

2012 Marketing Compensation Survey



Summary Report

Report ID = MK12 STANDARD - SUMMARY - ALL PRODUCTS - 50TH PERCENTILE

REPRESENTS: 50th Percentile
PAY TYPE DISPLAYED: Annual Rate

WMG Job Title	Current Base Pay March 1, 2012	Most Recent FY Bonus Payout	Most Recent FY Profit Sharing Payout	Current Total Compensation	Target Bonus Percent of Current Base	Span of Control	Total Number of Incumbents	Total Number of Companies
1000 MARKETING COMM SPECIALIST-ENTRY	\$45,770	\$2,580	\$1,386	\$46,350	0.0%		353	64
1001 MARKETING COMM SPECIALIST-INTERMEDIATE	\$57,998	\$5,017	\$2,125	\$60,133	6.5%		837	108
1002 MARKETING COMM SPECIALIST-CAREER	\$68,952	\$5,490	\$3,287	\$77,550	10.0%		1126	113
1003 MARKETING COMM SPECIALIST-SENIOR/EXPERT	\$87,106	\$3,840	\$4,470	\$94,358	12.0%		1059	79
1004 MARKETING COMM SPECIALIST-CONSULTANT	\$103,656	\$11,250	\$9,856	\$114,359	13.79%		302	38
1100 MARKETING COMM SUPERVISOR	\$82,270	\$11,000	\$2,747	\$101,400	12.0%	3	195	37
1101 MARKETING COMM MANAGER/DIRECTOR A	\$115,000	\$14,850	\$10,083	\$117,600	20.0%	3	755	112
1102 MARKETING COMM MANAGER/DIRECTOR B	\$139,032	\$25,824	\$12,498	\$161,000	22.5%	4	386	99
1240 TRADE SHOW/EXHIBITS-ENTRY	\$49,057	\$5,395		\$49,855	6.99%		43	16
1241 TRADE SHOW/EXHIBITS-INTERMEDIATE	\$55,518	\$2,334	\$1,196	\$56,640	5.0%		58	30
1242 TRADE SHOW/EXHIBITS-CAREER	\$64,022	\$4,651		\$67,669	10.0%		66	33
1243 TRADE SHOW/EXHIBITS-SENIOR/EXPERT	\$78,316	\$6,518		\$85,116	12.0%		42	14

Empty Cell = No data or insufficient data for analysis