



SUBMISSION DEADLINE – FEBRUARY 2, 2024

Key Agency Data

Each healthcare communications agency participating in the Manny Awards and Med Ad News Annual Agency issue is requested to submit the data outlined below. Please designate a revenue range for 2023 – even if only as ‘off the record’* – so that your agency can be properly positioned within the appropriate revenue tier for Agency of the Year consideration and publication.

Due by February 2nd

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 Code
- Main Phone #
- Main Email Address
- Website
- Year Established
- Consolidated Network
- Parent Company
- Name of person completing form
- Title
- Direct phone number
- Email address

Acknowledgement of accuracy

The facts and figures in this report accurately represent the agency’s financial position. The CEO must verify that the facts and figures in this report accurately represent the agency’s financial position by entering their name and exact title.

Name of CEO or President:

Title:

2. Key Personnel

Please type the names, titles and email addresses of the agency’s top executives.

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-
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3. Worldwide Revenue (enter figures in whole dollars)

2023:

2022:

Please adhere to the category submission requirements and deadline dates. Failure to do so could jeopardize your opportunity to appear on the Manny Awards voting site. Entry fees are non-refundable.



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If you are unable to provide an exact revenue figure for 2023, please indicate which revenue range below your agency places in for calendar-year 2023: Selection (1-20):

- 1. Less than \$5 million
2. Between \$5 - \$10m
3. Between \$10 - \$15m
4. Between \$15 - \$20m
5. Between \$20 - \$25m
6. Between \$25 - \$30m
7. Between \$30 - \$35m
8. Between \$35 - \$40m
9. Between \$40 - \$45m
10. Between \$45 - \$50m
11. Between \$50 - \$60m
12. Between \$60 - \$70m
13. Between \$70 - \$80m
14. Between \$80 - \$90m
15. Between \$90 - \$100m
16. Between \$100 - \$125m
17. Between \$125 - \$150m
18. Between \$150 - \$200m
19. Between \$200 - \$300m
20. More than \$300m

If you are unable to provide an exact revenue figure for 2022, please indicate which revenue range below your agency places in for calendar-year 2023: Selection (1-20):

- 1. Less than \$5 million
2. Between \$5 - \$10m
3. Between \$10 - \$15m
4. Between \$15 - \$20m
5. Between \$20 - \$25m
6. Between \$25 - \$30m
7. Between \$30 - \$35m
8. Between \$35 - \$40m
9. Between \$40 - \$45m
10. Between \$45 - \$50m
11. Between \$50 - \$60m
12. Between \$60 - \$70m
13. Between \$70 - \$80m
14. Between \$80 - \$90m
15. Between \$90 - \$100m
16. Between \$100 - \$125m
17. Between \$125 - \$150m
18. Between \$150 - \$200m
19. Between \$200 - \$300m
20. More than \$300m

4. Worldwide Total Capitalized Billing (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.

2023:
2022:

5. Worldwide Workforce
Please indicate the number of full-time employees in all offices:

2023:
2022:

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6. Worldwide Offices

Please indicate the number of offices:

2023:

2022:

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 2023. 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 2023:
- How many brands generated \$25 million to \$50 million in sales during 2023:
- How many brands generated \$50 million to \$100 million in sales during 2023:
- How many brands generated \$100 million to \$500 million in sales during 2023:
- How many brands generated \$500 million to \$1 billion in sales during 2023:
- How many brands generated \$1 billion or more in sales during 2023:
- Number of products yet to be approved 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 of your agency's services

**Any off-the-record information must be specified as such.*

Please email the agency key date submission to Maria.Fontanazza@medadnews.com by February 2, 2024. Materials should be clearly labeled with the agency name and a brief description of its contents. I.e., AgencyName_Key Data 2024.xls

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