

# CALL FOR ENTRIES



**Event Date:** April 18, 2019

**Submission Deadline:** February 7<sup>th</sup>

## Key Agency Data

Med Ad News editors request the data outlined below please for the April 2019 print publication. **Please designate a revenue range for 2018 – even if only as ‘off the record’ – so that your agency can be properly positioned within the appropriate revenue tier.**

**Due By February 7<sup>th</sup>\***

Key Agency Data outline

**1. Address of Headquarters and Contact Information:**

**Full Official Agency Name**

(capitalize where necessary; include company name endings such as Inc., LLC, etc.)

**Street Address**

**City, State, Zip**

**Main Phone #**

**Main Facsimile #**

**Main E-Mail Address**

**Website**

**Year Established**

**Consolidated**

**Network**

**Parent Company**

**Name of person completing form**

**Title**

**Direct Phone #**

**E-mail Address**

### **Acknowledgement of Accuracy**

The figures and facts in this report accurately represent the agency's financial position. The CEO must verify that the figures and facts in this report accurately represent the agency's financial position by entering his or her name and exact title in the spaces provided below.

**Name of CEO or President:**

**Title:**

\*1) Please adhere to the submission deadline dates. Failure to do so could jeopardize your opportunity to appear in the April 2019 issue.

2) Med Ad News editors reserve the right not to publish data from agencies that have not completely filled out the documents or that do not meet our criteria. The editors reserve the right to question the data.

**2. Key Personnel:**

Please type the names, titles, and e-mail addresses of the agency's top executives

- 1.
- 2.
- 3.
- 4.
- 5.

**3. Worldwide Gross Income** (enter figures in whole dollars)

THIS IS THE SUM OF THREE ITEMS: COMMISSIONS EARNED FROM MEDIA BILLINGS; MARKUPS (USUALLY 17.65%) ON MATERIALS AND SERVICES CHARGED TO THE CLIENT; AND ACTUAL FEES (NOT CAPITALIZED FEES).

**2018:**

**2017:**

**If you are unable to provide an exact income figure for 2018, please indicate which income range below your agency places in for calendar-year 2018: Selection (1-16):**

- |   |   |
|---|---|
| 1. Income of less than \$5 million              | 9. Income between \$40 million and \$45 million   |
| 2. Income between \$5 million and \$10 million  | 10. Income between \$45 million and \$50 million  |
| 3. Income between \$10 million and \$15 million | 11. Income between \$50 million and \$60 million  |
| 4. Income between \$15 million and \$20 million | 12. Income between \$60 million and \$70 million  |
| 5. Income between \$20 million and \$25 million | 13. Income between \$70 million and \$80 million  |
| 6. Income between \$25 million and \$30 million | 14. Income between \$80 million and \$90 million  |
| 7. Income between \$30 million and \$35 million | 15. Income between \$90 million and \$100 million |
| 8. Income between \$35 million and \$40 million | 16. Income of more than \$100 million             |

**If you are unable to provide an exact income figure for 2017, please indicate which income range below your agency places in for calendar-year 2017: Selection (1-16):**

- |   |   |
|---|---|
| 1. Income of less than \$5 million              | 9. Income between \$40 million and \$45 million   |
| 2. Income between \$5 million and \$10 million  | 10. Income between \$45 million and \$50 million  |
| 3. Income between \$10 million and \$15 million | 11. Income between \$50 million and \$60 million  |
| 4. Income between \$15 million and \$20 million | 12. Income between \$60 million and \$70 million  |
| 5. Income between \$20 million and \$25 million | 13. Income between \$70 million and \$80 million  |
| 6. Income between \$25 million and \$30 million | 14. Income between \$80 million and \$90 million  |
| 7. Income between \$30 million and \$35 million | 15. Income between \$90 million and \$100 million |
| 8. Income between \$35 million and \$40 million | 16. Income of more than \$100 million             |

**4. Worldwide Total Capitalized Billings** (enter figures in whole dollars)

THESE FIGURES SHOULD INCLUDE TOTAL AMOUNT OF BILLINGS FOR PUBLICATIONS, RADIO, TV, AND OTHER MEDIA FROM WHICH THE AGENCY RECEIVED A COMMISSION; BILLINGS TO CLIENTS (INCLUDING MARKUP) ON MATERIALS SUCH AS ARTWORK PLATES, PRINTED PIECES, AND RESEARCH ONLY WHEN PERFORMED BY BUSINESS ORGANIZATIONS OTHER THAN YOUR OWN; AND AGENCY FEES SUCH AS CONSULTATION FEES CAPITALIZED BY MULTIPLYING THEM BY 6.67.

**2018:**

**2017:**

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**5. Worldwide Workforce**

Please indicate the number of full-time employees in all offices:

**2018:**

**2017:**

**6. Worldwide Offices**

Please indicate the number of offices:

**2018:**

**2017:**

**7. Fact Box**

Each healthcare communications agency profile published in *Med Ad News* will contain a fact box. Please provide the following information for your agency regarding calendar-year 2018. In some cases, estimates may be made.

1. Number of account wins:
2. Number of account losses:
3. Number of accounts resigned (accounts terminated by the agency):
  
4. Number of active business clients:
5. Number of brand-product accounts held:
6. Breakdown of aforementioned brand products by sales size
  - How many brands generated \$25 million or less in sales during 2018:
  - How many brands generated \$25 million to \$50 million in sales during 2018:
  - How many brands generated \$50 million to \$100 million in sales during 2018:
  - How many brands generated \$100 million to \$500 million in sales during 2018:
  - How many brands generated \$500 million to \$1 billion in sales during 2018:
  - How many brands generated \$1 billion or more in sales during 2018:
  - Number of products yet to be approved/launched for marketing:

**8. Services mix**

Each healthcare communications agency profile will display a pie chart or breakdown illustrating the percentage of the agency's services that comprise advertising, medical education, interactive, relationship marketing, public relations, etc. Please feel free to further break down each of the services (for example, the percentage of professional advertising, DTC, DTP, etc.)

Please provide below a percentage breakdown of your agency's services:

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## Submission Instructions:

Please submit all images and documents on our site: (no later than due date above)  
(Please upload materials clearly labeled with company name and one-word description of its contents i.e., ABC-Company\_profiles\_images.zip. Please separate items into folders: a folder for documents, a folder for award entry images, and a folder for magazine images, etc. All files should be placed on the server as a .zip format clearly labeled including a word document describing each folder and its contents)

<https://outcomes.egnyte.com/ul/E1G2RID5Pw>

## Contacts:

### Questions about the Key Agency Data Submission Process:

Andrew Humphreys at 267-685-9573 or [Andrew.Humphreys@medadnews.com](mailto:Andrew.Humphreys@medadnews.com)

### Manny Awards Ticket Information:

Daniel Becker at 973-507-6701 or [Daniel.Becker@medadnews.com](mailto:Daniel.Becker@medadnews.com) or Visit [Manny Awards](#)

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