



CALL FOR ENTRIES

Event Date: April 2021
Submission Deadline: February 17th

Key Agency Data

Med Ad News editors request the data outlined below please for the April 2021 print publication. **Please designate a revenue range for 2020 – even if only as ‘off the record’ – so that your agency can be properly positioned within the appropriate revenue tier.**

Due By February 17th*

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 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.

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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.

Name of CEO or President:

Title:

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 Revenue (enter figures in whole dollars)

2020:

2019:

If you are unable to provide an exact revenue figure for 2020, please indicate which income range below your agency places in for calendar-year 2020: 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 revenue figure for 2019, please indicate which income range below your agency places in for calendar-year 2019: 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.

2020:

2019:

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5. Worldwide Workforce

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

2020:

2019:

6. Worldwide Offices

Please indicate the number of offices:

2020:

2019:

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 2020. 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 2020:
 - How many brands generated \$25 million to \$50 million in sales during 2020:
 - How many brands generated \$50 million to \$100 million in sales during 2020:
 - How many brands generated \$100 million to \$500 million in sales during 2020:
 - How many brands generated \$500 million to \$1 billion in sales during 2020:
 - How many brands generated \$1 billion or more in sales during 2020:
 - 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 e-mail the agency key data submission to Andrew.Humphreys@medadnews.com by the due date above. Materials should be clearly labeled with the agency name and brief description of its contents i.e., "Agency Name" Agency Key Data 2021.xls.

Contacts:

Questions about the Key Agency Data Submission Process:

Andrew Humphreys at 267-685-9573 or Andrew.Humphreys@medadnews.com

Manny Awards Ticket Information:

Daniel Becker at 973-507-6701 or Daniel.Becker@medadnews.com or Visit [MannyAwards](#)

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