

2012 Marketing Compensation Survey



BREAKOUT REPORT

REPORT ID = MK12 Sample - Breakout - Metro - EE Avg

REPRESENTS: Employee Weighted Average
PAY TYPE DISPLAYED: Annual Rate

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	Current Base Pay March 1, 2012	Most Recent FY Bonus Payout	Most Recent FY Profit Sharing Payout	Current Total Annual Compensation	Target Bonus Percent of Current Base	Total Number of Incumbents	Total Number of Companies	Relative Index
PRODUCT SEGMENT								
AV - Advertising & Media	\$61,766	\$3,109	\$7,661	\$64,229	4.0%	17	5	93.93%
CX - Consumer Products	\$69,850	\$7,024		\$76,874	8.9%	7	5	112.42%
FS - Financial Services	\$66,556	\$5,936	\$17,147	\$72,547	7.99%	119	23	106.24%
METRO								
CA Los Angeles Metro	\$77,639	\$8,187	\$7,661	\$81,777	8.75%	10	5	125.44%
IL Chicago Metro	\$60,305	\$1,941		\$61,277	4.44%	12	7	89.61%
MN Minneapolis/St. Paul	\$63,840	\$6,916		\$69,332	8.09%	34	12	101.39%
REVENUE LEVEL								
\$1.0 to \$4.999 Billion	\$64,532	\$7,041	\$17,147	\$73,488	6.28%	36	15	107.47%
\$5.0 to \$9.999 Billion	\$57,121	\$5,339		\$58,850	6.5%	33	7	86.06%
\$10.0 to \$24.999 Billion	\$61,475	\$3,892		\$66,237	4.26%	31	7	96.87%
Over \$25 Billion	\$67,195	\$5,860		\$72,322	8.95%	80	11	105.76%
Total Job								
Overall National Average	\$63,621	\$5,678	\$16,093	\$68,377	7.42%	194	47	100.0%

Empty Cell = No data or insufficient data for analysis.

Note: No breakout data is displayed where less than 5 companies are reporting to any region, product or revenue cut. All data for this job is used when calculating the Relative Index.

Relative Index indicates the relationship of the Total Compensation to the National Average on this job.

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