieux.com	Todd LeMieux
<b>TSM DESIGN</b> 293 Bridge St., Springfield, MA 01103 (413) 731-7600; Fax: (413) 730-6689	6	Full-service marketing, advertising, and design firm; www.tsmdesign.com	Nancy Urbschat
<b>JANET UNGER</b> 82 Forbes Ave., Northampton, MA 01060 (413) 586-6479; Fax: (413) 585-5925	1	Strategic creative for advertising, marketing, and public relations	Janet Unger
<b>VAN SCHOUWEN ASSOCIATES LLC</b> 175 Dwight Road, Suite 201, Longmeadow, MA 01106 (413) 567-8700; Fax: (413) 567-7790	13	Comprehensive marketing; advertising; public relations; Web/interactive strategic consulting; www.vsamarketing.com	Michelle van Schouwen
<b>WESTWOOD ADVERTISING ASSOCIATES</b> 510 Front St., Chicopee, MA 01013 (413) 592-0041; Fax: (413) 592-0390	4	Business-to-business marketing and advertising; public relations services; creative design; Web site development; www.westwoodadvertising.com	James Fiola
<b>WINSTANLEY ASSOCIATES</b> 114 Main St., Lenox, MA 01240 (413) 637-9887; Fax: (413) 637-2045	28	Full-service integrated marketing communication firm; capabilities include marketing strategy development, advertising, direct marketing, brand communications, design, public relations, media planning, buying, sales promotion, sports marketing, and digital marketing; sister company Lenox Softworks provides Web solutions; www.winstanley.com	Nathan Winstanley