

Source:

Advertising Age annual salary survey; 12/5/2005, Vol. 76 Issue 49, Special section p1-2, 2p
"GROWING AGENCIES EYE 4%-6% RAISES"

EMPLOYEE PAY AT AGENCIES IN 2005

Base salary plus bonus

LEGEND FOR CHART:

- A: Position
- B: Average Total Pay
- C: Average Base Salary
- D: Average Bonus
- E: Bonus % of Base Pay
- F: % Without Bonus*

A	B	C	D	E	F
CEO	\$212,000	\$177,000	\$35,000	20	50
CFO	113,000	101,000	12,000	12	44
CMO	159,000	143,000	16,000	11	48
Chief Tech. Officer	79,000	76,000	3,000	4	45
Creative Director	143,000	130,000	13,000	10	38
Assoc. Creative Director	101,000	96,000	5,000	5	43
Art Director	57,000	55,000	2,000	3	48

Copywriter					
60,000	58,000	2,000	3	49	
Media Director					
96,000	91,000	5,000	5	49	
Media Planner					
46,000	44,000	2,000	4	48	
Mgmt. Supervisor					
107,000	98,000	9,000	9	39	
Lead Acct. Planner					
96,000	90,000	6,000	7	44	
Account Planner					
64,000	61,000	3,000	5	42	
Account Executive					
51,000	49,000	2,000	4	46	

Notes: Average total pay is the medium salary plus mean bonus.

*Percentage of agencies indicating no bonus for that position in 2005.