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AIGA | Aquent Survey of Design Salaries 2009



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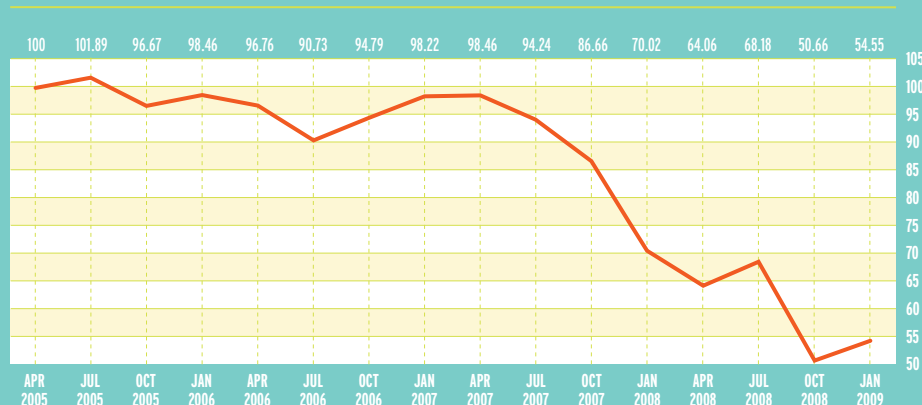
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The AIGA|Aquent Survey of Design Salaries is the most comprehensive annual survey of compensation data for the communication design profession in the United States. It reports the actual salary ranges for design positions among AIGA members and related professionals in the United States. ¶ The survey is based on salaries in 2008, when many design firms reported that their businesses were relatively solid—in fact, the industry seemed even more robust than many other economic sectors—although the economy had already slipped into recession. >>

Letter from the executive director

AIGA Design Leaders Confidence Index



Summary of findings

The core design positions—senior designer, designer, entry-level designer—held constant in compensation. All other positions saw declines in median salaries except for web designers and developers, who saw modest increases. Those results would seem disappointing, except that we all know that the broader, global economy has changed dramatically since the third quarter of 2008.

As a point of comparison, the urban consumer price index of the Bureau of Labor Statistics (CPI-U) increased just 0.1 percent from December 2007 until December 2008. The lack of variation would indicate that designers are maintaining relatively the same standard of living, at least statistically.

In terms of the state of the design economy, we know that advertising agencies and in-house design departments are reducing their design staffs. Many studios, however, report that they are very busy, working hard on projects on which clients are asking for more work for tighter fees. Those studios may be benefiting from the need for corporations to outsource design services following cuts in their own in-house design staffs. Even busy studios are worried about the short-term outlook.

Design Leaders Confidence Index

Each quarter, AIGA surveys design leaders to assess their level of confidence in the design economy and the general economy. This index mirrors the Conference Board index of corporate CEOs' assessment. The intention is to give designers who are experiencing either an upturn or downturn in their own business a sense of what their colleagues nationally are experiencing.

At the beginning of 2009, AIGA's Design Leaders Confidence Index revealed overwhelmingly strong concern that the national economy would falter in the next six months. The overall confidence index—declining to 54.55 from the previous January's 70.02—documents the anticipation of a severe drop in overall business activity. However, there is some optimism on the horizon: according to 30 percent, the design economy will be moderately better by July. Another 35 percent feel it will be the same, and the remaining 35 percent feel it will be worse.

For more information, see www.aiga.org/confidence-index.

Helping designers

Because designers are problem solvers by nature, we know that our profession has the stamina and flexibility to thrive in a range of conditions. However, to help each of us to remain competitive, we have asked a number of prominent designers to share their advice in this report based on experience. We hope their words will offer guidance to designers at all stages of their careers.

Design is essential to success in all sectors—in business and government, health and education—as the U.S. economy shifts toward a knowledge-based economy, where information design and communication design create substantial value. We are confident that the demand for design services will increase rapidly with economic recovery. While there is concern about business in the short to midterm, AIGA believes it is important that designers use this time constructively to train and learn, both within design disciplines and across broader social issues. To help in this endeavor, AIGA has increased access to training opportunities through member discounts.

Learn more at www.aiga.org/content.cfm/benefits.

Valuing design

The convergence of economic challenges and social networking raises an issue that relates to both the design economy and compensation. The debate over speculative work has become louder and more divisive in recent months, and it will continue to do so in an environment where there is greater competition for jobs. AIGA's position is clear, and we are committed to educating the public about the value of professional design and the importance of investing in it.

Join the discussion at www.aiga.org/position-spec-work.

While this report focuses on monetary rewards, almost every designer is driven as much by a passion for design. We know that salary levels may not reflect what each designer's contribution is worth; they reflect what the economy supports. And we know that in addition to salary levels, many designers are also deeply committed to social issues, cultural factors, the opportunity to learn and the desire to work on projects that make a real difference. The opportunity to fulfill all of these aspirations will also influence designers' choice of employment. More important, these aspirations are what assure us that designers will have an ever more influential role in transforming our society.

Richard Grefé
Executive director

Characteristics of survey respondents

Results by type of organization, size of organization and geographic region

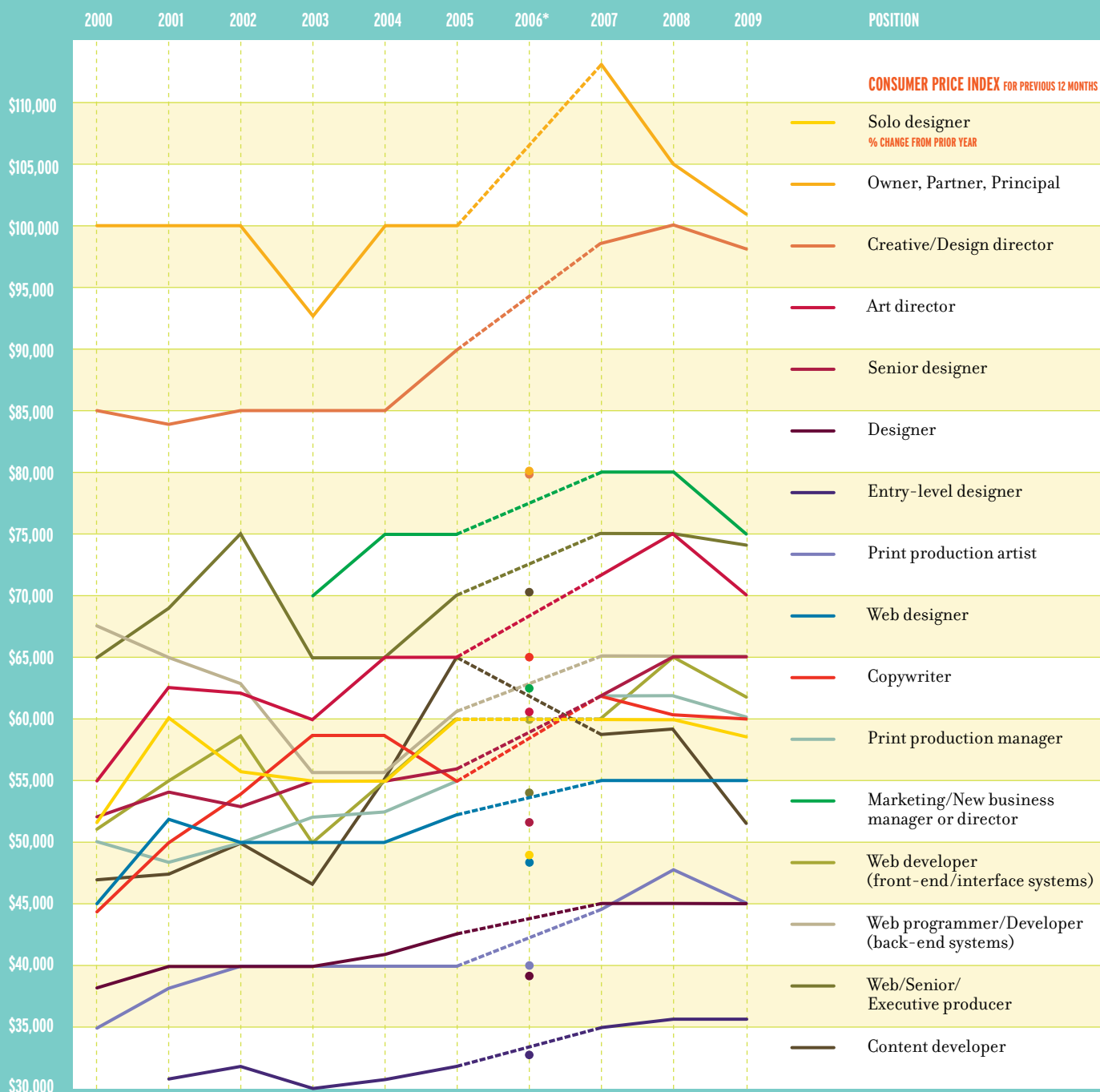
Type of organization				Geographic region			
Design studio or consultancy	1,763	19%	<div style="width: 19%;"><div style="width: 19%;"></div></div>	1 New England	637	7%	<div style="width: 7%;"><div style="width: 7%;"></div></div>
Advertising agency	856	9%	<div style="width: 9%;"><div style="width: 9%;"></div></div>	2 Middle Atlantic	1,510	17%	<div style="width: 17%;"><div style="width: 17%;"></div></div>
Publishing house	399	4%	<div style="width: 4%;"><div style="width: 4%;"></div></div>	3 South Atlantic	1,494	16%	<div style="width: 16%;"><div style="width: 16%;"></div></div>
Web development firm	139	2%	<div style="width: 2%;"><div style="width: 2%;"></div></div>	4 East North Central	1,241	14%	<div style="width: 14%;"><div style="width: 14%;"></div></div>
In-house design department	2,862	31%	<div style="width: 31%;"><div style="width: 31%;"></div></div>	5 East South Central	233	3%	<div style="width: 3%;"><div style="width: 3%;"></div></div>
Other	3,036	33%	<div style="width: 33%;"><div style="width: 33%;"></div></div>	6 West North Central	730	8%	<div style="width: 8%;"><div style="width: 8%;"></div></div>
Size of organization				7 West South Central	539	6%	<div style="width: 6%;"><div style="width: 6%;"></div></div>
2–9 employees	1,773	20%	<div style="width: 20%;"><div style="width: 20%;"></div></div>	8 Mountain	668	7%	<div style="width: 7%;"><div style="width: 7%;"></div></div>
10–99 employees	2,281	25%	<div style="width: 25%;"><div style="width: 25%;"></div></div>	9 Pacific	2,041	22%	<div style="width: 22%;"><div style="width: 22%;"></div></div>
100–999 employees	1,681	19%	<div style="width: 19%;"><div style="width: 19%;"></div></div>				
1000+ employees	1,778	19%	<div style="width: 19%;"><div style="width: 19%;"></div></div>				

Geographic regions U.S. Census divisions



Methodology For more information on methodology used for this survey, visit www.designsalaries.org.

Median total cash compensation 2000-2009



A note on the 2006 methodology

In 2006, a different research methodology was used that may have underestimated income. The 2006 data are reflected by dots and excluded from the trend line; the trend line from 2005 through the most recent data is reflected by a dotted line. The 2007 data are based on the same methodology as all previous years except 2006.

NOTE: Results not shown if fewer than 5 valid cases or 10 valid values.

* Change in 2006 survey methodology may have affected measurements. 2006 data unavailable for Print production manager and Web programmer/Developer (back-end systems).

2000	2001	2002	2003	2004	2005	2006*	2007	2008	2009	ANNUAL RATE
2.2%	3.4%	2.8%	1.6%	2.3%	2.7%	3.4%	3.2%	2.8%	2.9%	
\$52,000	\$60,000 +15.4%	\$56,000 -6.7%	\$55,000 -1.8%	\$55,000 0.0%	\$60,000 +9.1%	\$49,000 -18.3%	\$60,000 +22.4%	\$60,000 0.0%	\$58,000 -3.3%	+1.2%
\$100,000	\$100,000 0.0%	\$100,000 0.0%	\$93,000 -7.0%	\$100,000 +7.5%	\$100,000 0.0%	\$80,000 -20.0%	\$113,000 +41.3%	\$105,000 -7.1%	\$101,500 -3.3%	+0.2%
\$85,000	\$84,000 -1.2%	\$85,000 +1.2%	\$85,000 0.0%	\$85,000 0.0%	\$90,000 +5.9%	\$80,000 -11.1%	\$98,600 +23.3%	\$100,000 +1.4%	\$97,400 -2.6%	+1.5%
\$55,000	\$62,500 +13.6%	\$62,000 -0.8%	\$60,000 -3.2%	\$65,000 +8.3%	\$65,000 0.0%	\$60,900 -6.3%	\$72,000 +18.2%	\$75,000 +4.2%	\$70,000 -6.7%	+2.7%
\$52,300	\$54,000 +3.3%	\$53,000 -1.9%	\$55,000 +3.8%	\$55,000 0.0%	\$56,000 +1.8%	\$52,000 -7.1%	\$62,000 +19.2%	\$65,000 +4.8%	\$65,000 0.0%	+2.4%
\$38,000	\$40,000 +5.3%	\$40,000 0.0%	\$40,000 0.0%	\$41,200 +3.0%	\$42,500 +3.2%	\$39,800 -6.4%	\$45,000 +13.1%	\$45,000 0.0%	\$45,000 0.0%	+1.9%
	\$31,000	\$32,000 +3.2%	\$30,000 -6.3%	\$31,000 +3.3%	\$32,000 +3.2%	\$33,000 +3.1%	\$35,000 +6.1%	\$36,000 +2.9%	\$36,000 0.0%	+1.9%
\$35,000	\$38,000 +8.6%	\$40,000 +5.3%	\$40,000 0.0%	\$40,000 0.0%	\$40,000 0.0%	\$40,000 0.0%	\$44,800 +12.0%	\$47,500 +6.0%	\$45,000 -5.3%	+2.8%
\$45,000	\$52,000 +15.6%	\$50,000 -3.8%	\$50,000 0.0%	\$50,000 0.0%	\$52,000 +4.0%	\$48,000 -7.7%	\$55,000 +14.6%	\$55,000 0.0%	\$55,000 0.0%	+2.3%
\$44,800	\$50,000 +11.6%	\$54,000 +8.0%	\$58,000 +7.4%	\$58,000 0.0%	\$55,000 -5.2%	\$65,000 +18.2%	\$62,000 -4.6%	\$60,500 -2.4%	\$60,000 -0.8%	+3.3%
\$50,000	\$48,000 -4.0%	\$50,000 +4.2%	\$52,000 +4.0%	\$52,500 +1.0%	\$55,000 +4.8%		\$62,000	\$62,000 0.0%	\$60,000 -3.2%	+2.0%
			\$70,000	\$75,000 +7.1%	\$75,000 0.0%	\$62,500 -16.7%	\$80,000 +28.0%	\$80,000 0.0%	\$75,000 -6.3%	+1.2%
\$51,400	\$55,000 +7.0%	\$58,200 +5.8%	\$50,000 -14.1%	\$55,000 +10.0%	\$60,000 +9.1%	\$60,000 0.0%	\$60,000 0.0%	\$65,000 +8.3%	\$62,000 -4.6%	+2.1%
\$67,500	\$65,000 -3.7%	\$62,900 -3.2%	\$56,000 -11.0%	\$56,000 0.0%	\$60,600 +8.2%		\$65,000	\$65,000 0.0%	\$65,000 0.0%	-0.4%
\$65,000	\$69,000 +6.2%	\$75,000 +8.7%	\$65,000 -13.3%	\$65,000 0.0%	\$70,000 +7.7%	\$54,100 -22.7%	\$75,000 +38.6%	\$75,000 0.0%	\$74,500 -0.7%	+1.5%
\$47,000	\$47,500 +1.1%	\$50,000 +5.3%	\$46,500 -7.0%	\$55,000 +18.3%	\$65,000 +18.2%	\$70,500 +8.5%	\$58,800 -16.6%	\$59,000 +0.3%	\$52,000 -11.9%	+1.1%

Be smart and strategic—or else deliver pizzas



DAVID C. BAKER, management consultant for the creative services field, is the founder and principal of ReCourses, Inc., in Nashville, Tennessee.

To stay competitive, consider the following six actions that will not only help your business in the short term, but will also help you to recover in the long term.

First, position yourself narrowly so that you are less relevant to the majority but deeply sought by a minority that values expertise.

Don't incur any debt, which would allow you to live in denial instead of facing the reality in front of you.

Adjust your expenses quickly and aggressively. Nobody ever says they wish they'd waited longer to make the tough choices.

Consider doing more strategy and less implementation. From the latter comes most of the financial risk, competition and management headaches.

When you decide to compromise on your standards for a good client—e.g., your pricing or the time required to get something done—be selective about to whom you'll offer that kind of special treatment. This is important, because you'll never turn them back into good clients, requiring you to replace them when the economy turns around. At least you won't have to replace your entire client base.

Finally, maintain pricing that is appropriate for your experience and talent. If not, deliver pizzas instead.

Be stingy, but spend your creativity wildly

Everyone knows these are tough times. Any economic downturn is challenging—this one is particularly bad. But graphic designers have some special advantages.

First, you actually make something.

Economic bubbles happen when a lot of people start making a lot of money by figuring out new ways to manipulate other people's money. But designers make money the old-fashioned way: by figuring out a way to solve a problem that no one's thought of before, and then having the skill to turn that idea into reality. People who make things—whether physical or digital, an artifact or an experience—are in the minority these days. But it's a powerful minority, since the people that actually create things of lasting value are the ones who make the rest of the economic system possible.

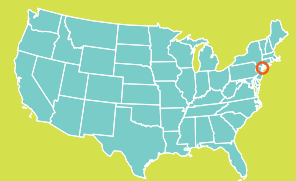
Second, you have a low overhead, and it's getting lower all the time.

Some entrepreneurs need factories, but not you. Your manufacturing plant and inventory storage facility is located between your ears. A few years ago, even a small graphic design operation couldn't survive without an office, desks, phones, copiers and coffee machines.

Sure, these things are still nice to have. But aren't you amazed how much you can get done with just a laptop and a cell phone? Be grateful you're not paying rent on a steel mill.

Finally, you can work without customers.

A shoe repair shop is idle if there aren't shoes to fix. But a designer can always keep busy. Think of how many design problems there are out there to solve. Think of how fun it can be to work without a client. Think of this as research and development. And try not to think about not getting paid, which is the only downside. But this is a temporary one. The time you invest now will pay off later, without a doubt. Be patient, hold on tight, be stingy with your money, but spend your creativity wildly. You'll come out on the other end better than ever.



MICHAEL BIERUT is a partner in the New York office of Pentagram.

Be broadly talented, with a focus



ALEXANDER ISLEY is creative director and principal of Alexander Isley, Inc., in Redding, Connecticut.

As designers gain more acceptance professionally, becoming increasingly relied upon and integrated into the fabric of the strategy and creation processes, a lot more is expected of us.

We're required to be versatile in all media and knowledgeable about business, culture, literature, technology and communication. To be a Renaissance person, able to do anything for anyone, has pretty much become the required cost of entry for our profession, and for us to be at this place of recognition (although we're most certainly not where we want to be yet) has been a long, difficult struggle.

And yet the conventional wisdom when dealing with uncertain times always seems to be: hunker down and stick to the one thing you know the most about and do the best. Do one thing and do it well.

Is this advice at odds with being Renaissance-like? I don't think so. Focusing does not mean cutting back on what you know—only perhaps on what you do. There's a big difference. The way to be attractive and useful (and effective) to clients is to collaborate closely with colleagues, building nimble teams that are optimized for specific tasks. Be smart, tactical and efficient. Focus on getting through a month or two and a project or two at a time. Remember, there's no such thing as an eight-run home run.

Control only the things you can control

Here's my advice for staying competitive in tough times:

Always manage your business like you are in a recession. That means putting money away in good times so you can weather the next recession—because there *will* be a next recession. Resist the temptation to spend profits during fat years because lean years always follow. Remember, cash is king.

"Business" is not a dirty word.

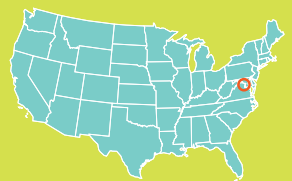
Many of us designers look down our noses at the business aspect of our profession, in which creativity reigns supreme. Never forget that if you do not operate your practice like a business, there will be no place for your creativity to live.

You cannot control many things, but you can control your budget.

During difficult economic times you can't control if a business cuts back its marketing budget or Wall Street tanks. But you can control what you spend. A budget can help you understand where your money is flowing and is the best picture into your economic health. Create one yearly; look at it monthly; revise it if necessary.

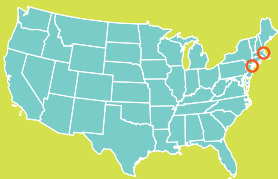
A "Grub first, then ethics" mentality is shortsighted. If you abandon your professionalism by entertaining spec work, or by severely undercutting your competition, it will come back to bite you.

The health of the economy is not your fault. If your business is not doing as well as you would like, it won't do any good to beat yourself up about it. There is less work and more competition for accounts and projects. And jobs are often cancelled right after they are awarded! That's the definition of a recession. Just remember that you are going through tough times due to external circumstances out of your control—not because you are a bad designer or a bad person.



JUDY KIRPICH is principal and CEO of Grafik, a marketing communications firm based in Alexandria, Virginia.

Give the best of yourself—only good things will come of it



DENISE KORN is the principal and owner of Korn Design, a creative communications firm with offices in Boston and New York. She is also the founder of the mentoring program Youth Design.

Whether you have recently graduated from college, are turning a corner in your design career, or you are teaching, leading or employing in the design community at large, we all seem to be facing similar challenges these days.

The search for quality work that is both valued and secure has forced us to map out new courses of action to reach this end goal. I've found that the best advice applies in both hard times and good, at any professional stage.

Leave your ego at the door. If you have the goods, you will be amazed at how readily your hard work and creative input will be appreciated.

Work hard to be aware and informed. Learn from others and listen carefully.

Value your role as a designer—your ideas, your contribution—but always be open to new ways of thinking that may challenge your initial perspective.

Share yourself, your time and your energy with others. This will feed your work and inspire you in ways you have yet to discover.

Be a mentor, be a trusted colleague, be a reliable employee, be a mensch.

Be patient—Rome wasn't built in a day. Use this time to think and to grow. And if you still have free time on your hands, give back—it will feel good and may benefit you, too.

New graduate? Use it to your advantage

Given the current state of the market and the radical shift in our industry, here are five ways for recent graduates to stay competitive.

Expand your horizons. Move beyond the usual subjects. Do your research and identify new offices, corporations and agencies inside and outside your market that are growing or doing interesting work. Try to determine their scale, client base and reputation. Be prepared to move.

Be specific. Our industry is converging and many offices are working in more mediums than ever, so tailor your portfolio for each potential employer. This may seem obvious, but if an office specializes in identity, show what identity work you've done. If a company works with lifestyle brands, share work that translates well to their clients. You get the idea.

Sell yourself. As challenging as this market may be, the strongest will survive. Do everything possible to share your ideas—great design will prevail. Demonstrate your talent and expertise to help potential employers know how your skills could impact their group from day one.

Leverage technology. The web has some of the biggest growth opportunities in this market. Many organizations are looking for ways to bring new ideas to market. Build a new site, make a short film, start a blog. Find ways to demonstrate you know the space and are connected.

Build relationships. Now more than ever it is critical to establish a strong network. Reach out to past instructors, personal contacts, organizations and professionals you know or have interviewed with, to see if they can help open doors. An introduction can come from anywhere.



JAMIE KOVAL is principal and president of VSA Partners, in Chicago.

Be a connected and flexible team player



MONICA LITTLE is CEO of Little & Company, based in Minneapolis.

With so many designers looking for work, employers can afford to be choosy. Now more than ever, you need to build your competitive advantage.

Begin by assessing the state of your network. Are you leveraging tools like LinkedIn and Facebook? When was the last time you picked up the phone and connected in person with your most important contacts? If you have people out there advising and advocating for you, be sure to keep them apprised of how you're doing, thank them often and stay in touch regularly—no matter where you're at with employment. This is one of the most valuable uses of downtime, but it's actually something designers should be doing at all times!

Be flexible. With leaner staffs, employers often increase their use of flex resources to get the work done. Freelancing can be an opportunity to grow your network as well as your portfolio.

For designers who are employed, know your company's vision and goals as well as your part in achieving them. If you're not sure, ask! Are there internal projects you can take on? By actively helping your company succeed, you'll increase your own value, too.

And finally, always be a great team player. When it comes to evaluating staff, all skills being equal, employers are more likely to hire—or keep—the person who plays well with others.

The present may be challenging, but the future is yours

When I graduated from college in 1973, there weren't any jobs. It was a time of long lines at the gas pump, the *Whole Earth Catalog*, Watergate and the end of the Vietnam War. If you had a degree in the arts, you were pretty much out of luck. No one was hiring.

A newly graduating designer today might feel some of that same angst. With this in mind, here's my perspective:

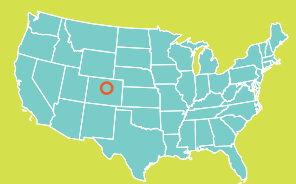
A design education is even more valuable now. You have the tools to create, integrate, analyze, synthesize and visualize vast amounts of information. This is a skill set that will be in huge demand as we experience global economic and cultural shifts.

Learn everything you can about your prospective employers—their projects, people and culture. Stay in touch with them in as many ways as you can think of. Once is not enough.

If you can't find a position in the short term, don't give up. Add to your "experience bank." Take a business class. Learn a new language. Volunteer.

Time is on your side. Firms will soon be hiring again, and they'll be looking for your energy and talent. You offer amazing fluency in technology, including social networking and collaboration techniques. You also bring a balanced perspective of family, friends and work, which enhances your ability to be creative.

Designers are the ambassadors of change. I can't wait to see your next design!



JANET MARTIN is president of Communication Arts, Inc., a multidisciplinary design firm in Boulder.

Make sure design is what you really want to do

Even though you're talented, smart, likeable and hardworking, there may not be a clear path for moving your career forward in this economy. Here's some advice geared to various levels of experience and commitment to being a designer.

If you've just been laid off (and you're not alone):

You may find opportunities at smaller, independent studios if their workload is solid and if you have skills that are in demand.

Pursue a past client or vendor if they formed a high opinion of you—there may be an appropriate spot for your skills within their organization (doing web design, for example).

You might open your own creative boutique, if you have an entrepreneurial spirit and adequate start-up capital. It also helps to have a client or two lined up.

Consider leaving the U.S. to do creative work in a foreign market where demand is stronger. (Until recently, this was a growing trend in advertising, industrial design and architecture.)

Last but not least, you always have the option of leaving design entirely. If the thrill is gone, and you have other saleable skills, the time might be right for that really big change you've been thinking about.

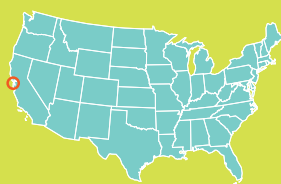
If you're completing an undergraduate degree:

Consider staying in school to work on a graduate degree. It can be an opportunity to strengthen your mastery of digital media, or to expand your skills in the areas of strategy and innovation. The hard part here is paying the tuition!

In the last recession, most employment opportunities were on the client side. Lots of big companies have their own in-house creative departments. Do some serious research and focus on corporations that are profitable within industries that are stable or growing.

If you're already working:

Stay put! Don't make a jump unless you're recruited away by a competitor who is clearly more successful and profitable than your current employer.



SHEL PERKINS is principal of Shel Perkins & Associates in San Francisco and heads the AIGA Center for Practice Management.

Find your hook and always value design

Over the last 40 years, I've been through three major downturns. I have to say, it's hard for anyone to know what to do. What works for one company might not work for another. I can only tell you what my company did: we found our "hook." By using technology in innovative ways—ways that others hadn't yet tried—we were able to help our clients work prudently within meager budgets. What worked for us short term ended up growing our business long term, positioning us as a leader in technology and expanding our reach.

In 2001 we had to go back to basics, but we never stopped valuing our work. The tendency in a downturn is to charge much less for the same work. My experience says this is risky business. It takes too long, possibly years, to raise prices again once business returns. When we devalue our services, we devalue the entire profession.

So, I have two recommendations: First, find your "hook," market it well—and often—and consult with your clients to find creative ways to work within their budgets. And second, continue to value your work. Now, let's hunker down and get through it.



PAULA SAVAGE HANSEN is CEO of Savage, a branding and corporate design firm in Houston.

Compensation overview

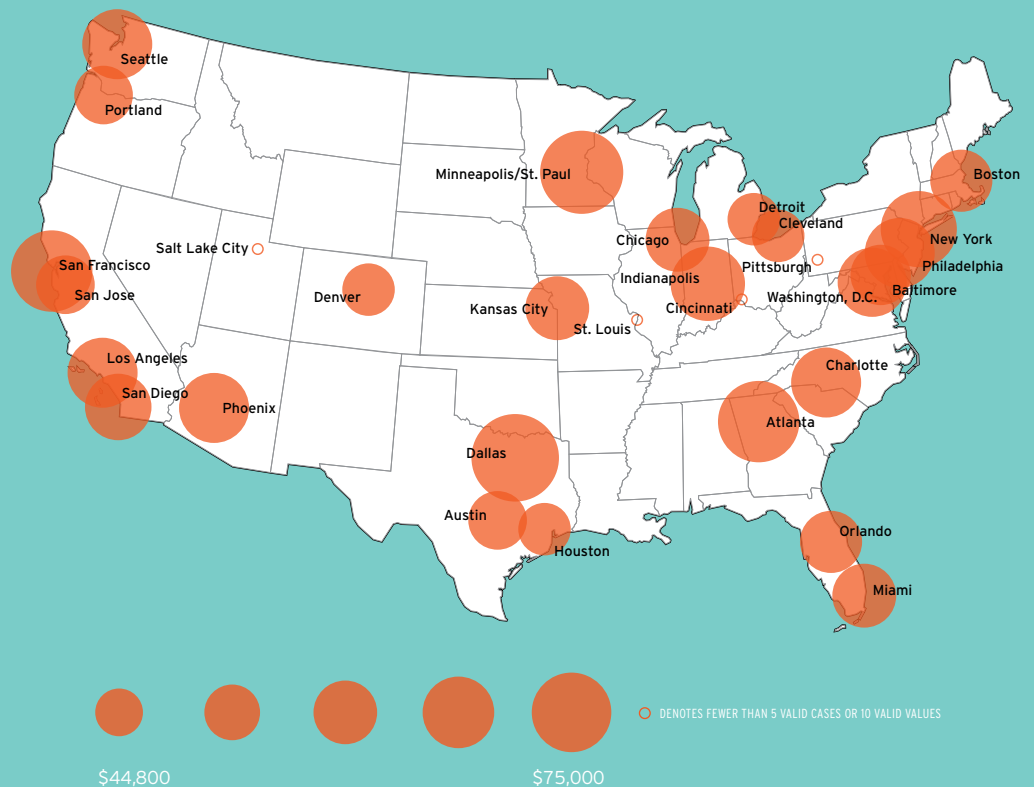
	SALARY/WAGES			SALARY/WAGE COMPARISON	TOTAL COMPENSATION			RESPONDENTS
	25TH%	MEDIAN	75TH%		25TH%	MEDIAN	75TH%	
Solo designer	\$40,000	\$55,000	\$75,000		\$40,000	\$58,000	\$80,000	1,759
Owner, Partner, Principal	\$60,000	\$90,000	\$128,000		\$75,000	\$101,500	\$156,500	1,011
Creative/Design director	\$70,000	\$90,000	\$120,000		\$72,000	\$97,400	\$125,000	1,391
Art director	\$54,500	\$68,000	\$81,000		\$55,000	\$70,000	\$87,500	1,583
Senior designer	\$50,000	\$60,000	\$72,000		\$52,000	\$65,000	\$75,000	2,161
Designer	\$38,000	\$45,000	\$53,000		\$39,500	\$45,000	\$55,000	2,767
Entry-level designer	\$30,000	\$35,000	\$40,000		\$32,000	\$36,000	\$41,500	1,010
Print production artist	\$34,000	\$42,000	\$51,600		\$35,000	\$45,000	\$57,000	481
Web designer	\$43,000	\$54,000	\$65,000		\$45,000	\$55,000	\$67,000	658
Copywriter	\$45,000	\$55,000	\$70,000		\$46,600	\$60,000	\$75,800	454
Print production manager	\$45,000	\$55,000	\$70,000		\$48,000	\$60,000	\$72,000	455
Marketing/New business manager or director	\$55,000	\$71,000	\$90,000		\$60,000	\$75,000	\$95,000	387
Web developer (front-end/interface systems)	\$50,000	\$60,000	\$72,000		\$50,000	\$62,000	\$75,000	384
Web programmer/Developer (back-end systems)	\$50,000	\$65,000	\$79,000		\$52,500	\$65,000	\$80,000	233
Web/Senior/Executive producer	\$55,000	\$70,000	\$90,000		\$60,000	\$74,500	\$90,000	183
Content developer	\$40,000	\$50,000	\$64,300		\$40,900	\$52,000	\$65,000	134

NOTE: The Salary/Wage Comparison graphically depicts the three salaries indicated in the table. The black horizontal bar represents the range from 25th to 75th percentile, and the red vertical bar indicates the median.

Solo designer

A solo designer is a freelance or self-employed design professional who works independently of a company and has no employees.

2009 Median total cash compensation comparison by metro area



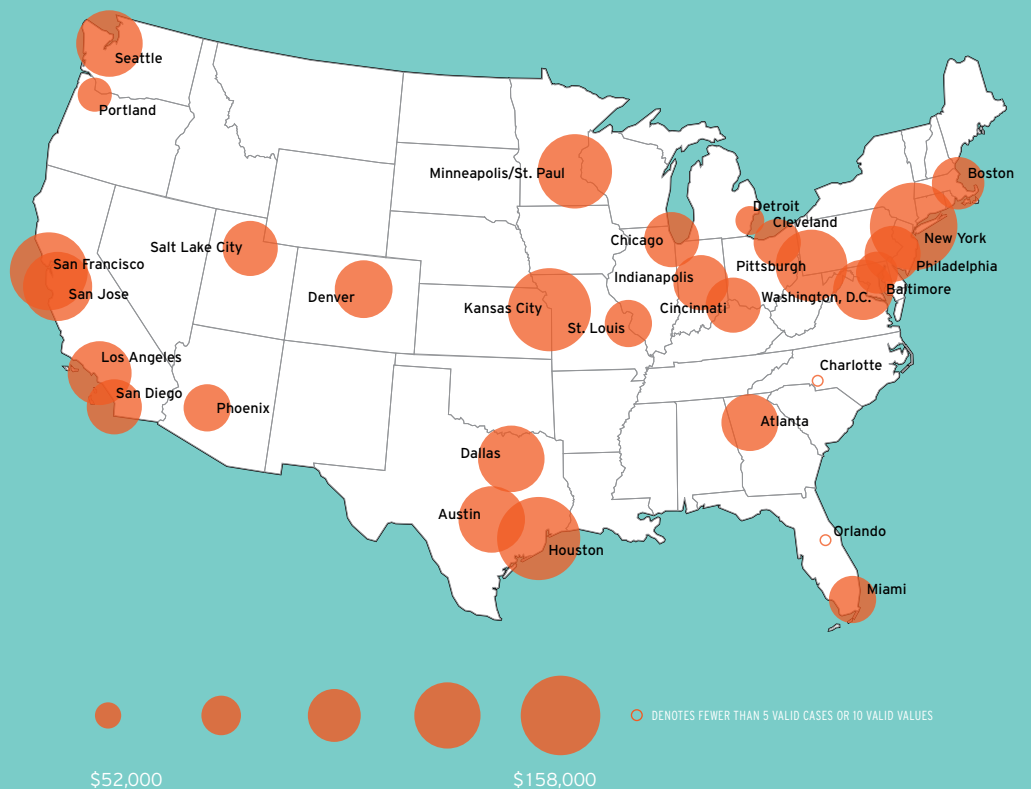
	SALARY/WAGES			SALARY/WAGE COMPARISON	TOTAL COMPENSATION			RESPONDENTS
	25TH%	MEDIAN	75TH%		25TH%	MEDIAN	75TH%	
Overview	\$40,000	\$55,000	\$75,000		\$40,000	\$58,000	\$80,000	1,759
Region								
New England	\$40,000	\$52,000	\$70,000		\$40,000	\$54,700	\$74,800	148
Middle Atlantic	\$40,000	\$60,000	\$80,000		\$43,200	\$60,000	\$81,800	294
South Atlantic	\$40,000	\$52,500	\$75,000		\$42,000	\$55,000	\$80,000	242
East North Central	\$35,000	\$50,000	\$74,000		\$38,400	\$52,000	\$77,000	207
East South Central	\$34,200	\$44,500	\$66,300		\$35,200	\$45,000	\$66,300	38
West North Central	\$40,300	\$54,500	\$76,300		\$42,000	\$60,000	\$85,000	100
West South Central	\$34,200	\$50,000	\$75,000		\$35,000	\$52,000	\$80,000	91
Mountain	\$35,000	\$51,000	\$75,000		\$36,000	\$55,000	\$75,000	143
Pacific	\$41,900	\$60,000	\$80,000		\$45,000	\$60,000	\$80,000	496
Metro area								
Atlanta	\$47,000	\$67,500	\$84,800		\$47,800	\$70,000	\$84,800	32
Austin	\$40,000	\$50,000	\$76,000		\$40,000	\$50,000	\$81,000	17
Baltimore	\$32,500	\$52,000	\$85,000		\$32,500	\$52,000	\$90,000	19
Boston	\$40,000	\$52,000	\$75,000		\$40,000	\$52,800	\$77,500	69
Charlotte	\$30,000	\$55,000	\$75,000		\$30,000	\$60,000	\$75,000	15
Chicago	\$40,000	\$55,000	\$77,300		\$40,000	\$55,000	\$80,100	92
Cincinnati	N/A	N/A	N/A		N/A	N/A	N/A	9
Cleveland	\$34,300	\$44,800	\$65,800		\$34,300	\$44,800	\$69,100	18
Dallas	\$60,000	\$75,000	\$103,000		\$60,000	\$75,000	\$110,000	27
Denver	\$32,000	\$42,000	\$75,000		\$32,000	\$45,000	\$75,000	51
Detroit	\$32,000	\$45,000	\$58,000		\$35,000	\$45,000	\$58,000	19
Houston	\$30,000	\$45,000	\$56,500		\$31,000	\$45,000	\$61,500	21
Indianapolis	\$40,000	\$50,000	\$80,000		\$40,000	\$64,000	\$82,500	17
Kansas City	\$38,500	\$55,000	\$75,000		\$38,500	\$55,000	\$81,600	17
Los Angeles	\$45,000	\$60,000	\$83,700		\$45,800	\$60,000	\$86,300	154
Miami	\$46,000	\$50,000	\$66,200		\$48,000	\$55,000	\$73,700	17
Minneapolis	\$41,000	\$60,000	\$90,000		\$42,800	\$71,000	\$100,000	56
New York	\$45,000	\$63,000	\$83,000		\$45,000	\$65,000	\$90,000	211
Orlando	\$32,500	\$52,500	\$60,000		\$32,500	\$52,500	\$60,000	12
Philadelphia	\$37,500	\$56,000	\$78,000		\$42,500	\$60,000	\$78,000	41
Phoenix	\$40,000	\$60,000	\$80,000		\$40,000	\$60,000	\$80,000	27
Pittsburgh	N/A	N/A	N/A		N/A	N/A	N/A	8
Portland	\$36,000	\$50,000	\$65,000		\$40,000	\$50,000	\$65,000	43
St. Louis	N/A	N/A	N/A		N/A	N/A	N/A	8
Salt Lake City	N/A	N/A	N/A		N/A	N/A	N/A	9
San Diego	\$42,500	\$55,000	\$70,300		\$44,300	\$56,500	\$73,800	44
San Francisco	\$45,000	\$65,000	\$90,000		\$45,900	\$70,000	\$98,000	110
San Jose	\$38,000	\$50,000	\$70,000		\$38,000	\$50,000	\$70,000	21
Seattle	\$40,000	\$53,000	\$78,000		\$42,500	\$60,000	\$78,000	57
Washington, D.C.	\$42,500	\$55,000	\$89,500		\$45,000	\$59,000	\$90,000	64
Organizational overview*								
NET: Corporate department	\$36,000	\$50,000	\$62,000		\$37,700	\$50,000	\$65,000	189
NET: Design studio	\$40,000	\$58,800	\$80,000		\$40,900	\$60,000	\$82,900	1,488
Type of organization								
Design studio or consultancy	\$40,300	\$65,000	\$89,000		\$42,100	\$70,000	\$98,800	116
Advertising agency	\$38,700	\$49,000	\$65,000		\$39,200	\$50,000	\$67,500	41
Publishing house	\$30,000	\$50,000	\$61,500		\$30,000	\$51,000	\$64,300	16
Web development firm	\$39,100	\$57,500	\$73,800		\$39,100	\$57,500	\$94,300	10
In-house design department	\$36,000	\$49,100	\$62,000		\$36,400	\$50,000	\$62,000	128
Other	\$40,000	\$55,000	\$79,000		\$40,000	\$60,000	\$80,000	1,436
Size of organization								
2-9	\$36,100	\$59,000	\$80,000		\$40,000	\$60,000	\$82,400	184
10-99	\$35,000	\$50,000	\$64,400		\$37,100	\$50,400	\$65,000	124
100-999	\$39,400	\$50,000	\$65,500		\$40,000	\$50,000	\$65,500	66
1,000+	\$44,600	\$53,000	\$66,500		\$45,000	\$55,000	\$69,000	105
Client base								
Local/regional only	\$37,200	\$52,000	\$75,000		\$40,000	\$55,000	\$77,000	785
National	\$40,000	\$60,000	\$80,000		\$40,000	\$60,000	\$82,800	613
International	\$41,000	\$57,000	\$80,000		\$43,600	\$60,000	\$80,000	309

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values. *The additional NET figures are included to further clarify the profiles of design-related businesses and corporate departments, which are typically within larger companies. NET Corporate department = in-house design department, advertising agency, publishing house, media or architectural firm. NET Design studio = design studio or consultancy, freelance or self-employed (solo designer) or interactive/multimedia agency.

Owner, Partner, Principal

An owner, partner, principal holds an equity position and has major business responsibility for a firm with employees.

2009 Median total cash compensation comparison by metro area



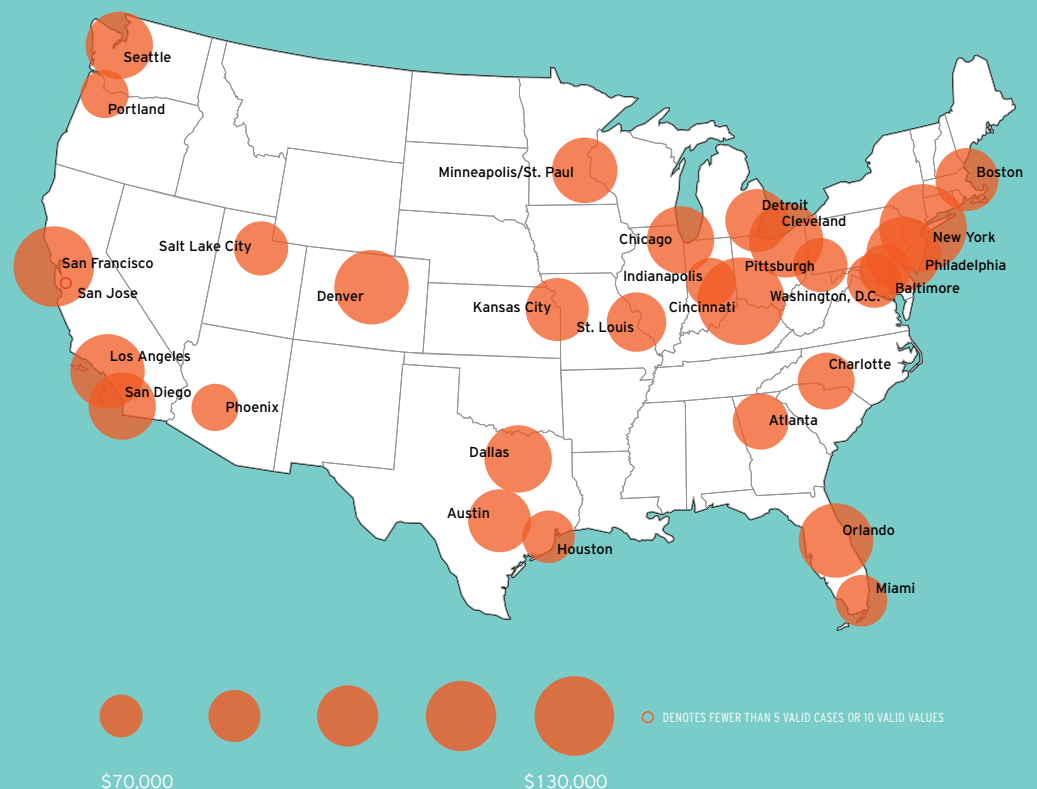
	SALARY/WAGES			SALARY/WAGE COMPARISON	TOTAL COMPENSATION			RESPONDENTS
	25TH%	MEDIAN	75TH%		25TH%	MEDIAN	75TH%	
Overview	\$60,000	\$90,000	\$128,000		\$75,000	\$101,500	\$156,500	1,011
Region								
New England	\$56,000	\$85,000	\$120,000		\$60,000	\$95,000	\$150,000	76
Middle Atlantic	\$75,000	\$120,000	\$175,000		\$92,800	\$150,000	\$200,000	176
South Atlantic	\$60,000	\$80,000	\$115,000		\$65,000	\$95,000	\$125,000	145
East North Central	\$70,000	\$98,500	\$130,000		\$80,000	\$100,000	\$162,500	119
East South Central	\$50,000	\$72,000	\$100,000		\$52,000	\$87,000	\$120,000	24
West North Central	\$60,000	\$74,000	\$100,000		\$70,000	\$100,000	\$180,000	82
West South Central	\$70,000	\$100,000	\$130,000		\$75,000	\$120,000	\$150,000	66
Mountain	\$53,000	\$75,000	\$103,800		\$60,000	\$90,000	\$120,000	75
Pacific	\$60,000	\$90,000	\$128,000		\$74,000	\$100,000	\$150,000	248
Metro area								
Atlanta	\$70,000	\$85,000	\$125,000		\$80,000	\$103,000	\$133,800	19
Austin	\$60,000	\$70,000	\$125,000		\$70,000	\$120,000	\$135,000	13
Baltimore	\$49,000	\$60,000	\$75,000		\$53,000	\$75,000	\$100,000	12
Boston	\$50,000	\$85,500	\$120,000		\$60,000	\$95,000	\$138,800	37
Charlotte	N/A	N/A	N/A		N/A	N/A	N/A	5
Chicago	\$75,000	\$94,000	\$135,000		\$90,000	\$100,500	\$156,300	53
Cincinnati	\$100,000	\$100,000	\$250,000		\$100,000	\$100,000	\$250,000	4
Cleveland	\$40,200	\$80,000	\$166,300		\$45,500	\$85,000	\$185,500	9
Dallas	\$72,000	\$120,000	\$130,000		\$72,000	\$120,000	\$135,000	15
Denver	\$47,300	\$85,500	\$150,000		\$47,300	\$104,500	\$150,000	11
Detroit	\$42,500	\$52,000	\$89,200		\$42,500	\$52,000	\$152,500	7
Houston	\$120,000	\$133,300	\$150,000		\$120,000	\$150,000	\$225,000	14
Indianapolis	\$72,500	\$82,500	\$120,000		\$81,300	\$100,000	\$120,000	9
Kansas City	\$60,000	\$75,000	\$150,000		\$72,000	\$150,000	\$180,000	7
Los Angeles	\$70,000	\$100,000	\$150,000		\$80,000	\$115,000	\$200,000	65
Miami	\$41,000	\$85,000	\$120,000		\$53,500	\$85,000	\$122,500	11
Minneapolis	\$60,000	\$86,000	\$142,500		\$72,000	\$135,000	\$206,300	40
New York	\$82,000	\$125,000	\$200,000		\$100,000	\$158,000	\$225,000	119
Orlando	N/A	N/A	N/A		N/A	N/A	N/A	2
Philadelphia	\$72,000	\$90,000	\$125,000		\$75,000	\$101,500	\$135,000	26
Phoenix	\$50,000	\$80,000	\$110,000		\$56,000	\$85,000	\$115,000	18
Pittsburgh	\$55,000	\$130,000	\$175,000		\$75,000	\$130,000	\$175,000	11
Portland	\$45,000	\$52,000	\$90,000		\$55,000	\$62,000	\$100,000	17
St. Louis	\$49,500	\$82,500	\$127,500		\$61,300	\$85,500	\$263,800	12
Salt Lake City	\$58,800	\$75,000	\$100,000		\$59,300	\$100,000	\$135,800	11
San Diego	\$80,000	\$93,000	\$120,000		\$85,000	\$100,000	\$130,000	26
San Francisco	\$67,200	\$113,000	\$175,000		\$80,000	\$140,000	\$200,000	65
San Jose	\$88,800	\$118,000	\$128,000		\$88,800	\$123,000	\$128,000	6
Seattle	\$65,000	\$75,000	\$100,000		\$75,000	\$120,000	\$150,000	29
Washington, D.C.	\$79,000	\$105,000	\$125,000		\$95,000	\$110,000	\$150,000	38
Organizational overview*								
NET: Corporate department	\$75,000	\$100,000	\$150,000		\$85,000	\$120,000	\$175,000	176
NET: Design studio	\$60,000	\$90,000	\$125,000		\$72,000	\$100,000	\$150,000	744
Type of organization								
Design studio or consultancy	\$60,000	\$86,500	\$125,000		\$72,000	\$100,000	\$150,000	651
Advertising agency	\$80,000	\$100,800	\$150,000		\$85,000	\$125,000	\$175,000	130
Publishing house	\$50,000	\$70,000	\$150,000		\$50,000	\$70,000	\$180,000	13
Web development firm	\$47,400	\$60,000	\$92,500		\$56,000	\$76,000	\$100,000	32
In-house design department	\$65,000	\$100,000	\$125,000		\$65,000	\$100,000	\$146,000	25
Other	\$60,000	\$100,000	\$133,300		\$75,000	\$100,000	\$170,000	153
Size of organization								
2-9	\$60,000	\$80,000	\$108,500		\$64,400	\$95,000	\$135,000	695
10-99	\$90,000	\$120,000	\$165,000		\$100,000	\$140,000	\$200,000	234
100-999	\$100,000	\$150,000	\$200,000		\$100,000	\$175,000	\$200,000	26
1,000+	\$75,000	\$93,000	\$240,000		\$75,000	\$93,000	\$300,000	11
Client base								
Local/regional only	\$60,000	\$80,000	\$106,000		\$60,000	\$90,000	\$130,000	314
National	\$62,500	\$90,000	\$125,000		\$80,000	\$100,000	\$150,000	442
International	\$70,000	\$115,000	\$165,000		\$85,000	\$135,000	\$200,000	244

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Creative/Design director

A creative director or design director is the creative head of a design firm, advertising agency or an in-house corporate design department. In all of these positions, key responsibilities can include the development of graphic design, advertising, communications and industrial design publications.

2009 Median total cash compensation comparison by metro area



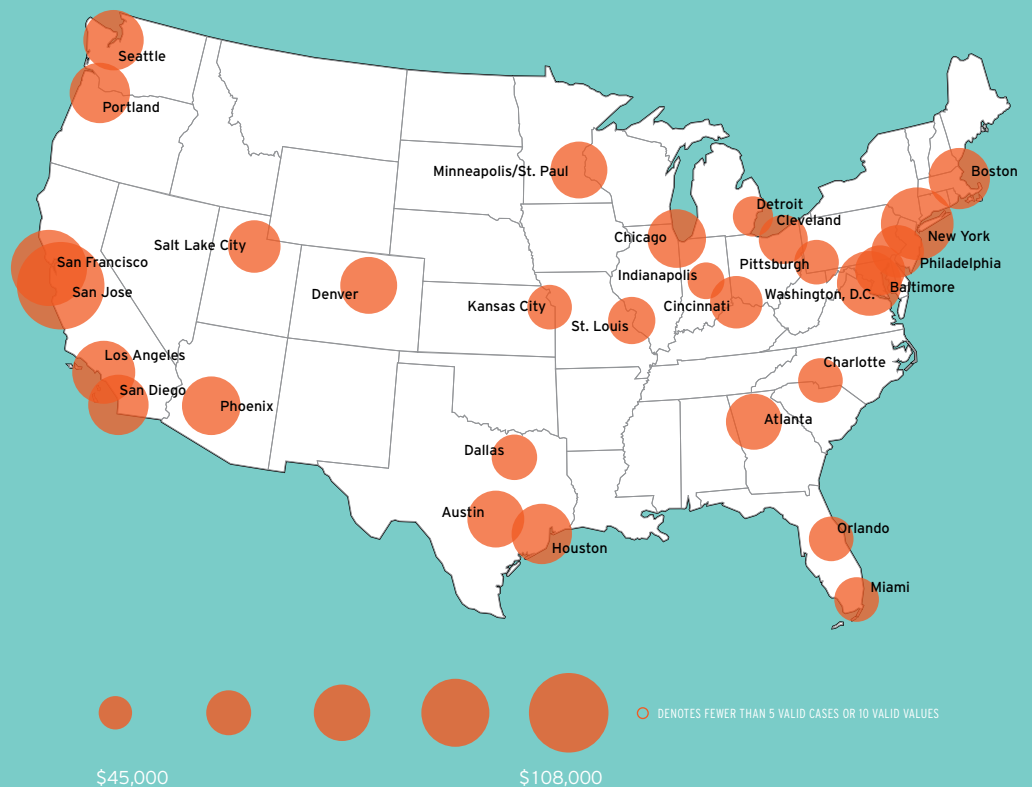
	SALARY/WAGES			SALARY/WAGE COMPARISON	TOTAL COMPENSATION			RESPONDENTS
	25TH%	MEDIAN	75TH%		25TH%	MEDIAN	75TH%	
Overview	\$70,000	\$90,000	\$120,000		\$72,000	\$97,400	\$125,000	1,391
Region								
New England	\$70,000	\$86,000	\$100,000		\$70,000	\$95,000	\$125,000	79
Middle Atlantic	\$90,000	\$115,000	\$150,000		\$90,300	\$125,000	\$160,000	238
South Atlantic	\$60,800	\$83,500	\$107,000		\$65,000	\$85,000	\$114,300	241
East North Central	\$60,000	\$86,500	\$110,000		\$65,000	\$90,000	\$120,000	184
East South Central	\$51,300	\$70,000	\$100,000		\$52,000	\$75,000	\$112,000	46
West North Central	\$75,000	\$85,000	\$100,000		\$75,500	\$91,000	\$110,000	114
West South Central	\$65,000	\$85,000	\$100,000		\$65,000	\$90,000	\$104,000	80
Mountain	\$59,500	\$75,000	\$90,000		\$60,000	\$80,000	\$100,000	107
Pacific	\$75,000	\$100,000	\$122,300		\$80,000	\$104,000	\$130,000	301
Metro area								
Atlanta	\$63,800	\$81,000	\$100,000		\$63,800	\$83,000	\$105,500	41
Austin	\$42,000	\$82,500	\$100,000		\$42,000	\$92,500	\$112,300	13
Baltimore	\$65,000	\$75,000	\$110,000		\$66,500	\$77,500	\$130,000	15
Boston	\$70,000	\$85,500	\$107,500		\$70,000	\$93,000	\$120,000	48
Charlotte	\$56,000	\$80,000	\$95,000		\$58,500	\$85,000	\$95,000	11
Chicago	\$77,600	\$97,900	\$125,000		\$79,500	\$100,000	\$125,000	81
Cincinnati	\$85,500	\$125,000	\$125,000		\$87,100	\$130,000	\$137,500	9
Cleveland	\$83,700	\$100,000	\$100,000		\$85,000	\$110,000	\$115,000	12
Dallas	\$81,300	\$100,000	\$120,000		\$85,000	\$100,000	\$125,000	31
Denver	\$67,500	\$90,000	\$116,500		\$67,500	\$110,000	\$130,000	22
Detroit	\$76,300	\$85,000	\$101,300		\$80,000	\$92,500	\$112,500	8
Houston	\$71,300	\$76,000	\$88,000		\$74,300	\$78,000	\$100,000	15
Indianapolis	\$53,000	\$70,000	\$82,000		\$53,300	\$73,000	\$88,800	15
Kansas City	\$75,500	\$90,000	\$96,000		\$76,000	\$96,000	\$105,000	16
Los Angeles	\$80,000	\$100,000	\$125,000		\$89,300	\$110,000	\$130,000	90
Miami	\$40,000	\$76,000	\$125,000		\$46,000	\$77,000	\$125,000	13
Minneapolis	\$76,000	\$90,000	\$100,000		\$79,800	\$96,500	\$110,000	61
New York	\$100,000	\$120,000	\$150,000		\$100,000	\$130,000	\$173,800	182
Orlando	\$57,000	\$98,000	\$107,000		\$57,000	\$110,000	\$112,000	11
Philadelphia	\$72,000	\$100,000	\$113,800		\$73,500	\$110,000	\$120,000	26
Phoenix	\$55,000	\$70,000	\$75,000		\$56,000	\$70,000	\$82,000	19
Pittsburgh	\$55,300	\$72,600	\$102,500		\$57,500	\$79,600	\$120,000	12
Portland	\$60,000	\$72,800	\$95,000		\$60,000	\$72,800	\$111,600	17
St. Louis	\$75,000	\$80,000	\$97,800		\$80,000	\$89,500	\$113,800	16
Salt Lake City	\$63,800	\$75,000	\$100,000		\$67,500	\$80,000	\$100,000	12
San Diego	\$82,500	\$96,000	\$120,000		\$82,500	\$100,000	\$120,000	26
San Francisco	\$91,000	\$110,000	\$134,000		\$91,000	\$120,000	\$147,000	87
San Jose	N/A	N/A	N/A		N/A	N/A	N/A	7
Seattle	\$72,000	\$93,500	\$125,000		\$74,400	\$100,000	\$150,000	34
Washington, D.C.	\$80,000	\$97,000	\$120,000		\$80,000	\$100,000	\$125,000	69
Organizational overview*								
NET: Corporate department	\$67,500	\$90,000	\$118,300		\$70,000	\$95,000	\$125,000	819
NET: Design studio	\$78,500	\$100,000	\$125,000		\$80,000	\$101,000	\$139,000	383
Type of organization								
Design studio or consultancy	\$76,000	\$95,000	\$120,000		\$80,000	\$100,000	\$130,000	300
Advertising agency	\$80,000	\$100,000	\$125,000		\$84,000	\$100,000	\$130,000	197
Publishing house	\$67,500	\$85,000	\$142,500		\$72,000	\$88,000	\$155,000	60
Web development firm	\$46,300	\$74,500	\$90,000		\$54,300	\$74,500	\$120,000	20
In-house design department	\$65,000	\$85,000	\$105,000		\$65,000	\$89,000	\$115,000	541
Other	\$68,000	\$90,000	\$120,000		\$70,000	\$98,500	\$130,000	267
Size of organization								
2-9	\$52,000	\$70,000	\$90,000		\$55,000	\$75,000	\$100,000	256
10-99	\$70,000	\$90,000	\$110,000		\$73,000	\$95,000	\$125,000	489
100-999	\$75,000	\$96,000	\$125,000		\$77,300	\$100,000	\$130,000	321
1,000+	\$78,000	\$100,000	\$126,500		\$82,300	\$110,000	\$140,000	307
Client base								
Local/regional only	\$55,000	\$75,000	\$94,100		\$55,000	\$76,500	\$96,400	267
National	\$72,000	\$90,000	\$110,000		\$75,000	\$95,000	\$120,000	447
International	\$78,000	\$100,000	\$127,000		\$82,000	\$110,000	\$140,000	519

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values. *The additional NET figures are included to further clarify the profiles of design-related businesses and corporate departments, which are typically within larger companies. NET Corporate department = in-house design department, advertising agency, publishing house, media or architectural firm. NET Design studio = design studio or consultancy, freelance or self-employed (solo designer) or interactive/multimedia agency.

Art director

The art director establishes the conceptual and stylistic direction for design staff and orchestrates their work, as well as the work of production artists, photographers, illustrators, prepress technicians, printers and anyone else who is involved in the development of a project. The art director generally selects vendors and, if there isn't a creative director on staff, has final creative authority.

2009 Median total cash compensation comparison by metro area



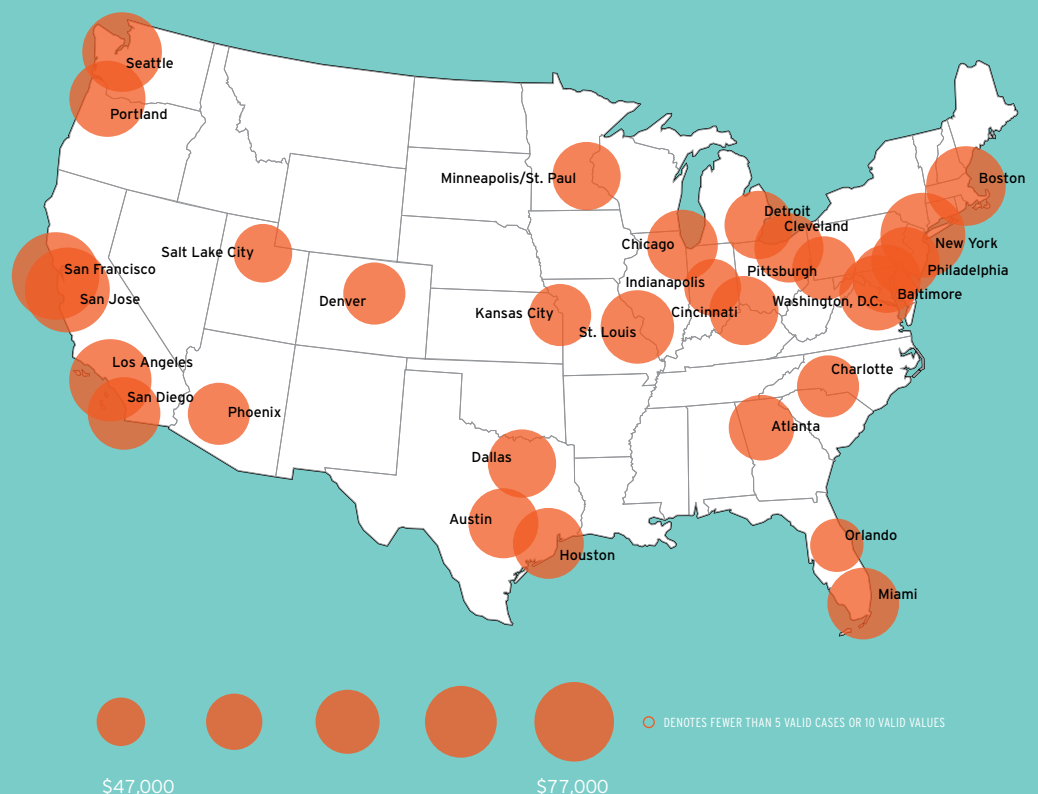
	SALARY/WAGES			SALARY/WAGE COMPARISON	TOTAL COMPENSATION			RESPONDENTS
	25TH%	MEDIAN	75TH%		25TH%	MEDIAN	75TH%	
Overview	\$54,500	\$68,000	\$81,000		\$55,000	\$70,000	\$87,500	1,583
Region								
New England	\$62,500	\$74,000	\$80,000		\$63,000	\$76,000	\$87,500	91
Middle Atlantic	\$65,000	\$80,000	\$95,000		\$65,000	\$80,200	\$100,000	297
South Atlantic	\$50,000	\$62,000	\$75,000		\$51,000	\$65,000	\$80,000	282
East North Central	\$50,000	\$60,000	\$75,000		\$50,000	\$65,000	\$79,500	233
East South Central	\$40,000	\$50,000	\$66,600		\$40,000	\$51,000	\$72,000	42
West North Central	\$50,000	\$60,000	\$72,000		\$52,000	\$60,000	\$78,000	139
West South Central	\$46,000	\$55,000	\$70,000		\$46,000	\$57,300	\$75,000	87
Mountain	\$53,000	\$65,000	\$72,000		\$54,300	\$68,000	\$76,000	115
Pacific	\$62,500	\$75,000	\$90,000		\$65,000	\$80,000	\$95,000	297
Metro area								
Atlanta	\$55,000	\$66,000	\$80,000		\$55,000	\$69,000	\$85,500	39
Austin	\$55,000	\$67,000	\$75,000		\$60,000	\$70,000	\$75,500	21
Baltimore	\$45,000	\$60,000	\$74,300		\$46,000	\$62,000	\$75,000	29
Boston	\$65,000	\$75,000	\$84,000		\$65,000	\$76,000	\$89,500	56
Charlotte	\$50,000	\$55,000	\$66,900		\$50,000	\$55,000	\$75,000	10
Chicago	\$55,000	\$68,200	\$80,000		\$55,000	\$72,200	\$85,000	97
Cincinnati	\$55,000	\$60,000	\$85,000		\$58,000	\$65,000	\$85,000	14
Cleveland	\$50,000	\$60,000	\$63,000		\$50,000	\$60,500	\$65,000	19
Dallas	\$48,000	\$55,000	\$70,000		\$50,000	\$56,000	\$74,800	33
Denver	\$50,000	\$66,000	\$80,000		\$50,000	\$70,000	\$88,000	23
Detroit	\$45,000	\$50,000	\$65,000		\$45,000	\$50,000	\$80,000	16
Houston	\$41,500	\$72,000	\$75,000		\$41,500	\$75,000	\$82,000	10
Indianapolis	\$39,600	\$45,000	\$51,800		\$39,600	\$45,000	\$55,500	12
Kansas City	\$45,500	\$50,000	\$73,500		\$47,100	\$54,500	\$77,000	19
Los Angeles	\$63,000	\$75,000	\$90,000		\$65,000	\$78,000	\$95,000	102
Miami	\$45,000	\$55,000	\$61,000		\$45,000	\$55,000	\$61,000	18
Minneapolis	\$56,700	\$65,000	\$76,000		\$59,000	\$70,000	\$84,000	64
New York	\$70,000	\$85,000	\$100,000		\$75,000	\$90,000	\$110,000	222
Orlando	\$44,000	\$55,000	\$70,000		\$50,000	\$55,000	\$70,000	9
Philadelphia	\$59,000	\$65,000	\$75,000		\$60,000	\$65,000	\$80,000	29
Phoenix	\$57,800	\$66,000	\$72,000		\$58,500	\$72,000	\$76,000	22
Pittsburgh	\$50,000	\$55,000	\$69,000		\$50,000	\$55,000	\$75,000	13
Portland	\$63,000	\$75,000	\$85,000		\$67,000	\$75,000	\$85,000	22
St. Louis	\$50,000	\$58,000	\$75,000		\$55,000	\$58,000	\$75,000	19
Salt Lake City	\$55,000	\$64,000	\$70,000		\$56,000	\$64,500	\$76,400	14
San Diego	\$55,000	\$74,000	\$80,000		\$55,000	\$75,000	\$84,000	24
San Francisco	\$75,000	\$85,000	\$96,000		\$80,000	\$94,000	\$105,000	71
San Jose	\$78,000	\$108,000	\$120,000		\$78,000	\$108,000	\$120,000	8
Seattle	\$60,000	\$71,000	\$81,800		\$61,300	\$75,000	\$87,500	28
Washington, D.C.	\$65,000	\$77,000	\$91,500		\$65,500	\$80,000	\$95,000	82
Organizational overview*								
NET: Corporate department	\$52,000	\$65,000	\$80,000		\$55,000	\$70,000	\$85,000	1,034
NET: Design studio	\$58,000	\$74,500	\$88,000		\$60,000	\$76,000	\$90,000	374
Type of organization								
Design studio or consultancy	\$53,800	\$70,000	\$85,500		\$57,000	\$75,000	\$90,000	283
Advertising agency	\$50,000	\$60,000	\$75,000		\$50,000	\$62,500	\$80,000	329
Publishing house	\$49,300	\$65,000	\$81,500		\$50,000	\$65,500	\$85,800	132
Web development firm	\$60,000	\$80,000	\$98,000		\$63,000	\$80,000	\$98,000	16
In-house design department	\$56,500	\$70,000	\$86,000		\$60,000	\$75,000	\$91,000	554
Other	\$60,000	\$75,000	\$84,800		\$60,000	\$75,000	\$90,000	266
Size of organization								
2-9	\$45,000	\$58,000	\$70,000		\$46,300	\$60,000	\$75,000	248
10-99	\$50,000	\$65,000	\$80,000		\$53,000	\$69,000	\$83,000	588
100-999	\$55,000	\$70,000	\$80,000		\$55,300	\$70,300	\$86,000	374
1,000+	\$62,500	\$75,000	\$92,300		\$65,000	\$80,000	\$100,000	361
Client base								
Local/regional only	\$45,000	\$56,200	\$70,000		\$46,000	\$60,000	\$73,400	260
National	\$52,000	\$65,000	\$80,000		\$53,000	\$70,000	\$85,000	586
International	\$60,000	\$75,000	\$90,000		\$60,000	\$76,000	\$95,000	544

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Senior designer

The senior designer is responsible for conceptualization and design of solutions to their completion. In some firms, a senior designer directs the work of one or more junior designers, who generate comps and create layouts and final art. In some cases, senior designers do not manage staff but are designated “senior” because of their authority in design decision making.

2009 Median total cash compensation comparison by metro area



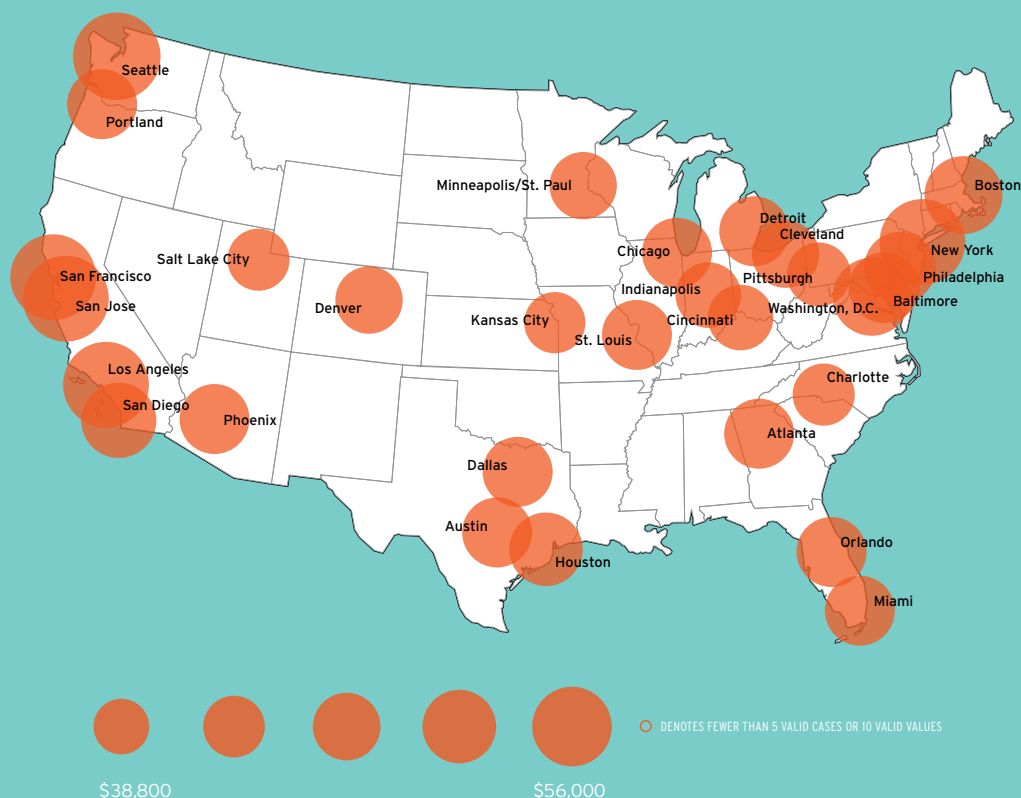
	SALARY/WAGES			SALARY/WAGE COMPARISON	TOTAL COMPENSATION			RESPONDENTS
	25TH%	MEDIAN	75TH%		25TH%	MEDIAN	75TH%	
Overview	\$50,000	\$60,000	\$72,000		\$52,000	\$65,000	\$75,000	2,161
Region								
New England	\$56,000	\$65,000	\$72,000		\$58,000	\$69,000	\$78,400	150
Middle Atlantic	\$56,000	\$69,000	\$80,000		\$60,000	\$70,000	\$85,000	382
South Atlantic	\$46,000	\$58,000	\$69,000		\$48,600	\$60,000	\$70,300	374
East North Central	\$49,300	\$56,000	\$65,000		\$50,000	\$60,000	\$70,000	294
East South Central	\$46,000	\$55,000	\$65,800		\$47,000	\$55,500	\$70,000	44
West North Central	\$45,000	\$55,000	\$65,000		\$47,000	\$57,300	\$70,000	164
West South Central	\$48,500	\$60,000	\$65,000		\$50,000	\$60,000	\$70,000	113
Mountain	\$46,000	\$50,000	\$60,000		\$48,000	\$53,000	\$60,400	144
Pacific	\$58,000	\$65,000	\$78,400		\$60,000	\$70,000	\$82,000	495
Metro area								
Atlanta	\$46,000	\$54,000	\$67,600		\$50,000	\$58,000	\$70,000	59
Austin	\$53,500	\$60,000	\$62,500		\$56,000	\$62,000	\$67,000	27
Baltimore	\$45,000	\$57,800	\$66,300		\$46,000	\$60,000	\$68,500	34
Boston	\$57,800	\$65,000	\$75,000		\$60,000	\$70,000	\$82,200	94
Charlotte	\$45,000	\$50,000	\$60,000		\$50,000	\$55,000	\$65,000	12
Chicago	\$52,000	\$60,000	\$66,000		\$55,000	\$62,000	\$70,000	140
Cincinnati	\$50,800	\$60,000	\$66,300		\$52,500	\$61,000	\$68,800	23
Cleveland	\$50,000	\$58,200	\$60,000		\$52,800	\$61,500	\$70,800	20
Dallas	\$50,500	\$60,000	\$65,000		\$52,000	\$60,000	\$65,000	32
Denver	\$47,500	\$50,000	\$60,000		\$48,000	\$55,000	\$65,000	38
Detroit	\$45,000	\$50,300	\$60,000		\$48,500	\$60,000	\$60,000	14
Houston	\$49,000	\$55,000	\$65,000		\$50,000	\$62,000	\$75,000	25
Indianapolis	\$44,000	\$50,000	\$54,000		\$47,300	\$50,000	\$56,000	26
Kansas City	\$49,000	\$50,000	\$65,000		\$50,000	\$55,500	\$65,000	20
Los Angeles	\$58,000	\$66,000	\$78,000		\$60,000	\$72,600	\$85,000	146
Miami	\$50,000	\$57,500	\$75,000		\$51,500	\$62,500	\$75,000	16
Minneapolis	\$47,000	\$58,500	\$65,000		\$50,000	\$60,000	\$71,000	82
New York	\$60,000	\$72,000	\$82,000		\$65,000	\$75,000	\$87,000	289
Orlando	\$42,000	\$45,000	\$62,000		\$45,000	\$47,000	\$62,000	15
Philadelphia	\$48,000	\$55,000	\$62,000		\$51,400	\$60,000	\$62,000	38
Phoenix	\$48,000	\$50,000	\$60,000		\$48,000	\$55,000	\$60,000	28
Pittsburgh	\$50,000	\$55,000	\$60,000		\$53,500	\$56,000	\$60,000	19
Portland	\$52,000	\$62,000	\$75,000		\$55,000	\$67,000	\$77,000	27
St. Louis	\$55,000	\$65,000	\$65,000		\$57,000	\$65,000	\$70,000	20
Salt Lake City	\$45,000	\$50,000	\$55,600		\$49,000	\$52,000	\$55,600	16
San Diego	\$53,000	\$62,000	\$70,000		\$57,000	\$64,000	\$73,500	47
San Francisco	\$65,000	\$75,000	\$85,000		\$65,000	\$77,000	\$90,000	119
San Jose	\$65,500	\$75,000	\$90,000		\$72,000	\$75,000	\$94,000	17
Seattle	\$60,000	\$65,000	\$75,000		\$62,900	\$70,000	\$80,000	70
Washington, D.C.	\$55,000	\$65,000	\$71,000		\$59,800	\$66,000	\$75,000	130
Organizational overview*								
NET: Corporate department	\$50,000	\$60,000	\$70,000		\$52,000	\$62,000	\$75,000	1,281
NET: Design studio	\$52,000	\$62,000	\$75,000		\$55,000	\$67,000	\$77,500	610
Type of organization								
Design studio or consultancy	\$52,000	\$61,000	\$75,000		\$55,000	\$66,800	\$77,500	518
Advertising agency	\$48,000	\$60,000	\$72,000		\$49,000	\$60,000	\$75,000	174
Publishing house	\$45,000	\$56,000	\$65,000		\$47,000	\$56,000	\$70,000	110
Web development firm	\$50,000	\$65,000	\$80,000		\$60,300	\$67,600	\$80,000	26
In-house design department	\$50,000	\$60,000	\$70,000		\$53,000	\$64,000	\$75,000	936
Other	\$50,000	\$62,000	\$75,000		\$50,000	\$65,000	\$75,000	392
Size of organization								
2-9	\$46,000	\$55,000	\$65,000		\$49,000	\$57,000	\$68,000	366
10-99	\$50,000	\$60,000	\$72,000		\$52,500	\$65,000	\$75,000	659
100-999	\$50,000	\$60,000	\$70,000		\$52,000	\$62,000	\$75,000	540
1,000+	\$55,000	\$65,000	\$75,000		\$55,900	\$67,200	\$80,000	576
Client base								
Local/regional only	\$46,000	\$53,000	\$65,000		\$48,000	\$56,000	\$66,500	395
National	\$50,000	\$60,000	\$70,000		\$52,000	\$62,000	\$75,000	675
International	\$54,800	\$65,000	\$75,000		\$56,500	\$68,000	\$80,000	810

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values. *The additional NET figures are included to further clarify the profiles of design-related businesses and corporate departments, which are typically within larger companies. NET Corporate department = in-house design department, advertising agency, publishing house, media or architectural firm. NET Design studio = design studio or consultancy, freelance or self-employed (solo designer) or interactive/multimedia agency.

Designer

A designer is responsible for the conceptualization and design of graphic applications such as collateral material, environmental graphics, books and magazines, corporate identity, film titling and multimedia interfaces, to their completion.

2009 Median total cash compensation comparison by metro area



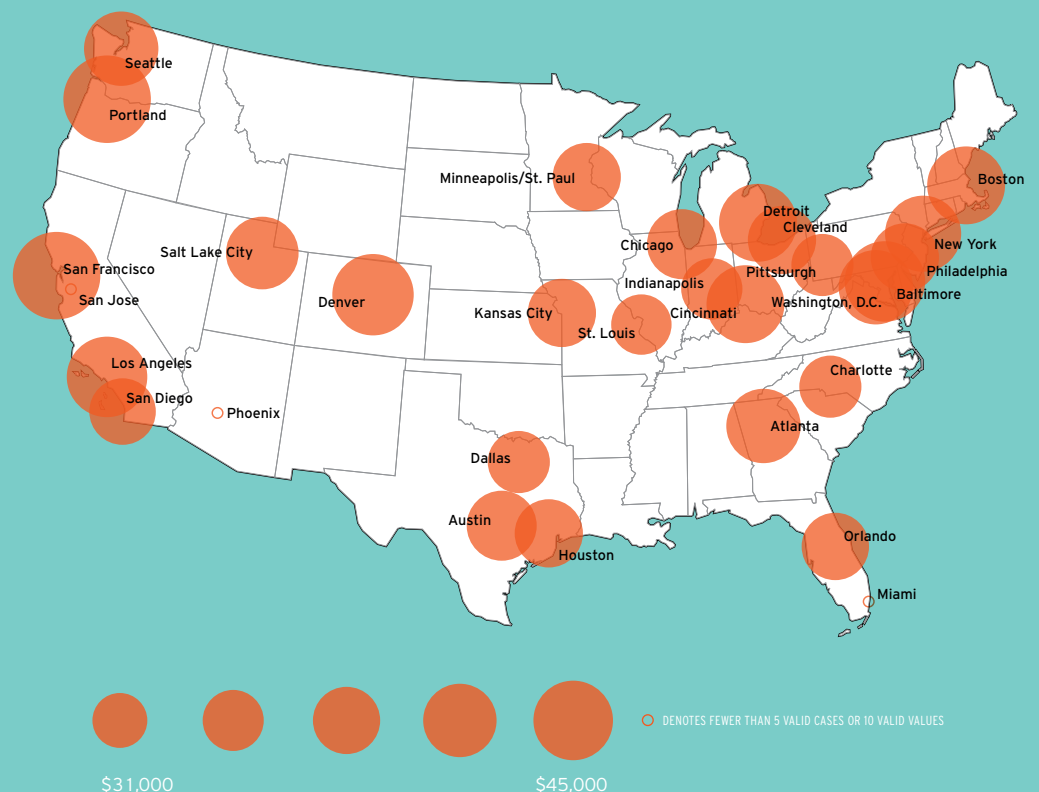
	SALARY/WAGES			SALARY/WAGE COMPARISON	TOTAL COMPENSATION			RESPONDENTS
	25TH%	MEDIAN	75TH%		25TH%	MEDIAN	75TH%	
Overview	\$38,000	\$45,000	\$53,000		\$39,500	\$45,000	\$55,000	2,767
Region								
New England	\$41,000	\$47,500	\$55,000		\$43,000	\$50,000	\$56,500	167
Middle Atlantic	\$40,000	\$48,000	\$60,000		\$42,000	\$50,000	\$60,000	426
South Atlantic	\$38,000	\$45,000	\$50,000		\$39,700	\$45,000	\$53,000	452
East North Central	\$36,000	\$40,000	\$46,000		\$37,500	\$43,000	\$50,000	435
East South Central	\$32,900	\$40,000	\$45,000		\$34,000	\$40,000	\$45,000	87
West North Central	\$35,000	\$40,000	\$46,500		\$36,000	\$41,000	\$50,000	264
West South Central	\$35,000	\$42,000	\$48,000		\$35,000	\$45,000	\$50,000	172
Mountain	\$35,000	\$40,000	\$46,100		\$35,000	\$43,000	\$50,000	211
Pacific	\$42,500	\$50,000	\$60,000		\$44,300	\$52,500	\$62,000	553
Metro area								
Atlanta	\$40,000	\$42,500	\$48,500		\$40,000	\$45,000	\$50,500	64
Austin	\$36,300	\$45,000	\$47,000		\$40,000	\$45,000	\$49,300	31
Baltimore	\$40,000	\$45,200	\$50,000		\$41,100	\$46,000	\$51,000	48
Boston	\$42,500	\$48,000	\$55,000		\$45,000	\$50,000	\$57,300	104
Charlotte	\$37,300	\$40,000	\$42,000		\$38,000	\$40,000	\$43,000	26
Chicago	\$39,700	\$43,500	\$50,000		\$40,000	\$45,000	\$54,500	174
Cincinnati	\$37,000	\$40,500	\$48,000		\$38,000	\$41,800	\$50,000	29
Cleveland	\$35,000	\$39,500	\$47,000		\$36,000	\$42,500	\$50,000	39
Dallas	\$38,000	\$45,000	\$52,800		\$41,500	\$45,000	\$53,300	40
Denver	\$35,000	\$40,000	\$50,000		\$35,000	\$43,000	\$52,000	43
Detroit	\$40,000	\$42,000	\$50,000		\$40,000	\$45,000	\$50,000	26
Houston	\$38,000	\$45,000	\$51,300		\$40,000	\$47,000	\$55,000	40
Indianapolis	\$36,000	\$40,000	\$45,000		\$36,100	\$42,000	\$45,000	36
Kansas City	\$32,000	\$35,000	\$52,000		\$34,000	\$38,800	\$57,000	29
Los Angeles	\$45,000	\$52,000	\$60,000		\$46,000	\$54,000	\$65,000	148
Miami	\$37,900	\$45,000	\$48,000		\$38,600	\$45,000	\$48,000	17
Minneapolis	\$36,500	\$42,000	\$49,000		\$38,000	\$43,000	\$54,000	135
New York	\$44,000	\$50,000	\$60,000		\$45,000	\$55,000	\$64,500	288
Orlando	\$38,800	\$45,000	\$50,000		\$40,300	\$45,000	\$50,000	16
Philadelphia	\$40,000	\$44,000	\$50,000		\$40,000	\$46,000	\$50,000	59
Phoenix	\$35,000	\$40,000	\$49,000		\$35,000	\$45,000	\$49,000	44
Pittsburgh	\$38,000	\$40,000	\$48,000		\$38,000	\$41,000	\$48,000	29
Portland	\$37,300	\$44,500	\$52,000		\$37,300	\$45,000	\$54,500	47
St. Louis	\$36,500	\$42,000	\$48,500		\$36,500	\$45,000	\$50,000	35
Salt Lake City	\$35,000	\$40,000	\$45,000		\$38,100	\$40,000	\$45,000	24
San Diego	\$39,500	\$48,000	\$55,000		\$40,000	\$48,000	\$55,000	51
San Francisco	\$48,000	\$55,000	\$63,000		\$50,000	\$55,000	\$68,000	119
San Jose	\$48,000	\$53,000	\$70,300		\$48,000	\$55,000	\$75,500	14
Seattle	\$42,000	\$50,000	\$62,500		\$45,000	\$56,000	\$65,000	102
Washington, D.C.	\$41,000	\$50,000	\$55,000		\$42,000	\$50,000	\$58,000	133
Organizational overview*								
NET: Corporate department	\$37,600	\$45,000	\$52,000		\$38,500	\$45,000	\$55,000	1,581
NET: Design studio	\$40,000	\$45,000	\$55,000		\$40,000	\$46,000	\$55,000	822
Type of organization								
Design studio or consultancy	\$39,500	\$45,000	\$52,000		\$40,000	\$45,500	\$55,000	699
Advertising agency	\$35,000	\$40,000	\$50,000		\$36,000	\$45,000	\$50,500	257
Publishing house	\$35,000	\$40,000	\$47,300		\$35,000	\$40,000	\$48,000	142
Web development firm	\$33,000	\$40,000	\$48,000		\$38,000	\$45,000	\$55,000	29
In-house design department	\$39,000	\$45,000	\$55,000		\$40,000	\$46,800	\$55,800	1,115
Other	\$39,000	\$45,000	\$55,000		\$40,000	\$45,000	\$55,000	511
Size of organization								
2-9	\$35,000	\$40,000	\$46,000		\$35,000	\$42,000	\$50,000	542
10-99	\$37,000	\$43,000	\$50,000		\$38,500	\$45,000	\$55,000	866
100-999	\$38,000	\$45,000	\$53,000		\$40,000	\$46,000	\$55,000	678
1,000+	\$41,000	\$48,000	\$57,000		\$42,500	\$50,000	\$60,000	640
Client base								
Local/regional only	\$35,000	\$40,000	\$47,000		\$35,000	\$42,000	\$50,000	560
National	\$38,000	\$43,000	\$50,000		\$39,000	\$45,000	\$53,900	917
International	\$40,000	\$46,000	\$55,000		\$41,000	\$49,000	\$59,000	956

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values. *The additional NET figures are included to further clarify the profiles of design-related businesses and corporate departments, which are typically within larger companies. NET Corporate department = in-house design department, advertising agency, publishing house, media or architectural firm. NET Design studio = design studio or consultancy, freelance or self-employed (solo designer) or interactive/multimedia agency.

Entry-level designer

An entry-level designer is one to two years out of school and requires mentoring in all aspects of design conception and implementation.

2009 Median total cash compensation comparison by metro area



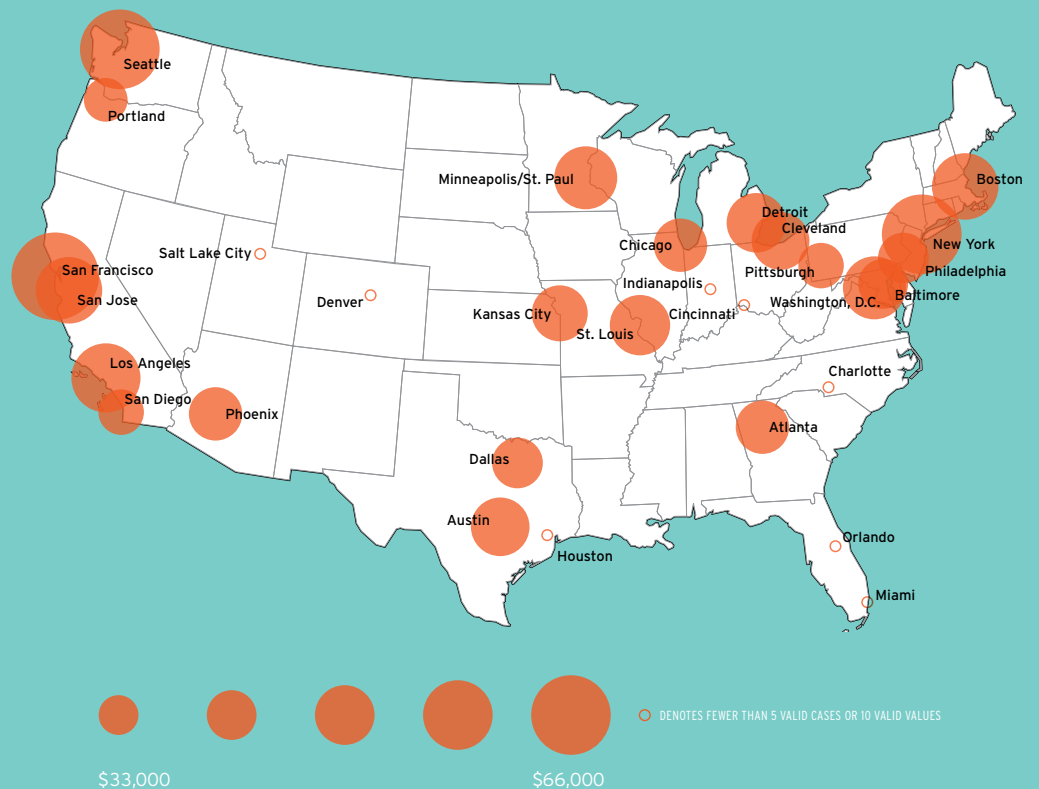
	SALARY/WAGES			SALARY/WAGE COMPARISON	TOTAL COMPENSATION			RESPONDENTS
	25TH%	MEDIAN	75TH%		25TH%	MEDIAN	75TH%	
Overview	\$30,000	\$35,000	\$40,000		\$32,000	\$36,000	\$41,500	1,010
Region								
New England	\$32,000	\$38,000	\$45,000		\$35,000	\$40,000	\$46,500	59
Middle Atlantic	\$31,000	\$36,000	\$40,000		\$33,000	\$38,000	\$41,900	190
South Atlantic	\$32,000	\$36,000	\$40,000		\$32,400	\$37,500	\$42,300	169
East North Central	\$31,300	\$35,000	\$38,000		\$32,000	\$35,500	\$40,000	158
East South Central	\$29,800	\$30,000	\$35,000		\$30,000	\$30,800	\$35,000	26
West North Central	\$30,000	\$32,000	\$35,000		\$30,000	\$33,000	\$37,000	100
West South Central	\$29,700	\$32,000	\$35,000		\$30,000	\$33,000	\$36,000	67
Mountain	\$30,000	\$35,000	\$40,000		\$31,000	\$36,000	\$42,000	63
Pacific	\$33,000	\$40,000	\$45,000		\$34,000	\$40,000	\$48,000	178
Metro area								
Atlanta	\$35,000	\$38,000	\$40,000		\$35,500	\$38,000	\$40,000	18
Austin	\$27,000	\$30,000	\$36,000		\$27,000	\$36,000	\$40,000	11
Baltimore	\$31,000	\$35,000	\$42,000		\$32,200	\$41,500	\$42,000	18
Boston	\$31,300	\$39,000	\$44,800		\$32,000	\$40,000	\$46,500	37
Charlotte	\$30,000	\$32,000	\$38,000		\$31,000	\$32,000	\$38,800	12
Chicago	\$33,000	\$35,000	\$38,000		\$35,000	\$36,000	\$38,000	77
Cincinnati	\$37,900	\$40,000	\$45,000		\$37,900	\$40,000	\$45,000	11
Cleveland	\$29,800	\$35,000	\$37,300		\$29,800	\$35,000	\$39,000	13
Dallas	\$30,000	\$32,000	\$35,000		\$31,000	\$32,000	\$35,000	18
Denver	\$37,000	\$40,000	\$42,000		\$37,000	\$42,000	\$44,000	13
Detroit	\$30,000	\$40,000	\$40,000		\$30,000	\$40,000	\$40,000	12
Houston	\$29,800	\$32,500	\$35,000		\$29,800	\$35,000	\$40,000	14
Indianapolis	\$29,000	\$31,000	\$38,100		\$30,000	\$31,500	\$39,600	7
Kansas City	\$30,000	\$35,000	\$44,400		\$30,000	\$35,000	\$44,400	13
Los Angeles	\$33,900	\$40,000	\$45,000		\$34,800	\$41,500	\$45,600	60
Miami	N/A	N/A	N/A		N/A	N/A	N/A	6
Minneapolis	\$31,000	\$33,000	\$35,000		\$32,500	\$35,000	\$40,000	49
New York	\$35,000	\$40,000	\$42,000		\$36,000	\$40,000	\$44,000	134
Orlando	\$30,000	\$33,000	\$50,000		\$30,000	\$34,500	\$50,000	7
Philadelphia	\$30,000	\$35,000	\$36,000		\$30,500	\$35,000	\$38,000	24
Phoenix	N/A	N/A	N/A		N/A	N/A	N/A	7
Pittsburgh	\$30,000	\$30,500	\$33,500		\$30,000	\$32,000	\$34,100	11
Portland	\$35,000	\$40,000	\$48,000		\$35,000	\$45,000	\$48,000	13
St. Louis	\$28,000	\$30,000	\$33,800		\$28,500	\$31,000	\$33,800	17
Salt Lake City	\$32,000	\$35,700	\$40,000		\$34,300	\$37,200	\$41,500	10
San Diego	\$34,000	\$35,000	\$35,800		\$34,000	\$35,000	\$37,300	16
San Francisco	\$40,000	\$45,000	\$55,000		\$40,000	\$45,000	\$56,000	42
San Jose	N/A	N/A	N/A		N/A	N/A	N/A	4
Seattle	\$30,000	\$37,000	\$46,300		\$30,000	\$38,200	\$47,400	24
Washington, D.C.	\$33,000	\$37,000	\$40,000		\$35,000	\$38,000	\$44,800	60
Organizational overview*								
NET: Corporate department	\$30,000	\$35,000	\$40,000		\$31,000	\$35,600	\$41,000	511
NET: Design studio	\$30,000	\$35,000	\$40,000		\$32,800	\$36,500	\$40,000	396
Type of organization								
Design studio or consultancy	\$30,400	\$35,000	\$40,000		\$33,000	\$36,500	\$40,000	350
Advertising agency	\$30,000	\$34,000	\$38,000		\$30,000	\$35,000	\$40,000	110
Publishing house	\$30,000	\$32,000	\$36,500		\$30,000	\$33,000	\$37,600	44
Web development firm	\$35,300	\$45,000	\$45,000		\$35,300	\$45,000	\$53,000	7
In-house design department	\$31,000	\$35,000	\$40,000		\$32,000	\$36,000	\$42,500	323
Other	\$32,000	\$37,000	\$41,000		\$32,900	\$38,000	\$45,000	172
Size of organization								
2-9	\$30,000	\$32,500	\$36,000		\$30,100	\$35,000	\$39,800	226
10-99	\$30,000	\$35,000	\$40,000		\$30,000	\$35,000	\$40,000	357
100-999	\$32,000	\$36,000	\$40,000		\$33,600	\$37,000	\$42,900	219
1,000+	\$33,000	\$38,000	\$44,000		\$34,000	\$40,000	\$45,000	203
Client base								
Local/regional only	\$30,000	\$32,000	\$38,100		\$30,000	\$34,500	\$40,000	184
National	\$30,000	\$35,000	\$39,000		\$31,000	\$35,000	\$40,000	338
International	\$33,000	\$36,500	\$42,000		\$34,000	\$39,000	\$44,000	378

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values. *The additional NET figures are included to further clarify the profiles of design-related businesses and corporate departments, which are typically within larger companies. NET Corporate department = in-house design department, advertising agency, publishing house, media or architectural firm. NET Design studio = design studio or consultancy, freelance or self-employed (solo designer) or interactive/multimedia agency.

Print production artist

A print production artist has a working understanding of layout, type and color and is able to take instructions from a designer and create a complete layout, working proficiently in InDesign, Quark, Photoshop and Illustrator. Responsibilities also include producing final files that image properly to printer specification.

2009 Median total cash compensation comparison by metro area



	SALARY/WAGES			SALARY/WAGE COMPARISON	TOTAL COMPENSATION			RESPONDENTS
	25TH%	MEDIAN	75TH%		25TH%	MEDIAN	75TH%	
Overview	\$34,000	\$42,000	\$51,600		\$35,000	\$45,000	\$57,000	481
Region								
New England	\$37,600	\$50,000	\$52,000		\$38,000	\$50,000	\$55,000	25
Middle Atlantic	\$35,000	\$45,000	\$61,000		\$38,500	\$47,000	\$65,000	66
South Atlantic	\$32,000	\$40,000	\$50,000		\$33,000	\$40,500	\$55,000	79
East North Central	\$33,000	\$40,000	\$47,400		\$33,900	\$41,400	\$50,000	70
East South Central	\$25,000	\$30,800	\$36,800		\$27,000	\$30,800	\$41,800	8
West North Central	\$32,000	\$42,000	\$50,000		\$36,000	\$45,000	\$55,500	60
West South Central	\$31,500	\$37,300	\$42,000		\$32,000	\$38,000	\$46,000	32
Mountain	\$34,000	\$39,000	\$45,800		\$34,000	\$40,000	\$48,000	30
Pacific	\$35,000	\$45,000	\$60,000		\$35,000	\$50,000	\$60,100	111
Metro area								
Atlanta	\$32,000	\$40,000	\$40,800		\$32,000	\$40,000	\$43,900	16
Austin	\$36,500	\$40,000	\$42,000		\$37,500	\$44,500	\$50,000	8
Baltimore	\$30,000	\$37,500	\$45,000		\$30,000	\$37,500	\$45,000	9
Boston	\$40,000	\$50,000	\$50,000		\$40,000	\$50,000	\$50,000	13
Charlotte	N/A	N/A	N/A		N/A	N/A	N/A	4
Chicago	\$32,000	\$39,000	\$45,100		\$32,000	\$40,000	\$48,500	29
Cincinnati	N/A	N/A	N/A		N/A	N/A	N/A	3
Cleveland	\$30,800	\$42,500	\$46,300		\$31,200	\$43,500	\$49,300	7
Dallas	\$30,000	\$38,000	\$45,000		\$31,000	\$38,000	\$45,000	10
Denver	N/A	N/A	N/A		N/A	N/A	N/A	4
Detroit	\$38,000	\$45,000	\$60,000		\$38,000	\$45,000	\$60,000	11
Houston	N/A	N/A	N/A		N/A	N/A	N/A	3
Indianapolis	N/A	N/A	N/A		N/A	N/A	N/A	3
Kansas City	\$27,900	\$42,000	\$55,500		\$29,000	\$42,000	\$55,500	7
Los Angeles	\$40,000	\$50,000	\$55,000		\$40,000	\$52,000	\$58,000	34
Miami	N/A	N/A	N/A		N/A	N/A	N/A	5
Minneapolis	\$33,000	\$45,000	\$51,900		\$37,000	\$47,500	\$60,000	33
New York	\$45,000	\$60,000	\$65,000		\$45,000	\$60,000	\$70,000	44
Orlando	N/A	N/A	N/A		N/A	N/A	N/A	3
Philadelphia	\$32,900	\$35,000	\$45,000		\$33,800	\$38,500	\$45,000	7
Phoenix	\$36,000	\$40,000	\$48,000		\$37,500	\$40,000	\$48,000	10
Pittsburgh	\$30,000	\$30,000	\$33,800		\$31,100	\$34,600	\$35,000	6
Portland	\$30,000	\$33,000	\$40,000		\$30,000	\$33,000	\$40,500	9
St. Louis	\$40,000	\$44,500	\$45,800		\$40,000	\$45,000	\$46,500	11
Salt Lake City	N/A	N/A	N/A		N/A	N/A	N/A	4
San Diego	\$34,000	\$34,500	\$36,800		\$34,000	\$34,500	\$36,800	9
San Francisco	\$45,000	\$63,000	\$73,000		\$47,500	\$66,000	\$77,000	24
San Jose	\$30,000	\$50,000	\$55,000		\$30,000	\$50,000	\$57,000	4
Seattle	\$45,000	\$60,000	\$60,100		\$45,000	\$60,000	\$60,100	14
Washington, D.C.	\$36,300	\$47,000	\$58,000		\$36,300	\$47,800	\$58,000	21
Organizational overview*								
NET: Corporate department	\$34,000	\$40,000	\$50,000		\$34,200	\$41,500	\$51,100	299
NET: Design studio	\$38,000	\$50,000	\$65,000		\$40,000	\$55,000	\$70,000	117
Type of organization								
Design studio or consultancy	\$40,000	\$54,800	\$65,000		\$45,000	\$58,000	\$70,800	99
Advertising agency	\$34,000	\$40,000	\$45,000		\$34,000	\$40,000	\$48,000	87
Publishing house	\$30,000	\$38,000	\$50,000		\$30,000	\$38,000	\$50,000	28
Web development firm	N/A	N/A	N/A		N/A	N/A	N/A	1
In-house design department	\$34,000	\$42,000	\$50,000		\$35,000	\$43,500	\$52,100	178
Other	\$32,000	\$42,000	\$50,000		\$32,000	\$43,000	\$55,000	83
Size of organization								
2-9	\$30,000	\$35,000	\$47,400		\$30,000	\$36,600	\$48,700	55
10-99	\$35,000	\$42,500	\$58,300		\$35,000	\$45,000	\$60,000	182
100-999	\$34,000	\$40,000	\$45,000		\$34,000	\$40,000	\$47,500	127
1,000+	\$35,000	\$45,000	\$50,000		\$36,900	\$47,000	\$60,000	109
Client base								
Local/regional only	\$30,000	\$35,000	\$46,900		\$30,800	\$37,500	\$52,000	96
National	\$32,000	\$40,000	\$50,000		\$34,000	\$41,000	\$51,800	155
International	\$37,000	\$45,000	\$55,500		\$37,400	\$45,500	\$60,000	179

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Web designer

A web designer determines and develops the look and feel of sites and is responsible for site-navigation design and visual execution.

	SALARY/WAGES			SALARY/WAGE COMPARISON	TOTAL COMPENSATION			RESPONDENTS
	25TH%	MEDIAN	75TH%		25TH%	MEDIAN	75TH%	
Overview	\$43,000	\$54,000	\$65,000		\$45,000	\$55,000	\$67,000	658
Region								
New England	\$41,600	\$55,000	\$65,000		\$45,000	\$60,000	\$70,000	36
Middle Atlantic	\$47,000	\$60,500	\$74,300		\$47,000	\$65,000	\$75,000	108
South Atlantic	\$43,500	\$50,000	\$58,500		\$44,800	\$50,000	\$60,000	109
East North Central	\$40,500	\$50,000	\$60,000		\$42,000	\$51,000	\$63,000	91
East South Central	\$41,000	\$50,000	\$60,000		\$42,000	\$50,000	\$60,000	23
West North Central	\$40,000	\$48,000	\$60,000		\$40,000	\$50,000	\$63,700	63
West South Central	\$40,000	\$50,000	\$65,000		\$42,300	\$50,000	\$65,000	53
Mountain	\$40,000	\$45,000	\$50,000		\$40,000	\$50,000	\$58,000	46
Pacific	\$50,000	\$60,000	\$70,000		\$50,000	\$63,000	\$72,400	129
Organizational overview*								
NET: Corporate department	\$45,000	\$55,000	\$65,000		\$45,000	\$58,000	\$67,000	335
NET: Design studio	\$42,000	\$55,000	\$65,000		\$43,300	\$55,000	\$67,500	174
Type of organization								
Design studio or consultancy	\$40,000	\$50,000	\$65,000		\$45,000	\$55,000	\$70,000	109
Advertising agency	\$42,000	\$51,300	\$60,000		\$44,000	\$55,000	\$65,000	88
Publishing house	\$40,000	\$50,000	\$60,000		\$40,000	\$50,000	\$65,000	30
Web development firm	\$40,000	\$43,000	\$52,500		\$40,000	\$46,000	\$60,000	45
In-house design department	\$45,100	\$55,000	\$65,000		\$46,000	\$58,600	\$70,000	213
Other	\$44,000	\$55,000	\$65,000		\$45,000	\$56,000	\$70,000	170
Size of organization								
2-9	\$37,000	\$42,500	\$53,300		\$37,400	\$45,000	\$55,000	109
10-99	\$42,000	\$50,000	\$65,000		\$44,000	\$52,000	\$68,000	214
100-999	\$42,000	\$50,000	\$60,000		\$43,000	\$55,000	\$65,000	163
1,000+	\$50,000	\$60,000	\$70,000		\$50,000	\$63,000	\$72,000	164
Client base								
Local/regional only	\$40,000	\$50,000	\$60,000		\$43,000	\$50,000	\$65,000	126
National	\$42,000	\$54,000	\$65,000		\$45,000	\$55,000	\$70,000	216
International	\$44,000	\$55,000	\$65,000		\$45,000	\$57,800	\$68,500	235

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A copywriter writes, edits and proofs promotional or publicity copy for print or electronic publications. At higher levels, copywriters are often responsible for strategic and conceptual development of messages and stories.

	SALARY/WAGES			SALARY/WAGE COMPARISON	TOTAL COMPENSATION			RESPONDENTS
	25TH%	MEDIAN	75TH%		25TH%	MEDIAN	75TH%	
Overview	\$45,000	\$55,000	\$70,000		\$46,600	\$60,000	\$75,800	454
Region								
New England	\$45,000	\$50,000	\$75,000		\$48,000	\$58,000	\$76,500	21
Middle Atlantic	\$50,000	\$60,000	\$80,000		\$52,000	\$66,600	\$85,000	72
South Atlantic	\$50,000	\$58,000	\$65,000		\$50,000	\$64,000	\$73,000	77
East North Central	\$42,000	\$53,000	\$70,000		\$42,000	\$55,000	\$75,000	73
East South Central	\$35,000	\$38,000	\$47,500		\$36,500	\$40,000	\$48,500	17
West North Central	\$44,800	\$54,000	\$60,000		\$46,500	\$55,000	\$64,300	54
West South Central	\$40,000	\$45,000	\$60,000		\$40,000	\$45,000	\$65,000	33
Mountain	\$38,000	\$52,000	\$70,000		\$38,000	\$52,000	\$70,000	32
Pacific	\$55,000	\$69,000	\$84,300		\$60,000	\$70,000	\$88,000	75
Organizational overview*								
NET: Corporate department	\$45,000	\$55,000	\$70,000		\$45,000	\$58,000	\$75,000	261
NET: Design studio	\$45,000	\$65,000	\$80,000		\$50,000	\$65,000	\$80,000	111
Type of organization								
Design studio or consultancy	\$45,000	\$60,000	\$80,000		\$49,500	\$70,000	\$80,000	64
Advertising agency	\$50,000	\$60,000	\$75,000		\$50,000	\$63,000	\$80,000	107
Publishing house	\$25,000	\$31,000	\$42,000		\$25,000	\$31,000	\$42,000	15
Web development firm	N/A	N/A	N/A		N/A	N/A	N/A	2
In-house design department	\$45,000	\$55,000	\$65,000		\$45,000	\$55,000	\$71,000	134
Other	\$45,000	\$60,000	\$72,800		\$47,500	\$61,000	\$80,000	129
Size of organization								
2–9	\$35,000	\$45,000	\$70,000		\$35,500	\$45,000	\$70,000	48
10–99	\$45,000	\$55,000	\$70,000		\$45,000	\$60,000	\$75,000	174
100–999	\$45,000	\$55,000	\$70,000		\$46,000	\$60,000	\$75,000	114
1,000+	\$50,000	\$62,000	\$72,000		\$50,300	\$65,500	\$80,000	101
Client base								
Local/regional only	\$42,000	\$52,000	\$67,300		\$42,000	\$55,500	\$75,000	98
National	\$45,000	\$55,000	\$65,000		\$45,000	\$58,000	\$70,000	154
International	\$50,000	\$62,000	\$80,000		\$50,000	\$66,500	\$83,000	161

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Print production manager

A print production manager is responsible for overseeing the publication process from concept through production, including bids, scheduling, photography, separations, 4-color press work, digital production and delivery. Print production managers are strong project managers, handling multiple jobs simultaneously. In some cases, proficiency in InDesign, Quark, Photoshop and Illustrator is desirable in this role.

	SALARY/WAGES			SALARY/WAGE COMPARISON	TOTAL COMPENSATION			RESPONDENTS
	25TH%	MEDIAN	75TH%		25TH%	MEDIAN	75TH%	
Overview	\$45,000	\$55,000	\$70,000		\$48,000	\$60,000	\$72,000	455
Region								
New England	\$45,000	\$60,000	\$68,000		\$45,000	\$65,000	\$70,000	31
Middle Atlantic	\$50,000	\$65,000	\$80,000		\$52,000	\$66,600	\$87,000	72
South Atlantic	\$45,000	\$56,000	\$70,000		\$45,800	\$60,000	\$75,000	82
East North Central	\$43,800	\$52,000	\$65,000		\$46,700	\$57,400	\$70,000	60
East South Central	\$32,000	\$42,000	\$50,000		\$32,500	\$42,000	\$50,000	14
West North Central	\$45,400	\$55,000	\$60,500		\$50,000	\$57,900	\$65,000	53
West South Central	\$42,000	\$50,000	\$62,000		\$42,000	\$50,000	\$66,800	27
Mountain	\$41,500	\$51,000	\$55,300		\$44,600	\$53,000	\$60,000	27
Pacific	\$50,000	\$64,000	\$80,000		\$50,000	\$65,000	\$80,000	89
Organizational overview*								
NET: Corporate department	\$46,500	\$55,000	\$66,000		\$50,000	\$60,000	\$70,000	257
NET: Design studio	\$46,000	\$60,000	\$78,600		\$47,300	\$65,000	\$80,000	131
Type of organization								
Design studio or consultancy	\$45,100	\$60,000	\$79,300		\$45,800	\$65,000	\$81,100	117
Advertising agency	\$45,000	\$50,000	\$65,000		\$47,800	\$55,000	\$66,800	93
Publishing house	\$32,500	\$47,500	\$60,000		\$32,500	\$47,500	\$60,000	15
Web development firm	N/A	N/A	N/A		N/A	N/A	N/A	1
In-house design department	\$50,000	\$58,200	\$68,000		\$51,000	\$61,100	\$70,000	147
Other	\$45,000	\$55,000	\$70,000		\$45,000	\$56,000	\$71,000	79
Size of organization								
2-9	\$40,000	\$50,000	\$65,000		\$40,000	\$51,000	\$67,900	81
10-99	\$48,000	\$60,000	\$70,000		\$49,000	\$61,100	\$71,000	177
100-999	\$45,000	\$52,000	\$67,500		\$47,500	\$55,000	\$72,500	92
1,000+	\$49,600	\$60,000	\$70,500		\$50,000	\$62,300	\$74,100	102
Client base								
Local/regional only	\$40,000	\$50,000	\$60,000		\$42,000	\$52,500	\$65,000	87
National	\$48,500	\$56,500	\$71,500		\$50,000	\$60,300	\$74,800	163
International	\$45,000	\$56,000	\$70,000		\$47,800	\$61,000	\$74,100	150

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values. *The additional NET figures are included to further clarify the profiles of design-related businesses and corporate departments, which are typically within larger companies. NET Corporate department = in-house design department, advertising agency, publishing house, media or architectural firm. NET Design studio = design studio or consultancy, freelance or self-employed (solo designer) or interactive/multimedia agency.

A marketing or new business professional is responsible for seeking business opportunities, developing proposals and marketing the firm's practices.

	SALARY/WAGES			SALARY/WAGE COMPARISON	TOTAL COMPENSATION			RESPONDENTS
	25TH%	MEDIAN	75TH%		25TH%	MEDIAN	75TH%	
Overview	\$55,000	\$71,000	\$90,000		\$60,000	\$75,000	\$95,000	387
Region								
New England	\$50,000	\$65,000	\$80,000		\$50,000	\$70,000	\$90,000	26
Middle Atlantic	\$60,000	\$80,000	\$100,000		\$65,000	\$87,500	\$123,800	65
South Atlantic	\$50,000	\$60,000	\$80,000		\$55,000	\$65,000	\$86,300	63
East North Central	\$60,000	\$80,000	\$90,000		\$65,000	\$80,000	\$95,000	59
East South Central	N/A	N/A	N/A		N/A	N/A	N/A	7
West North Central	\$55,000	\$70,000	\$80,000		\$55,600	\$75,000	\$95,000	37
West South Central	\$46,700	\$65,000	\$80,000		\$53,000	\$65,000	\$90,000	26
Mountain	\$52,500	\$65,000	\$73,000		\$52,500	\$65,000	\$80,000	33
Pacific	\$60,000	\$75,000	\$100,000		\$62,000	\$80,000	\$112,000	71
Organizational overview*								
NET: Corporate department	\$53,000	\$69,000	\$90,000		\$55,000	\$70,400	\$95,000	177
NET: Design studio	\$52,500	\$70,000	\$89,100		\$59,000	\$77,200	\$100,000	141
Type of organization								
Design studio or consultancy	\$55,000	\$71,000	\$90,000		\$60,000	\$80,000	\$100,000	116
Advertising agency	\$50,000	\$66,000	\$80,000		\$57,500	\$70,000	\$90,000	60
Publishing house	N/A	N/A	N/A		N/A	N/A	N/A	4
Web development firm	N/A	N/A	N/A		N/A	N/A	N/A	4
In-house design department	\$55,000	\$70,000	\$90,000		\$55,000	\$72,700	\$100,000	105
Other	\$58,000	\$75,000	\$91,000		\$60,000	\$80,000	\$95,000	94
Size of organization								
2-9	\$45,000	\$55,000	\$75,000		\$50,000	\$60,000	\$80,000	88
10-99	\$55,000	\$70,000	\$90,000		\$60,000	\$77,200	\$100,000	166
100-999	\$60,000	\$72,000	\$85,000		\$63,800	\$75,000	\$95,000	69
1,000+	\$62,000	\$80,000	\$95,000		\$65,000	\$85,000	\$106,000	62
Client base								
Local/regional only	\$46,400	\$60,000	\$80,000		\$50,000	\$65,000	\$84,500	85
National	\$55,000	\$70,000	\$85,000		\$57,000	\$75,000	\$96,300	137
International	\$60,000	\$80,000	\$95,000		\$65,000	\$80,000	\$100,000	132

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values. *The additional NET figures are included to further clarify the profiles of design-related businesses and corporate departments, which are typically within larger companies. NET Corporate department = in-house design department, advertising agency, publishing house, media or architectural firm. NET Design studio = design studio or consultancy, freelance or self-employed (solo designer) or interactive/multimedia agency.

Web developer (front-end/interface systems)

A front-end developer uses HTML/JavaScript/ASP/ColdFusion and other tools to develop static and dynamic web pages.

	SALARY/WAGES			SALARY/WAGE COMPARISON	TOTAL COMPENSATION			RESPONDENTS
	25TH%	MEDIAN	75TH%		25TH%	MEDIAN	75TH%	
Overview	\$50,000	\$60,000	\$72,000		\$50,000	\$62,000	\$75,000	384
Region								
New England	\$52,500	\$68,000	\$80,000		\$55,300	\$70,000	\$80,000	29
Middle Atlantic	\$51,500	\$65,000	\$75,000		\$52,500	\$70,000	\$79,000	59
South Atlantic	\$45,500	\$57,500	\$70,000		\$50,000	\$60,000	\$70,000	64
East North Central	\$50,000	\$60,000	\$70,000		\$54,500	\$65,000	\$70,000	61
East South Central	\$40,000	\$45,000	\$60,000		\$45,000	\$45,000	\$60,000	14
West North Central	\$45,000	\$53,000	\$67,600		\$45,000	\$55,500	\$67,600	28
West South Central	\$46,000	\$55,000	\$65,500		\$46,000	\$57,500	\$66,500	31
Mountain	\$50,000	\$58,000	\$70,000		\$50,000	\$58,000	\$75,000	28
Pacific	\$50,000	\$67,500	\$77,800		\$55,000	\$70,000	\$80,700	70
Organizational overview*								
NET: Corporate department	\$49,500	\$60,000	\$75,000		\$50,000	\$64,400	\$75,000	147
NET: Design studio	\$50,000	\$60,000	\$71,000		\$50,000	\$62,000	\$73,500	132
Type of organization								
Design studio or consultancy	\$45,000	\$55,000	\$65,000		\$46,500	\$57,000	\$70,000	74
Advertising agency	\$45,000	\$57,000	\$65,000		\$50,000	\$60,000	\$75,000	58
Publishing house	\$53,500	\$70,000	\$70,000		\$56,000	\$70,000	\$72,000	10
Web development firm	\$43,500	\$50,000	\$60,000		\$45,000	\$50,000	\$67,500	26
In-house design department	\$50,000	\$62,500	\$75,000		\$55,000	\$65,000	\$75,000	78
Other	\$50,500	\$65,000	\$75,000		\$50,500	\$66,000	\$76,500	137
Size of organization								
2-9	\$40,000	\$49,500	\$59,000		\$40,500	\$50,000	\$65,000	79
10-99	\$50,000	\$60,000	\$70,000		\$50,000	\$65,000	\$70,000	153
100-999	\$48,500	\$59,500	\$71,300		\$50,000	\$60,000	\$75,000	67
1,000+	\$57,900	\$70,000	\$85,000		\$57,900	\$72,000	\$88,000	77
Client base								
Local/regional only	\$45,000	\$55,000	\$72,000		\$45,000	\$55,000	\$72,000	78
National	\$50,000	\$60,000	\$70,000		\$50,000	\$60,000	\$70,000	133
International	\$50,000	\$60,000	\$75,000		\$50,000	\$65,000	\$77,000	131

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values. *The additional NET figures are included to further clarify the profiles of design-related businesses and corporate departments, which are typically within larger companies. NET Corporate department = in-house design department, advertising agency, publishing house, media or architectural firm. NET Design studio = design studio or consultancy, freelance or self-employed (solo designer) or interactive/multimedia agency.

Web programmer/Developer (back-end systems)

A back-end programmer works with web server systems and web databases, develops web queries to databases and programs web applications.

	SALARY/WAGES			SALARY/WAGE COMPARISON	TOTAL COMPENSATION			RESPONDENTS
	25TH%	MEDIAN	75TH%		25TH%	MEDIAN	75TH%	
Overview	\$50,000	\$65,000	\$79,000		\$52,500	\$65,000	\$80,000	233
Region								
New England	\$58,800	\$70,000	\$90,000		\$65,000	\$80,000	\$90,000	15
Middle Atlantic	\$50,000	\$70,000	\$80,000		\$54,000	\$75,000	\$80,000	36
South Atlantic	\$55,000	\$62,000	\$78,500		\$55,000	\$62,000	\$80,000	30
East North Central	\$45,000	\$60,000	\$78,000		\$45,000	\$60,000	\$78,000	30
East South Central	\$45,000	\$60,000	\$60,000		\$45,000	\$60,000	\$66,000	12
West North Central	\$48,000	\$50,000	\$70,000		\$48,000	\$50,000	\$75,000	17
West South Central	\$50,000	\$60,000	\$70,000		\$51,500	\$60,000	\$75,000	25
Mountain	\$57,500	\$65,000	\$75,000		\$57,500	\$65,000	\$76,500	25
Pacific	\$51,000	\$67,000	\$85,000		\$54,000	\$70,000	\$90,000	43
Organizational overview*								
NET: Corporate department	\$51,000	\$62,000	\$75,000		\$52,000	\$65,000	\$78,500	84
NET: Design studio	\$50,000	\$65,000	\$80,000		\$53,000	\$66,000	\$85,000	87
Type of organization								
Design studio or consultancy	\$50,000	\$60,000	\$75,000		\$50,000	\$64,000	\$80,000	47
Advertising agency	\$50,000	\$58,800	\$70,000		\$50,800	\$58,800	\$70,000	35
Publishing house	\$59,800	\$65,000	\$80,000		\$59,800	\$65,000	\$80,000	8
Web development firm	\$48,000	\$56,500	\$65,000		\$50,000	\$57,500	\$66,300	22
In-house design department	\$52,300	\$66,000	\$76,300		\$60,000	\$69,000	\$80,000	40
Other	\$55,000	\$70,000	\$82,000		\$55,000	\$75,000	\$90,000	79
Size of organization								
2-9	\$45,000	\$51,000	\$63,000		\$47,000	\$51,000	\$70,000	52
10-99	\$50,000	\$62,000	\$75,000		\$53,000	\$64,000	\$78,000	110
100-999	\$60,000	\$70,000	\$78,800		\$60,000	\$75,000	\$88,800	37
1,000+	\$60,000	\$80,000	\$85,000		\$61,000	\$80,000	\$92,800	31
Client base								
Local/regional only	\$49,000	\$52,000	\$75,000		\$49,000	\$55,000	\$75,000	47
National	\$56,300	\$67,500	\$78,000		\$59,000	\$70,000	\$82,500	92
International	\$50,000	\$60,000	\$80,000		\$52,500	\$65,000	\$80,000	76

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values. *The additional NET figures are included to further clarify the profiles of design-related businesses and corporate departments, which are typically within larger companies. NET Corporate department = in-house design department, advertising agency, publishing house, media or architectural firm. NET Design studio = design studio or consultancy, freelance or self-employed (solo designer) or interactive/multimedia agency.

Web/Senior/Executive Producer

A web producer organizes web development teams and ensures adherence to budget, schedule and design of website development.































	SALARY/WAGES			SALARY/WAGE COMPARISON	TOTAL COMPENSATION			RESPONDENTS
	25TH%	MEDIAN	75TH%		25TH%	MEDIAN	75TH%	
Overview	\$55,000	\$70,000	\$90,000		\$60,000	\$74,500	\$90,000	183
Region								
New England	\$59,800	\$60,000	\$66,500		\$63,600	\$65,000	\$75,500	8
Middle Atlantic	\$65,000	\$85,000	\$100,000		\$70,000	\$90,000	\$120,000	38
South Atlantic	\$52,000	\$66,500	\$75,800		\$52,000	\$70,000	\$90,000	23
East North Central	\$52,500	\$65,000	\$70,000		\$55,000	\$70,000	\$77,500	25
East South Central	N/A	N/A	N/A		N/A	N/A	N/A	6
West North Central	\$53,800	\$57,500	\$72,800		\$54,500	\$57,500	\$73,500	16
West South Central	\$62,500	\$88,000	\$90,000		\$62,500	\$90,000	\$91,500	12
Mountain	\$56,300	\$64,000	\$78,800		\$58,500	\$64,000	\$78,800	14
Pacific	\$52,000	\$78,500	\$90,000		\$60,000	\$80,000	\$95,000	40
Organizational overview*								
NET: Corporate department	\$55,300	\$70,000	\$89,500		\$56,900	\$75,000	\$90,000	64
NET: Design studio	\$58,800	\$75,000	\$90,000		\$60,000	\$80,000	\$95,000	75
Type of organization								
Design studio or consultancy	\$65,000	\$85,000	\$95,000		\$66,000	\$85,000	\$100,000	35
Advertising agency	\$45,000	\$65,000	\$80,000		\$46,500	\$70,000	\$80,000	25
Publishing house	N/A	N/A	N/A		N/A	N/A	N/A	4
Web development firm	\$46,300	\$52,000	\$58,800		\$47,800	\$52,000	\$58,800	12
In-house design department	\$62,500	\$75,000	\$90,000		\$65,000	\$80,000	\$90,000	34
Other	\$55,000	\$70,000	\$88,500		\$60,000	\$71,000	\$90,000	72
Size of organization								
2-9	\$50,000	\$60,000	\$74,800		\$50,500	\$62,300	\$80,000	25
10-99	\$55,000	\$71,000	\$90,000		\$60,000	\$75,000	\$94,000	86
100-999	\$55,000	\$66,000	\$80,000		\$55,000	\$68,500	\$80,000	34
1,000+	\$65,000	\$85,000	\$95,000		\$65,800	\$87,500	\$95,000	35
Client base								
Local/regional only	\$50,000	\$70,000	\$74,000		\$50,000	\$70,000	\$75,000	33
National	\$55,000	\$75,000	\$86,500		\$59,000	\$78,000	\$91,500	75
International	\$60,000	\$72,500	\$90,000		\$60,000	\$79,300	\$95,000	60

N/A (not available) indicates that the results are not included because there were fewer than 5 valid cases or 10 valid values. *The additional NET figures are included to further clarify the profiles of design-related businesses and corporate departments, which are typically within larger companies. NET Corporate department = in-house design department, advertising agency, publishing house, media or architectural firm. NET Design studio = design studio or consultancy, freelance or self-employed (solo designer) or interactive/multimedia agency.

A content developer, also known as a web writer or editor, is responsible for the production and repurposing of text/graphic/audio content on sites.

	SALARY/WAGES			SALARY/WAGE COMPARISON	TOTAL COMPENSATION			RESPONDENTS
	25TH%	MEDIAN	75TH%		25TH%	MEDIAN	75TH%	
Overview	\$40,000	\$50,000	\$64,300		\$40,900	\$52,000	\$65,000	134
Region								
New England	N/A	N/A	N/A		N/A	N/A	N/A	4
Middle Atlantic	\$50,000	\$60,200	\$100,000		\$50,000	\$60,400	\$101,300	28
South Atlantic	\$36,300	\$52,000	\$62,700		\$41,300	\$52,000	\$64,300	18
East North Central	\$40,000	\$45,000	\$47,500		\$40,000	\$46,000	\$54,300	13
East South Central	N/A	N/A	N/A		N/A	N/A	N/A	5
West North Central	\$35,000	\$47,400	\$57,600		\$35,000	\$53,800	\$57,900	7
West South Central	\$40,000	\$45,000	\$45,000		\$40,000	\$45,000	\$46,500	12
Mountain	\$50,000	\$55,000	\$56,300		\$50,000	\$55,000	\$60,000	11
Pacific	\$40,000	\$50,000	\$70,000		\$40,000	\$55,000	\$73,000	36
Organizational overview*								
NET: Corporate department	\$40,000	\$50,000	\$65,000		\$40,200	\$51,800	\$65,800	65
NET: Design studio	\$50,000	\$60,000	\$75,000		\$50,000	\$60,000	\$75,000	26
Type of organization								
Design studio or consultancy	\$50,000	\$65,000	\$75,000		\$50,000	\$65,000	\$80,000	13
Advertising agency	\$33,000	\$40,000	\$50,000		\$33,000	\$40,500	\$55,200	10
Publishing house	N/A	N/A	N/A		N/A	N/A	N/A	5
Web development firm	N/A	N/A	N/A		N/A	N/A	N/A	5
In-house design department	\$45,000	\$53,100	\$63,800		\$45,000	\$54,800	\$65,800	48
Other	\$40,000	\$50,000	\$63,200		\$40,300	\$52,000	\$63,200	50
Size of organization								
2-9	\$38,700	\$45,000	\$60,000		\$40,000	\$45,000	\$60,000	13
10-99	\$45,000	\$50,000	\$65,800		\$45,000	\$50,000	\$75,000	42
100-999	\$35,000	\$45,000	\$55,000		\$36,000	\$48,000	\$58,200	36
1,000+	\$45,000	\$55,000	\$70,000		\$46,900	\$55,000	\$70,000	40
Client base								
Local/regional only	\$45,000	\$50,000	\$70,000		\$45,800	\$50,800	\$70,000	25
National	\$40,000	\$50,000	\$55,000		\$40,000	\$51,000	\$60,000	32
International	\$45,000	\$52,000	\$64,700		\$45,000	\$55,000	\$65,000	57

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All respondents				All respondents			
	9,094	100%		9,094	100%		
Time off				Insurance			
NET: paid time off	6,910	76%		NET: insurance	4,852	53%	
Paid vacation/holidays	6,737	74%		Life insurance	4,352	48%	
Paid sick leave	5,759	63%		Long-term disability insurance	3,567	39%	
Paid personal time off	5,197	57%		Short-term disability insurance	3,454	38%	
Comp time	1,801	20%		Retirement			
Medical and dental insurance				NET: retirement plan	5,607	62%	
NET: medical/dental coverage	6,750	74%		Defined contribution retirement plan, e.g., 401(k)	5,165	57%	
Medical insurance or group plan: individual coverage	6,009	66%		Defined benefit (pension) retirement plan	1,286	14%	
Dental insurance or group plan	5,538	61%		Other retirement plan	623	7%	
Medical insurance or group plan: family coverage	5,293	58%		Personal development and health			
Medical savings account	3,298	36%		Education funding/professional development assistance	3,113	34%	
Transportation and mobility				Professional society dues	2,073	23%	
Mileage reimbursement	3,715	41%		Employee assistance or wellness program	2,401	26%	
Parking	2,070	23%		Financial benefits and family care			
Car phone/cell phone	1,625	18%		Profit sharing	1,457	16%	
Company car or allowance	430	5%		Stock options	1,038	11%	
Commuting allowance, transit pass	112	1%		Paid parental leave	1,782	20%	
				Child or elder care	727	8%	

About AIGA and Aquent



AIGA | the professional association for design
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212 807 1990 | www.aiga.org

This survey is conducted by AIGA on behalf of its members and is sponsored by Aquent. To provide comments on how the survey can be improved in future years, please contact salariesurvey@aiga.org.

Paper
Sappi Fine Paper, Opus Dull
Cover 80 lb/216 gsm and Text 80 lb/118 gsm
www.sappi.com

Survey research
Readex Research, Stillwater, MN
www.readexresearch.com

Design
KINETIK, Inc., Washington, DC
www.kinetik.com

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About AIGA

AIGA, the professional association for design, is the oldest and largest membership association for design professionals engaged in the discipline, practice and culture of designing. Its mission is to advance designing as a professional craft, strategic tool and vital cultural force.

The organization was founded as the American Institute of Graphic Arts in 1914. Since then, it has become the preeminent professional association for communication designers, broadly defined. Designers have increasingly been involved in creating value for clients by applying design thinking to complex problems, even when the outcomes may be more strategic, multidimensional and conceptual than what most would consider traditional communication design. AIGA now represents more than 22,000 designers of all disciplines through national activities and local programs developed by 64 chapters and 240 student groups.

AIGA supports the interests of professionals, educators and students who are engaged in the process of designing. The association is committed to stimulating thinking about design, demonstrating the value of design, and empowering success for designers throughout the arc of their careers.

Through conferences, competitions, exhibitions, publications and websites, AIGA inspires, educates and informs design professionals, helping them to realize their talents and to advocate the value of design among the media, the business community, governments and the public.

About Aquent

Aquent is the Official AIGA Sponsor for Professional Development, serving as a source for creative and design talent, as well as providing access to great career opportunities for AIGA members nationwide.


Aquent partners with AIGA on national conferences, initiatives, exhibitions and events. As part of ongoing support of AIGA members' career goals, Aquent underwrites the *AIGA | Aquent Survey of Design Salaries*. This resource establishes a common ground for discussing the costs and value of creative work. To find out more about the *AIGA | Aquent Survey of Design Salaries*, a print and online publication, visit www.designsalaries.com.

Aquent also strives to support AIGA's effort to promote a lively and engaging exchange of ideas concerning the issues of greatest importance to the design community.

Aquent is the only global staffing company dedicated to marketing and creative services organizations and the leader in helping companies increase marketing capacity by providing the right talent quickly. Its network of more than 400,000 marketing and creative services professionals provides access to a diverse field of talent that includes graphic designers, copywriters, brand managers and market researchers.

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