

CLIENTS

The following are representative users of RKMA market research handbooks:

A&E Television Networks	Buena Vista Pictures Distribution
AARP	Buena Vista Home Entertainment
ABC Radio Networks	Cablevision Systems
ABC Television Network	Cadillac
Academy of Television Arts & Sciences	Campbell Soup
ACN Network	Carnegie Library of Pittsburgh
Advance Communications	Cartoon Network
Advertisement Banners.com	CBS News
Adweek	Charlotte Coliseum
Alan Taylor Communications	Cincinnati Reds
All Media Marketing	Circuit City
All-Star Music Corporation	Classic Sports Network
Allied Advertising	Clear Channel
Alltel Cable Television	Cleveland Cavaliers
AMC Theatres	CNN/Sports Illustrated
American Association of Advertising Agencies	Coca-Cola
American Express	College of William & Mary
AMS Interactive Media	Columbia University, Business Library
Anheuser-Busch	Cornell University Library
AOL	Columbia House
Arbitron	Columbia Pictures
Artisan Entertainment	Columbia Tristar Home Video
Asian Marketing Services	Conde Nast Publications
Association of National Advertisers	Cooper, White & Cooper
Atronic	Cox Media
Audio Visual Technology	Crain Communications
Bank of America	CVS
BBDO	Davis & Gilbert
Bear Stearns & Co.	DCPA Marketing
Bernstein-Rein Advertising	DDB Chicago
BET Holdings	Def Jam
Beverly Hills Sports Council	Deleware Park
Black Entertainment Television	Deloitte & Touche
Black Knight Productions	Delta Entertainment
Blockbuster Entertainment	Dick Clark Corporate Productions
Blue Cross Blue Shield	DirecTV
Boeing Satellite Systems	Discovery Channel
Boetter & Lincoln	DMX Music
Borders Group	Dollywood
Boston Public Library, Kirstein Business Branch	EDS
British Sky Broadcasting	EMI Music
Brown-Forman Beverages	Encore
BTB Marketing Communications	Entertainment Marketing
	Entertainment Weekly
	Equity Marketing

Ernst & Young
ESPN
Estee Lauder
Event Entertainment
EVP Marketing
Federal Trade Commission
Feld Entertainment
Fidelity Investments
Foote Cone & Belding
Fox/Liberty Networks
Freelance Media
Gaylord Entertainment
General Mills
General Motors
Gibson Musical Instruments
Goldberg Fossa Side Advertising
Golden Bear Golf
Greater Knoxville Sports Corp.
Greg Advertising
Groner & Jahr USA
Grupo Latino de Radio
GSDM Advertising
GSP Marketing Services
Guinness UOV
Gurnee Mills Mall
Hallmark Entertainment
Handleman Co.
Hard Rock Café
Harpo Production
Harrah's Entertainment
Harvard University, Baker Library
Hasbro
HBO
Hershey Entertainment & Resort
Highlights for Children
Hooter's
HSN
Hyundai Motor America
IBM
IEG
IMAX
IMG
Infinity Broadcasting
Initiative Media
Inland Entertainment Corporation
INNMedia
Indiana State University, Cunningham
Memorial Library
Insight on the News
Insight Magazine

Intelligent Marketing
Interscope Records
Iupui Communications & Marketing
Iwerks Entertainment
J.D. Power and Associates
J P Morgan Chase
J. Walter Thompson
James J. Hill Reference Library
Jager Group
Jay Advertising
JL Media
Johnson & Wales University
Johnson Controls
K&K Insurance
KB Toy Stores
Keystone Media International
King World Productions
Kraft Foods
Leo Burnett Co.
Lifetime Television
Limited Brands
Lippe Taylor
Loews
Lowe Worldwide
M/K Advertising Partners
Madison Media Institute
Madison Square Garden
Magazine Publishers of America
Major League Baseball
Makai Events Promotions
Makenzie Young Media Management
Mall of America
Malone Advertising
Mandalay Bay
Market Content Network
Martha Stewart Living Omnimedia
Massachusetts Institute of Technology
MasterCard International
McDonald's
McGraw-Hill
Media Vest
Mediacomp
Mediaedge:CIA
Mercedes Benz
Meredith Broadcasting
Meredith Corp. Magazine group
Metro Newspaper Advertising
Metroguide.com
Midwest Dairy Association
Milberg Weiss

Miller Branding & Communications
Milwaukee Sentinel
Milwaukee Bucks
Mirage Entertainment
Money Mailer
Morgan Stanley Dean Witter
Morgan Stanley
Morris Communications
Mountain Sports Media
MP3.com
MTV Networks
Musicland Group
National Association of Broadcasters
National Basketball Association
National Cinema Network
National Football League
NBC
New York University,
 The Preston Robert Tisch Center
News Corp.
Nickelodeon
Nielsen Media Research
Nike
Norman Hecht Research
Novartis Pharmaceuticals
NTRA
Office Depot
Ogden Entertainment
Ohio University, Vernon R. Alden Library
Old Tucson Studios
OMD
Omnicom
On Stage Entertainment
Optimedia
Pace University
Pacers Sports & Entertainment
Panasonic
Paramount Parks
Paramount Pictures
Pepsi-Cola
PGA Tour
Philadelphia 76ers
Pittsburgh Post
Playboy Enterprises
PricewaterhouseCoopers
Primedia
PSP Sports
Publicis Worldwide
Radio Advertising Bureau
RCA Victor

Reed Business Information
Regal Cinemas
Rhino Records
Ripley Entertainment
Rock & Roll Hall of Fame
Rouse Company
San Francisco Chronicle
Serino Coyne
Service Station Advertising Agency
Shapiro Media Group
Showscan Entertainment
Simon Property Group
Sirius Satellite Radio
Six Flags
Sony Music
Sony Online Entertainment
Sony Pictures
South Carolina Film Office
Southern New Hampshire University,
 Shapiro Library
Sports & Sponsorships
Sports Advertising Network
Sports Publishing
Staple Center
Stanford University Graduate School of
 Business, J. Hugh Jackson Library
Starbucks Coffee
Starcast Network
Starcom Media
Stein Rogan + Partners
Strategic Media Alignment
Sullivan Direct Marketing
Suffolk University, Sawyer Library
Sundance Channel
Syracuse University, E.S. Bird Library
SWTV Productions Services
Syndicated Network Television
Taco Bell Corp.
Talk Teens
Talon Advertising
Tampa Digital Studios
Target Marketing
Telemundo
Television Games Network
Texas A&M University,
 Stirling C. Evans Library
The Atlanta Journal-Constitution
The Boeing Company
The Book Provider
The Christian Science Publishing Corp.

The Erlick Group
The Gillette Co.
The Grange County Register
The Hearst Corp.
The LA Office
The Martin Agency
The Miami Herald
The Nielsen Company
The New York Times
The Outdoor Network
The Parenting Group
The Phoenix Communication Group
The Ritz Carlton
The Star Group
The Venetian
The Wall Street Journal
The Weather Channel
The World Bank
Thomas Weisel Partners
Thunderbird School of Global Management
Ticketmaster
Tiffany & Co.
Time Magazine
Time Warner
TransWorld Entertainment
Tribune Media Services
True North Communications
Turner Broadcasting
Turner Sports
TV Asahi America
U.S. Olympic Committee
U.S. Postal Service
Union Broadcasting, Inc.
University of Denver, Pemrose Library
University of Nevada at Las Vegas Library
University of North Carolina Greensboro,
Jackson Library
University of Northern Colorado,
James A. Michener Library
University of Pennsylvania,
Wharton School of Business
University of San Francisco,
Richard A. Gleeson Library
University of Southern California at
Los Angeles
Universal Studios Hollywood
Univision Network
U.S. Census Bureau
US Cable Corp.
USA Today

Viacom
Videotronics
Visa
Wal-Mart
Waldenbooks
Walt Disney Co.
Warburg Pincus Funds
Warner Bros.
WB Network
WBRE TV
Where Magazine
Webster University, Emerson Library
West Virginia University Library
Women's Entertainment
World Variety
WUSN-FM
XM Satellite Radio
Young & Rubicam

