

ADVERTISING/MARKETING FIRMS

Listed Alphabetically

AGENCY	NUMBER OF EMPLOYEES	SPECIALTIES/WEB SITE	CONTACT
ADVERTUS MEDIA INC. 82 Broad St.; 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
ALEXIS DESIGN 5 Strong Ave., Northampton, MA 01060 (413) 584-1640	1	Full-service graphic design; advertising; print media; Web design; www.alexisdesignstudio.com	Alexis Neubert
ALLEN MEDIA 21 College St., South Hadley, MA 01075 (413) 534-6100; Fax: (413) 534-6800	4	A 'full-circle' advertising agency; media buying, negotiation; creative and result-oriented advertising/marketing campaigns; complete production of TV, radio, print, Web, outdoor, direct-mail advertising; www.allenmedia.net	David Allen
ANDREW ASSOCIATES INC. 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, Web site design; social-media marketing; data management and modeling; mailing services, print, and fulfillment; wide array of marketing delivery solutions via mail, print, E-mail, and Web-based print on demand; WBENC- and SOMBA-certified; HIPAA- and GLBA-compliant; www.andrewmail.com	Mary McCarthy
AUCELLA & ASSOCIATES 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
BALBONI ASSOCIATES 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
BANNON PUBLIC RELATIONS 68 Mountain View Road, Westfield, MA 01085 (413) 454-5264	1	Public-relations services including consumer, business, and trade media relations; community relations; writing press materials, speeches, and articles; social-media outreach; event management; trade-show media support; press tours; crisis and corporate communications	Lynn Bannon
THE BENJAMIN COMPANY 2 Bay Road, Suite 200, Hadley, MA 01035 (413) 585-1600; Fax: (413) 586-7297	3	Full-service advertising, marketing, and public relations	Paul Benjamin
BIDWELL ID 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
THE BIG PICTURE AGENCY, LLC 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
CARDINALE DESIGN 534 Center St., Ludlow, MA 01056 (413) 547-8457; Fax: (413) 547-8479	2	Marketing; graphic design; Web design; environmental design; multimedia design; www.cardinaldesign.com	Katherine Cardinale
CARLSON ADVERTISING 1229 South Main St., Palmer, MA 01069 (413) 283-3079; Fax: (413) 283-3079	4	Full-service marketing, design, and strategy	Lucy Carlson
CARON MARKETING 120 Hillcrest Ave., West Springfield MA 01089 (413) 627-7868	1	Marketing; advertising and marketing plans; logo/brand development; ads; brochures; newsletters; trade-show materials; public relations	Valerie Caron
CECCO, THE DESIGN OFFICE OF DAVID CECCHI 29 Albert St., Agawam, MA 01001 (413) 786-3236; Fax: (413) 786-3237	1	Comprehensive design services for print, advertising, and packaging	David Cecchi
CITADELNETWORKS INC. 2785 Boston Road, Wilbraham (413) 746-6141	4	Full-service, interactive marketing agency specializing in Web site development; e-business consulting; strategic Internet marketing; mobile SMS marketing; mobile Web sites; social media; CMS systems; and e-commerce; www.citadelnetworks.com	Eric Belliveau
THE COMMUNICATIONS GROUP INC. 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; www.tcg.net	Matt Villamaino
DARBY O'BRIEN ADVERTISING INC. 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
DESIGN & ADVERTISING ASSOCIATES INC. 971 Main St., Springfield, MA 01103 (413) 736-7908; Fax: (413) 736-8426	2	Full-service advertising and marketing; graphic design; Web site design; multimedia	Edward Pessolano
DEVINE DESIGN 19 Old Stagecoach Dr., Monson, MA 01057 (413) 267-5076; Fax: (413) 267-5806	1	Graphic design and consulting for printing and electronic media from concept to completion; www.devinedesign2.com	Elaine Devine
DOWLING ADVERTISING 18 Fernwood Dr., Wilbraham, MA 01095 (413) 599-0082; Fax: (413) 599-0092	2	Creation and placement of advertising for retail clients	Ronald Dowling
FITZGERALD & MASTROIANNI ADVERTISING INC. 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

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GARVEY COMMUNICATION ASSOCIATES INC. 1500 Main St., 24th Floor, P.O. Box 15294, Springfield, MA 01115 (413) 736-2245; Fax: (413) 736-2247	5	Marketing; public relations; advertisements; media buying; www.askmydog.com	John Garvey
GET SET MARKETING 125 Main St., Springfield, MA 01105 (413) 781-7800; Fax: (413) 306-6093	6	Concept to implementation of graphic design, full-color printing, and Web site development; www.getsetmarketing.com	Dan Bessette
GOFF MEDIA 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
GROW MY COMPANY 68 Dugan Road, Ware, MA 01082 (413) 537-2474	2	Social-media strategic planning, speaking, and training including LinkedIn, Facebook, Twitter, video, and blogging; competitive positioning and branding strategies; clear value propositions; market distinction; focused messaging; working with companies and agencies; growmyco.com	Dennis Kunkler Christine Pilch
HORGAN ASSOCIATES 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	David Horgan
JAN REYNOLDS DESIGN 51 Monson Road, Wilbraham, MA 01095 (413) 599-0144; Fax: (413) 737-0472	1	Full-service graphic design; photography; advertising; print media; Web design; www.janreynoldsdesign.com	Jan Ziter
JASIN ADVERTISING INC. 204 School St., Chicopee, MA 01013; 28 Bedford Road, Springfield, MA 01107; (413) 736-9072	2	Full-service advertising in all media, from initial planning through creation and placement; jasinadvertising.blogspot.com	Francine Jasinski Hayward, Ralph Jasinski
JILL FORTIER MARKETING AND DESIGN 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
KRA MEDIA 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
LAPIERRE'S ADVERTISING INC. 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
LETENDRE ADVERTISING GRAPHIC DESIGN 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
LIL' DOGS SCREEN PRINTING AND EMBROIDERY 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
LSHD ADVERTISING INC. 1974 Westover Road, Chicopee, MA 01022 (413) 593-1114; Fax: (413) 593-1115	12	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
MARCOM CAPITAL 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
MARKETING DOCTOR 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
MARKET MENTORS, LLC 1680 Riverdale St., West Springfield, MA 01089 (413) 787-1133; Fax: (413) 787-1143	10	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
MASS MARKETING RESOURCES 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
MOMENTUM GROUP INC. 200 North Main St., East Longmeadow, MA 01028 (413) 525-1700; Fax: (413) 525-1708	2	Sales growth for the CEO; counselors experienced in growing Fortune 20 companies and high-growth startups; www.momentumgroup.com	Karen Wilson Ken Furst
MOVING EXPERIENCES LLC 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
NEPM - NEW ENGLAND PROMOTIONAL MARKETING 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
NOVAK ADVERTISING AND DESIGN 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

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P & M ADVERTISING 2 South Bridge Dr., Agawam, MA 01001 (413) 530-6572	5	Full-service and retail advertising; www.pmadvertising.net	Michael Kessler
PAGE ONE PRODUCTIONS, LLC 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
PAUL ROBBINS ASSOCIATES 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
PROFORMA PRINT & PROMOTIONAL SOLUTIONS 77 Autumn St., Agawam, MA 01001 (413) 786-9077; Fax: (413) 789-4433	2	Promotional products; print; e-commerce; multimedia graphic communications; www.proforma.com/zeltner	Ellen Zeltner
PURE BRANDING LLC 196 Pleasant St., Suite 301, Northampton, MA 01060 (413) 548-9900; Fax: (413) 548-9902	6	Strategic branding consultancy dedicated to 'conscious branding,' revealing authentic brand strategies that enable people to effect change; global clients exclusively in the natural-products industry include Gaia Herbs, Traditional Medicinals, Aura Cacia, Organic India, Vitamin Angels, Dr. Hauschka Skin Care, Boiron USA; www.purebranding.com	Yadim Medore
RADWELL COMMUNICATION BY DESIGN 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
ROSTER ASSOCIATES 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
ROB & DAMIA 316 South St., Northampton, MA 01060 (413) 587-9263	2	Print; advertising; exhibitions; www.robanddamia.com	Damia Stewart
SIRIUS DESIGN 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
SIX-POINT CREATIVE WORKS INC. 9 Hampden St., 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
STEVENS 470 470 Southampton Road, Westfield, MA 01085 (413) 568-2660; Fax: (413) 562-5107	6	Multichannel marketing and creative firm, developing effective communication throughout media channels and customer touchpoints. We provide comprehensive marketing campaigns including design and production of marketing materials and packaging, website development and e-commerce solutions. www.stevens470.com	Tina Stevens
TAKE IT OUTSIDE 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
THINKGLOBAL INC. 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
TODD M. LEMIEUX DESIGN 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; book/editorial/publication design; logo/mark/identity design; brand mixing; www.toddlemieux.com	Todd LeMieux
TSM DESIGN 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
JANET UNGER 82 Forbes Ave., Northampton, MA 01060 (413) 586-6479; Fax: (413) 585-5925	1	Strategic creative for advertising, marketing, and public relations	Janet Unger
VAN SCHOUWEN ASSOCIATES LLC 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
WESTWOOD ADVERTISING ASSOCIATES 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
WILD APPLE DESIGN GROUP, LLC (413) 265-5083	N/A	A collaborative of freelance graphic artists, writers, Web designers, developers, photographers, and videographers prescreened and on call as needed; professional promotional resources available for direct hire and to-the-trade for production support; serving Massachusetts and Northern Conn.; www.wildappledesigngroup.com	Amy Scott
WINSTANLEY PARTNERS 114 Main St., Lenox, MA 01240 (413) 637-9887; Fax: (413) 637-2045	23	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