

# 2009 Media Advertising Sales Compensation Survey



## Breakout Report

Report ID = SAMPLE - FICTITIOUS DATA

24 July 2xxx

REPRESENTS: Employee Weighted Average

### 1001 Media Sales Account Executive - Entry

	2008 Plan Year				2009 Plan Year				Sample Size		Relative Index
	Base Pay	Sales Incentive/Commissions Earned	Bonus/Non-Sales Incentive Earned	Total Cash Earned	Base Pay	Sales Incentive/Commissions Targeted	Bonus/Non-Sales Incentive Targeted	Total Targeted Earnings	No. of Employees	No. of Companies	
<b>Media Sector</b>											
Entertainment/Broadcast Media Sales	\$38,690	\$42,626	\$4,702	\$76,024	\$42,416	\$9,273	\$5,074	\$50,557	111	7	105.4 %
Printing/Publishing Media Sales	\$40,069	\$33,542	\$1,035	\$68,200	\$42,272	\$4,165		\$57,917	95	7	91.8 %
Web/Internet Media Sales	\$30,547	\$34,794		\$9,732	\$50,826	\$36,462		\$94,016	28	7	120.8 %
<b>Geographic Region</b>											
MW - Midwest	\$32,780	\$49,556	\$3,571	\$67,715	\$41,161	\$38,840	\$5,032	\$55,226	51	10	91.1 %
NE - Northeast	\$48,119	\$39,345	\$4,242	\$89,622	\$52,213	\$31,816	\$4,848	\$75,047	94	14	120.6 %
PA - California/Nevada	\$38,231	\$23,955	\$991	\$59,431	\$43,588	\$24,690	\$3,992	\$50,312	35	10	80.0 %
SE - Southeast	\$49,783	\$26,429	\$2,880	\$80,898	\$53,076	\$25,216	\$4,240	\$79,676	7	5	108.9 %
<b>Company Revenue</b>											
\$250 to \$499 Million	\$40,730	\$41,134	\$1,093	\$61,735	\$46,417	\$45,507		\$67,339	54	5	83.1 %
\$5.0 to \$9.999 Billion	\$59,696	\$38,339	\$6,333	\$97,348	\$64,084	\$32,514		\$95,618	52	5	131.0 %
<b>Total Job</b>											
Overall National Average	\$40,503	\$37,842	\$3,607	\$74,299	\$44,637	\$32,445	\$4,705	\$56,694	239	21	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.

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