

2009 Marketing Compensation Survey



SUMMARY REPORT

REPORT ID = Sample Report - Fictitious Data

11 January 2010

REPRESENTS: Median Value/50th Percentile

| WMG Job Title | Current Base Pay March 1, 2009 | 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 | \$43,558 | \$1,992 | \$1,840 | \$44,555 | 2.0 % | | 406 | 63 |
| 1001 MARKETING COMM SPECIALIST-INTERMEDIATE | \$56,998 | \$2,919 | \$1,224 | \$58,557 | 5.0 % | | 789 | 109 |
| 1002 MARKETING COMM SPECIALIST-CAREER | \$65,310 | \$3,500 | \$13,492 | \$69,423 | 5.0 % | | 754 | 98 |
| 1003 MARKETING COMM SPECIALIST-SENIOR/EXPERT | \$85,000 | \$7,475 | \$5,208 | \$91,875 | 10.0 % | | 664 | 69 |
| 1004 MARKETING COMM SPECIALIST-CONSULTANT | \$100,000 | \$11,000 | \$9,650 | \$111,200 | 13.0 % | | 167 | 32 |
| 1100 MARKETING COMM SUPERVISOR | \$88,150 | \$8,650 | \$2,588 | \$95,789 | 10.0 % | 4 | 153 | 43 |
| 1101 MARKETING COMM MANAGER/DIRECTOR A | \$100,000 | \$12,525 | \$9,450 | \$110,196 | 15.0 % | 4 | 584 | 108 |
| 1102 MARKETING COMM MANAGER/DIRECTOR B | \$132,897 | \$21,910 | \$12,075 | \$153,626 | 20.0 % | 4 | 389 | 88 |
| 1240 TRADE SHOW/EXHIBITS-ENTRY | \$47,156 | \$4,800 | | \$49,451 | 7.0 % | | 44 | 16 |
| 1241 TRADE SHOW/EXHIBITS-INTERMEDIATE | \$53,724 | \$2,850 | \$2,019 | \$54,495 | 5.7 % | | 62 | 30 |
| 1242 TRADE SHOW/EXHIBITS-CAREER | \$63,721 | \$6,805 | \$2,277 | \$67,000 | 11.0 % | | 62 | 34 |
| 1243 TRADE SHOW/EXHIBITS-SENIOR/EXPERT | \$70,898 | \$4,475 | \$10,000 | \$78,003 | 10.0 % | | 34 | 15 |
| 1244 TRADE SHOW/EXHIBITS-CONSULTANT | \$103,050 | \$9,000 | | \$114,048 | 13.0 % | | 13 | 5 |
| 1247 TRADE SHOW/EXHIBITS MANAGER | \$90,000 | \$11,992 | | \$99,250 | 13.0 % | 3 | 34 | 23 |
| 1250 MEETING/CONF PLANNER - ENTRY | \$42,645 | \$914 | | \$43,441 | 0.0 % | | 187 | 18 |
| 1251 MEETING/CONF PLANNER-INTERMEDIATE | \$51,958 | \$2,616 | \$5,185 | \$54,047 | 0.0 % | | 561 | 42 |
| 1252 MEETING/CONF PLANNER-CAREER | \$61,410 | \$2,500 | \$16,167 | \$64,480 | 7.0 % | | 211 | 47 |
| 1253 MEETING/CONF PLANNER-SENIOR/EXPERT | \$71,946 | \$3,722 | \$5,947 | \$74,587 | 5.0 % | | 156 | 29 |
| 1254 MEETING/CONF PLANNER-CONSULTANT | \$91,037 | \$7,750 | | \$93,421 | 8.0 % | | 67 | 12 |

Empty Cell = No data or insufficient data for analysis.