

# ADVERTISING/MARKETING FIRMS

LISTED ALPHABETICALLY

AGENCY	NUMBER OF EMPLOYEES	SPECIALTIES	CONTACT
<b>ADAGIO DIGITAL ARTS + COMMUNICATION</b> 101 Federal St., Belchertown, MA 01007 (340) 690-4081; www.adagiodac.com	1	Creative marketing and design services; concept to creation to implementation for print and the web	David Pinardi
<b>ADVERTUS MEDIA INC.</b> P.O. Box 610, Westfield, MA 01086 (413) 564-5200; www.advertusmedia.com	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	Adam Wright
<b>ALEXIS DESIGN</b> 5 Strong Ave., Suite 202, Northampton, MA 01060 (413) 584-1640; www.alexisdesignstudio.com	2	Full-service graphic design; advertising; print media; web design	Alexis Neubert
<b>ALLEN MEDIA INC.</b> 21 College St., South Hadley, MA 01075 (413) 534-6100; www.allenmedia.net	6	Full-service agency specializing in digital, social, current and new media; Complete production and graphic design services; Website design and maintenance; social media management; media buying; public relations; and event-management services; specializing in Digital (SEO/SEM); Social media management; TV; radio; direct mail; outdoor; print advertising	David Allen
<b>ANDREW ASSOCIATES INC.</b> 6 Pearson Way, Enfield, CT 06082 (800) 287-0981; www.andrewdm.com	50+	Full-service, results-driven marketing and advertising firm with strategy, creative, website design; e-communications; social-media marketing; data management; direct-mail services; print; fulfillment	Teresa Utt Mary McCarthy
<b>APOLLO</b> 8 Bridge St., Northampton, MA 01060 (413) 214-4549; www.launchpollo.com	6	Mobile advertising network that delivers native ads designed as familiar drop-down push notifications on top websites to mobile and tablet users	Nick Moszynski
<b>AUCELLA &amp; ASSOCIATES</b> 132 Woodcliff Dr., Westfield, MA 01085 (413) 568-1319; www.aucellainc.com	1	Strategic marketing and advertising; creative concepts; graphic design; packaging; branding; web design; photography	Phillip Aucella
<b>BEETLE PRESS</b> 31 McKinley Ave., Easthampton, MA 01027 (413) 374-6239; www.beetlepress.com	1	PR and communications services, with specialties in the areas of media relations and strategy; blogging; content editing, including book editing	Janice Beetle
<b>THE BENJAMIN CO.</b> 2 Bay Road, Suite 200, Hadley, MA 01035 (413) 585-1600; www.thebenjamincompany.net	4	Full-service advertising, marketing, and public relations	Paul Benjamin
<b>BRIGADE</b> 195 Russell St., Hadley, MA 01035 (413) 387-0307; www.wearbrigade.com	21	Multidisciplinary team of designers, typographers, photographers, art directors, and illustrators who collaborate with internal marketing departments at established and emerging brands worldwide on identity design, packaging, digital experiences, and point-of-sale materials	Kirsten Modestow
<b>BUSINESS BETTIES</b> 256 Mapleshade Ave., East Longmeadow, MA 01128 (413) 486-0172; www.businessbetties.com	1	Branding company geared toward women-owned businesses; visual identity and print design; website development; WordPress training; social media; e-mail newsletter design and consulting; photography	Suzanne Larocque
<b>CECCO, THE DESIGN OFFICE OF DAVID CECCHI</b> 29 Albert St., Agawam, MA 01001 (413) 786-3236	1	Comprehensive design services for print, advertising, and packaging	David Cecchi
<b>CHIKMEDIA</b> 266 Grove St., Northampton, MA 01060 (413) 218-4994; www.chikmedia.us	2	Marketing campaigns; target messaging; designs that reflect individual business personalities	Meghan Rothschild
<b>CITADELNETWORKS INC.</b> 2785 Boston Road, Suite 100, Wilbraham, MA 01095 (413) 746-6141; www.citadelnetworks.com	3	Full-service, interactive agency; website development; mobile websites; e-business consulting; strategic Internet marketing; mobile SMS marketing; social media; CMS systems; e-commerce	Jeffrey Lemire
<b>THE CREATIVE</b> 150 Main St., Suite 358, Northampton MA 01060 (413) 727-3354; www.thecreativemarketing.net	3	Full-service agency specializing in nonprofit and for-profit strategic marketing and communications; writing for public relations, social media, websites, and print; brand systems and graphic design for online and print	Ruth Griggs
<b>THE CREATIVE STRATEGY AGENCY</b> 41 Taylor St., Suite 201, Springfield, MA 01103 (413) 455-2371; www.tcsaonline.com	3	Full-service digital marketing and communications agency specializing in search engine optimization; social media; online communications; web development; mobile marketing; digital advertising	Alfonso Santaniello
<b>DARBY O'BRIEN ADVERTISING INC.</b> Village Commons, 9 College St., South Hadley, MA 01075 (413) 533-7045; www.darbyobrien.com	10	Full-service advertising; personality branding; website development; creative strategy; specializing in independent and family businesses	Gainer O'Brien Darby O'Brien
<b>DESIGN &amp; ADVERTISING ASSOCIATES, LLC</b> 457 Trafton Road, Springfield, MA 01108 (413) 736-7908	1	Full-service advertising and marketing; graphic design; website design; multi-media; wall graphics	Edward Pessolano
<b>DEVINE DESIGN 2</b> 19 Old Stagecoach Dr., Monson, MA 01057 (413) 267-5076; www.devinedesign2.com	1	Graphic design and consulting for printing and electronic media from concept to completion	Elaine Devine
<b>DIF DESIGN</b> 1350 Main St., Suite 212, Springfield, MA 01103 (413) 788-0654; www.difdesign.com	9	Full-service creative agency specializing in logo design, website design, and online strategy	Peter Ellis
<b>DOWLING ADVERTISING</b> 76 Cherry Dr., Wilbraham, MA 01095 (413) 599-0082	3	Creation and placement of advertising for retail clients	Ron Dowling
<b>ENVISION MARKETING GROUP</b> 280 North Main St., East Longmeadow, MA 01028 (413) 525-6661, ext.135; www.envisionmarketingma.com	12	Provides small and medium-size businesses with cost-competitive marketing strategies, including e-mail marketing, website design, social media, and SEO; branding; graphic design; print promotions; full media campaigns; direct marketing	Dan Buendo
<b>GARVEY COMMUNICATION ASSOCIATES INC.</b> 1500 Main St., 20th Floor, Springfield, MA 01115 (413) 736-2245; www.gcaionline.com	5	Innovative digital marketing and PR	John Garvey
<b>GET SET MARKETING</b> 207 Worthington St., 3rd Floor, Springfield, MA 01103 (413) 781-7800; www.getsetmarketing.com	6	Concept to implementation of graphic design, full-color printing, and website development	Dan Bessette

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AGENCY	NUMBER OF EMPLOYEES	SPECIALTIES	CONTACT
<b>GO GRAPHIX/WHITESTONE MARKETING GROUP</b> 31 Benton Dr., East Longmeadow, MA 01028 (413) 525-2244; www.gographix.com	14	Specialty graphics; design, printing, and installation services; vehicle wraps and graphics; wall, window, and ceiling graphics; dimensional signs (illuminated and carved); CNC-cut logos and letters; trade-show displays and exhibits; digital and offset printing services; brochures; posters; banners; postcards	Gary Stone Jim White
<b>GOFF MEDIA</b> 351 Pleasant St., Suite 221, Northampton, MA 01060 (413) 237-4209; www.goffmedia.com	4	Marketing and sales development; advertising creative for television, Internet, and print	David Goff
<b>GRAVITY SWITCH</b> 195 Russell St., Suite B11, Hadley, MA 01035 (413) 586-9596; www.gravityswitch.com	9	Strategic web and marketing agency providing design, usability, web, and mobile work; clients have included schools, nonprofits, and businesses large and small, including Disney, Honda, the Guggenheim, UMass, and Yale University	Shonda Pettiford
<b>GUENTHER ASSOCIATES</b> 26 Mellen St., Chicopee, MA 01013 (413) 237-4744	1	All aspects of graphic design, print production, creative strategy, logo design, and advertising	Carol Lovell
<b>HORGAN ASSOCIATES</b> 252 Westerly Circle, Ludlow, MA 01056 (413) 348-0705; www.facebook.com/horganassociates	5	Full-service marketing firm; public relations; national and local media campaigns; television, radio, print, and Internet marketing	David Horgan
<b>IDEA COLLECTIVE</b> 116 PLEASANT ST., 229, EASTHAMPTON, MA 01027 (413) 203-1630; www.idea-collective.com	8	Full-service creative agency; design, strategy, marketing, and project management, from idea to execution	Thom Long
<b>INSPIRED MARKETING</b> 20 Maple St., 4th Floor, Suite 1, Springfield, MA 01103 (413) 303-0101; www.inspiredmarketing.biz	8	Full-service marketing agency specializing in creative services, digital and traditional marketing, and public relations; website development; logo/graphic design; media buying; guerilla marketing; social media; event management	Jill Monson Bishop
<b>JASIN ADVERTISING INC.</b> 204 School St., Chicopee, MA 01013 28 Bedford Road, Springfield, MA 01107 (413) 736-9072; www.jasinaadvertising.com	2	Full-service advertising in all media, from initial planning through creation and placement	Francine Jasinski Hayward Ralph Jasinski
<b>KATHLEEN DOE CREATIVE DESIGN</b> Northampton, MA 01060 (413) 727-8245; www.kathleendoe.com	1	Specializes in print and package design, marketing communication, and brand development	Kathleen Doe
<b>LAPIERRE MEDIA MARKETING</b> 1500 Mohawk Trail, Shelburne, MA 01370 (413) 625-9279; www.lapierre.com	3	Management, creative, and design of social media, websites, advertising, and marketing	Rick LaPierre
<b>LSHD ADVERTISING INC.</b> 180 Pleasant St., Suite 320, Easthampton, MA 01027 (413) 593-1114; www.lshd.com	8	Creative marketing, advertising, and design solutions, including brand development; targeting print, multi-media, and trade-show environments for local, national, and international clientele	Tom Leveille
<b>MAKE A SPLASH MEDIA</b> 1242 Main St., Suite 406, Springfield, MA 01103 (413) 333-7459; www.makeasplashmedia.com	N/A	Full-service agency; digital; TV; radio; creative strategy; web design; social media; planning, forecasting, and media buying	Nicole Zinke
<b>MARKET MENTORS, LLC</b> 30 Capital Dr., Suite C, West Springfield, MA 01089 (413) 787-1133; www.marketmentors.com	25	Full-service strategic marketing, advertising, and public-relations firm; media buying; public relations and media outreach; graphic design and web development; copywriting; broadcast production with in-house studio; search-engine optimization and search-engine marketing; content development; trade-show marketing; social media; certified Google business partner; event planning	Michelle Abdow
<b>MARKETING DOCTOR INC.</b> 30 Industrial Dr., Northampton, MA 01060 (413) 579-8089; www.mymarketingdoctor.com	11	Full-service agency specializing in media buying; social media; search-engine optimization and web development; digital advertising; graphic design; e-mail marketing; mystery shopping; phone auditing and training; reputation management; direct mail; video production; industrial videos; research and polling; celebrity endorsements/spokespeople; product placement	Janet Casey
<b>MARKETING WORKS/STEVENS 470</b> 320 Riverside Dr., Florence, MA 01038 (413) 568-2660; www.stevens470.com	1	Omnichannel services include marketing plans and strategies; brand design and development; marketing seminars and hands-on workshops	Tina Stevens
<b>MASS MARKETING RESOURCES</b> 13 Knight Ave., Easthampton, MA 01027 (413) 539-7950; www.massmarketingresources.com	1	Cost-effective virtual-marketing solutions for small businesses; e-newsletters; website templates; CMS support; brochures; photo editing; database development; social networking; real-estate and builder specialties	Liz Provo
<b>MEDIA GARDEN</b> 34 Front St., Building 2, Springfield, MA 01151 (413) 543-5004; www.mediagarden.co	4	Video and photo marketing; drone and multi-camera event coverage; social-media management; website development; domain names and hosting; SEO strategies; print media and design	Rich Morganstern
<b>MOMENTUM GROUP INC.</b> 15 Oldwood Road, Wilbraham, MA 01095 (413) 525-1700; www.momentumgroup.com	2	Sales growth for the CEO; counselors experienced in growing Fortune 200 companies and high-growth startups	Karen Wilson Ken Furst
<b>NEPM - NEW ENGLAND PROMOTIONAL MARKETING</b> 15 Main St., Wilbraham, MA 01095 (413) 596-4800; www.nepm.com	17	Places company logo on business gifts and promotional items that meet strategic marketing, sales, and communication objectives; complete fulfillment services and company store programs	Amy Selvia Smith
<b>NOVAK ADVERTISING AND DESIGN</b> 18 Wellesley Road, Holyoke, MA 01040 (413) 534-6790	2	Full-service marketing, advertising, and design; creative strategies in all media, including web design	Judy Novak Burt Novak
<b>ONEEIGHTY MEDIA</b> 7 Trova Terrace, Pittsfield, MA 01201 (413) 464-5830; www.oneeightymedia.com	N/A	Marketing; communications; advertising	John Krol
<b>P &amp; M ADVERTISING</b> P.O. Box 60427, Longmeadow, MA 01116 (413) 530-6572; www.pmadvertising.net	5	Full-service and retail advertising; social media and digital management and design	Michael Kessler
<b>PAGE ONE PRODUCTIONS LLC</b> P.O. Box 423, West Springfield, MA 01090 (413) 732-5472	1	Licensed/bonded talent-booking agency and event planner; handles galas, grand openings, fund-raisers, concerts, and corporate functions; integrated marketing communications; government and PR; strategic planning	Roberta Page
<b>PAUL ROBBINS ASSOCIATES</b> 85 Post Office Park, Wilbraham, MA 01095 (413) 682-0002; www.paulrobbinsassociates.com	4	Strategic communications agency providing services in the areas of public relations and marketing; crisis communications; identity/strategic positioning; public-policy initiatives and approvals; web/blogs/social media; video	Paul Robbins

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SPECIALTIES

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<b>POSITRONIC DESIGN</b> 903 Dwight St., Holyoke, MA 01040 (413) 532-6440; www.positronicdesign.com	1	Full service web design, organic search-engine optimization; AdWords pay-per-click management services; secure hosting; blog writing and social-media management; custom web programming	David Caputo
<b>PURE BRANDING INC.</b> 196 Pleasant St., Suite 301, Northampton, MA 01060 (413) 548-9900; www.purebranding.com	8	Strategic branding consultancy dedicated to 'conscious branding,' revealing authentic brand strategies that enable people to effect change	Yadim Medore
<b>RADWELL COMMUNICATION BY DESIGN</b> 40 Munroe St., Northampton, MA 01060 (413) 320-8134; www.radwelldesign.net	1	Communication strategies and creative marketing concepts; visual identity/branding; full range of design services for print, web, multi-media, fund-raising, development, and the arts	Laura Radwell
<b>RHYME DIGITAL</b> 116 Pleasant St., Suite 311, Easthampton, MA 01027 (413) 303-0353; www.rhyme.digital	7	Full stack digital marketing including branding, strategy, website/app design, email marketing, search/display advertising and optimization; digital marketing automation; lead generation and analytics	Blair Winans
<b>SILVANA.NET</b> 351 Pleasant St., Suite B152, Northampton, MA 01060 (413) 585-0985; www.silvana.net	1	Digital marketing and small-business coaching services; strategic planning; cross-media marketing; web design; social media; video; brand development; web hosting	Silvana Gravini
<b>SIRIUS DESIGN</b> 83 Old Reed Road, Monson, MA 01057 (413) 267-0990; www.siriusdesign.net	2	Comprehensive communication packages including visual identity, responsive web design and content management, advertising (radio and print), point of purchase, annual report, magazine and brochure design, and architectural graphic design	Susan Bergeron-West
<b>SIX-POINT CREATIVE</b> 9 Hampden St., Springfield, MA 01103 (413) 746-0016; www.sixpointcreative.com	12	Brand-development agency with a special focus on working with second-stage entrepreneurs	Meghan Lynch
<b>THE SPORTING EDGE MARKETING</b> 208 Island Pond Road, Springfield, MA 01118 (413) 244-2579; www.sportingedgemarketing.com	2	Promotional consultants providing branded promotional marketing items, logo-decorated promotional products, logo-decorated business gifts, decorated apparel, trade-show products; sales-incentive marketing; employee-recognition programs; public awareness; specialize in rush orders	Ed Guczek
<b>TAKE IT OUTSIDE</b> P.O. Box 5125, Springfield, MA 01101 (413) 374-3520; www.takeitoutside.com	5	Integrated marketing agency specializing in marketing, event management, and strategic planning	Matthew Strzempko
<b>THINKGLOBAL INC.</b> P.O. Box 865, Northampton, MA 01061 (413) 586-8588; www.thinkglobal.net	7	Writing/editing; marketing/communications; graphic design; custom publishing; content development	Gregory Sandler
<b>TODD M. LEMIEUX DESIGN</b> 125 Magnolia Terrace, Springfield, MA 01108 (413) 237-6869; www.toddllemieux.com	2	Art direction; graphic design; logos/identity/branding; creative strategy; marketing collateral and editorial, web and social-media design	Todd LeMieux
<b>TRANSIT AUTHORITY FIGURES INC.</b> 38 Main St., Northampton, MA 01060 (413) 727-3319; www.transitauthorityfigures.com	4	Print; advertising; branding	Damia Cavallari
<b>TSM DESIGN</b> 293 Bridge St., Springfield, MA 01103; (413) 731-7600 960 Main St., Hartford, CT 06103; (860) 216-0775 www.tsmdesign.com	6	Marketing, brand development, design services; SDO-certified; fully credentialed	Nancy Urbschat
<b>TUNNEL 7</b> Easthampton, MA 01027 (413) 282-9957; www.tunnel7.com	1	Website design, optimization, and online marketing	Derek Allard
<b>JANET UNGER</b> 82 Forbes Ave., Northampton, MA 01060 (413) 586-6479	1	Strategic creative for advertising, marketing, and public relations	Janet Unger
<b>WESTWOOD ADVERTISING ASSOCIATES</b> 510 Front St., Chicopee, MA 01013 (413) 592-0041; www.westwoodadvertising.com	4	Business-to-business marketing and advertising; public-relations services; creative design; website-development management; branding; graphic design	James Fiola
<b>WILD APPLE DESIGN GROUP LLC</b> 95 Post Office Park, Suite 24, Wilbraham, MA 01095 (413) 279-1677; www.wildappledesigngroup.com	4	Custom design/build services for web, brand, and print marketing; SDO-certified	Amy Scott
<b>WINSTANLEY PARTNERS</b> 114 Main St., Lenox, MA 01240 (413) 637-9887; www.winstanley.com	10	Full-service, integrated marketing communications firm offering brand communications including strategy, web design and development, traditional advertising, public relations, social-media, and digital marketing	Thomas Winstanley