



AIGA | the professional association for design
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AIGA | AQUENT Survey of Design Salaries 2006
Visit www.designsalaries.com for complete results.



A Q U E N T

AIGA | AQUENT
Survey of Design Salaries
2006

The 2006 AIGA | Aquent Survey of Design Salaries provides the most complete compensation data available on communication design professionals in the United States. This year's survey results capture a sobering story that is consistent with what we have heard from many of our members: they are finally very busy again, but margins are tighter and clients are contracting for work against smaller budgets. >>

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2006 COMPENSATION

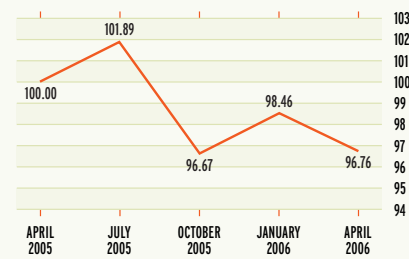
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Letter from the executive director

AIGA DESIGN LEADERS CONFIDENCE INDEX



Designers like you are the source of our information on current trends in the design economy. We listen closely and try to synthesize current conditions to share with the profession as a whole. Last year, we began to take this process one step further, conducting a quarterly Design Leaders Confidence Index to allow AIGA to assemble an authoritative statement on the current conditions within the design economy.

The Design Leaders Confidence Index is modeled on the confidence indices developed by the Conference Board for private sector corporate leaders. Over time, the index will help us in advocating the interests of the design community in Washington and with sponsors.

www.aiga.org/confidenceindex

The survey results reveal that salaries, by and large, are flat or even slightly down from last year. This could be a reflection of both the current economics of design practices and the availability of a large pool of designers who have been underemployed since the Dot-com meltdown. We believe it may also be the result of a new methodology and a new survey research firm, which AIGA and our partner Aquent used to test a different approach. This year, more designers in corporate marketing settings were surveyed (through American Marketing Association member lists), complementing the group we have surveyed in previous years from AIGA and *Communication Arts* (CA) magazine. We were seeking a broader pool, but the two groups may have slightly different characteristics — traditional AIGA members and CA subscribers may skew toward higher compensation levels.

We are very confident of the future for the design profession. Every sign from the business community today signals a growing realization of the importance of design to American industry's global competitive advantage. Design innovation is seen as the driving engine across all business sectors for creating value in a world economy where production costs and prices are being driven ever lower.

We expect to see design salaries remaining firm this next year. In order to address the opportunities of this period, AIGA is communicating design's value to business and creating programs to help designers develop powerful new skills to compete.

Our quarterly design economy confidence index of design opinion leaders vacillates quarter by quarter, down from a year ago.

The results of our annual salary survey are documented here for most communication design positions. In our overall statistics, we have a number of web-related positions, which we have been monitoring since the late 1990s, when web-related roles were discrete from traditional design positions. While we have national data on positions with these position titles, it is apparent that some web design functions are now an integral part of other design roles, so the number of responses were not sufficient to allow statistically accurate breakdowns below the national level. Some respondents may also have opted out of the survey, since they may have considered themselves information services professionals rather than design professionals.

This report is only one of three ways in which we report our survey results. On www.designsalaries.com, we have posted the results of the survey with some additional tables and descriptions of methodology; there is also an interactive version of the results that allows designers to develop personalized salary profiles.

The survey and the publication of the result on the web would not have been possible without the active involvement of Aquent — a partner that we respect for their perspective, experience, commitment and generosity. Aquent is truly a partner in professional development opportunities for designers.

Richard Grefé
Executive director

Resources

DESIGN JOBS

Human resources are a critical element of any design business. AIGA Design Jobs is a means of finding qualified designers who are committed to the profession. By virtue of affiliation with AIGA, Design Jobs provides a valuable filter on the type of positions posted and the applicant pool.

If you're looking for a job, you can post your portfolio containing samples of your work, a personal statement, resume and contact details.

AIGA DESIGN:BUSINESS

AIGA Design:Business contains articles on the practical issues of running a design practice, based on the advice of nationally recognized consultants. *AIGA Design:Business* represents the views of its authors, who are familiar with the practices of scores of firms. Aimed at those who run studios, sole practitioners and designers, it will help you learn more about what you need to know to run your own practice.

DESIGN BUSINESS AND ETHICS SERIES

AIGA has released a series of brochures outlining the critical ethical and professional issues encountered by designers and their clients. The series, entitled "Design Business and Ethics," examines the key concerns a designer faces in maintaining a successful practice and speaks directly to the protection of individual rights.

Authored by industry leaders from across the country, each brochure offers clear and concise information, as well as practical and specific directions for approaching design issues.

GAIN: AIGA JOURNAL OF BUSINESS AND DESIGN

The *Gain* journal is dedicated to stimulating thinking at the intersection of design and business. Through rigorous case studies and thoughtful interviews, the journal demonstrates how the process of design can be used to solve business problems, foster innovation, build meaningful customer relationships and differentiate products from competitors.

AIGA HARVARD BUSINESS SCHOOL ADVANCED DESIGN LEADERSHIP PROGRAM

AIGA and Harvard Business School offer an annual advanced leadership program, "Business Perspectives for Design Leaders," a one-week program to provide experienced designers with a chance to master the perspective of their clients toward business. Drawing on the strength of the Harvard Business School experience and the school's best faculty, the program helps creative leaders discover opportunities within the forces of transforming the business environment.

AIGA STANDARD FORM OF AGREEMENT

As part of the Design Business and Ethics Series, AIGA has released the latest version of the *AIGA Standard Form of Agreement for Design Services*. This version acknowledges that most design firms develop their own custom proposal document for each project and are looking for an appropriate set of terms and conditions to attach to it. When put together and signed, the custom proposal document and its attached terms and conditions comprise the binding agreement with the client.

LINKS

Design Jobs
www.aiga.org/designjobs

AIGA Design:Business
www.aiga.org/designbusiness

Design Business and Ethics series
www.aiga.org/designbusinessandethics

Gain: AIGA Journal of Business and Design
gain.aiga.org

AIGA Harvard Business School advanced design leadership program
www.aiga.org/businessperspectives

AIGA Standard Form of Agreement
www.aiga.org/designbusinessandethics

Research methodology

AIGA contracted 6 Degrees of Burlington, Vermont, an independent research and technology firm specializing in the needs of professional associations and communities, to conduct a national survey of design compensation.

The target survey population was a pool of AIGA professionals and *Communication Arts* magazine subscribers, augmented by creative professionals that are affiliated with the American Marketing Association and permanent full-time freelancers and design professionals affiliated with Aquent. An invitation to participate in the survey was sent to approximately 167,000 creative and marketing professionals.

The survey was administered entirely via the Web using 6 Degrees' online data collection engine. Participants were contacted via email where an address was known, or via USPS where no email address was known. In both cases, participants were steered to the survey by hyperlink or URL.

Participation was solicited the week of January 9 with three additional reminder notifications sent between January 20 and February 10, 2006.

Responses were cut off for final editing, cleansing and tabulation on February 21, 2006 at 1:45 pm EST, with a total of 14,094 valid survey returns (8.4% response rate), of which 6,484 self-selected as creative professionals are included in these survey results.

Given the size of the sample population and of the response numbers, the aggregated "creative" responses represents a +/- 1.1% margin of error at the 95% confidence level.

Compensation findings are reported using the median (50th percentile) as the method of central tendency. This reflects the actual earnings of the survey participant at the middle point and not the average of all participants' salaries summed and divided (i.e., the mean).

Compensation at the 25th and 75th percentiles is also reported in order to divide the data into four evenly spaced sections (known as quartiles). This is done for both salaries/wages as well as for total compensation, which includes wages plus all other additional non-wage monetary earnings (i.e. bonuses, profit sharing/taking, child care, etc.).

Results comprise a largely U.S. population, however the responses of 473 Canadian and non-U.S. creative professionals (or 5% of the total population) were included in the aggregated findings this year (though not the individual tabulations).

Results have been suppressed where fewer than 6 cases were reported for a particular response option and in the cross-tabulated reports are represented by "N/A" in the tables.

Both the changes in sampling techniques as well as the introduction of this larger sampling universe are evidenced in the variances of the 2006 aggregate findings relative to previous years' results.

Characteristics of survey respondents

Geographic region

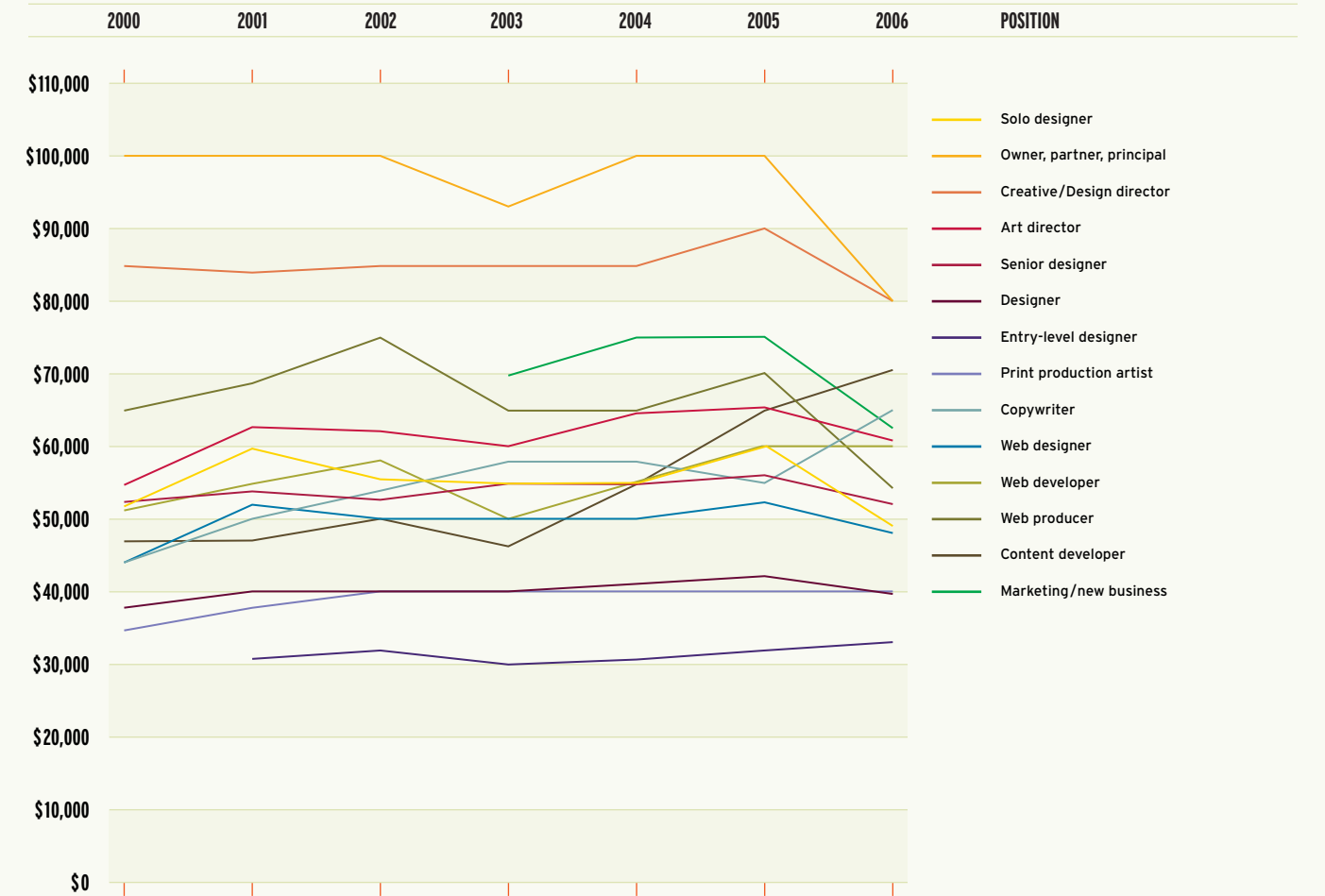
U.S. Census divisions

BASE: RESPONDENTS		6,446	% OF BASE
New England	1	448	7%
Middle Atlantic	2	982	15%
South Atlantic	3	1,051	16%
East North Central	4	979	15%
East South Central	5	141	2%
West North Central	6	491	8%
West South Central	7	330	5%
Mountain	8	378	6%
Pacific	9	1,273	20%
Canada		222	3%
Outside U.S. & Canada		151	2%



Median total cash compensation 2000-2006

POSITION	2000	2001	2002	2003	2004	2005	2006
Consumer Price Index Inflation		2.2%	2.7%	1.4%	2.2%	2.6%	3.4%
Solo designer	\$52,000	\$60,000	\$56,000	\$55,000	\$55,000	\$60,000	\$49,000
% change from prior year:		15.4%	-6.7%	-1.8%	0.0%	9.1%	-18.3%
Owner, partner, principal	100,000	100,000	100,000	93,000	100,000	100,000	80,000
		0.0%	0.0%	-7.0%	7.5%	0.0%	-20.0%
Creative/Design director	85,000	84,000	85,000	85,000	85,000	90,000	80,000
		-1.2%	1.2%	0.0%	0.0%	5.9%	-11.1%
Art director	55,000	62,500	62,000	60,000	65,000	65,000	60,900
		13.6%	-0.8%	-3.2%	8.3%	0.0%	-6.3%
Senior designer	52,300	54,000	53,000	55,000	55,000	56,000	52,000
		3.3%	-1.9%	3.8%	0.0%	1.8%	-7.1%
Designer	38,000	40,000	40,000	40,000	41,200	42,500	39,800
		5.3%	0.0%	0.0%	3.0%	3.2%	-6.3%
Entry-level designer		31,000	32,000	30,000	31,000	32,000	33,000
			3.2%	-6.3%	3.3%	3.2%	3.1%
Print production artist	35,000	38,000	40,000	40,000	40,000	40,000	40,000
		8.6%	5.3%	0.0%	0.0%	0.0%	0.0%
Copywriter	44,800	50,000	54,000	58,000	58,000	55,000	65,000
		11.6%	8.0%	7.4%	0.0%	-5.2%	18.2%
Web designer	45,000	52,000	50,000	50,000	50,000	52,000	48,000
		15.6%	-3.8%	0.0%	0.0%	4.0%	-7.7%
Web developer (front-end/interface system)	51,400	55,000	58,200	50,000	55,000	60,000	60,000
		7.0%	5.8%	-14.1%	10.0%	9.1%	0.0%
Web producer/senior producer/executive producer	65,000	69,000	75,000	65,000	65,000	70,000	54,100
		6.2%	8.7%	-13.3%	0.0%	7.7%	-22.7%
Content developer	47,000	47,500	50,000	46,500	55,000	65,000	70,500
		1.1%	5.3%	-7.0%	18.3%	18.2%	8.4%
Marketing or new business manager or director				70,000	75,000	75,000	62,500
					7.1%	0.0%	-16.7%



2006 Compensation



Compensation overview

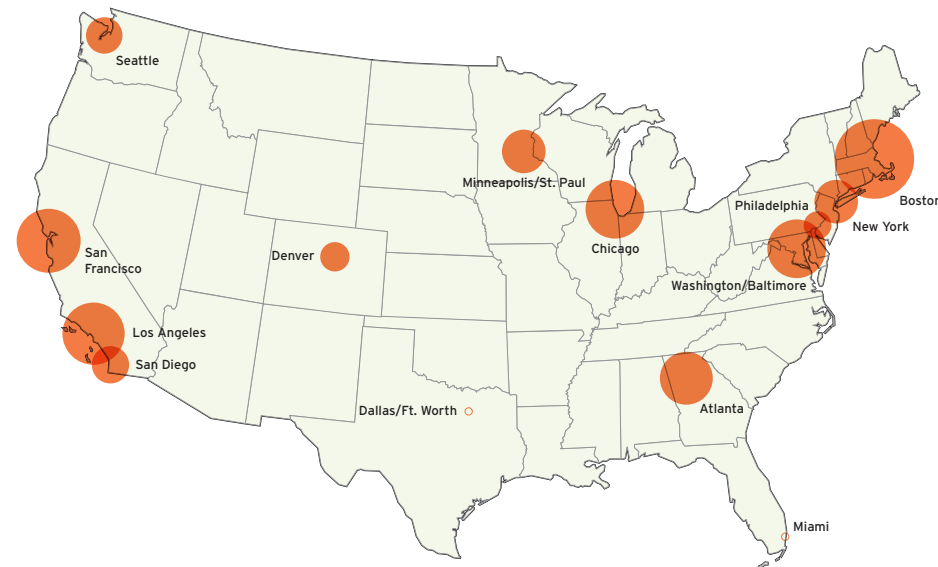
	SALARY/WAGES			SALARY/WAGE COMPARISON	TOTAL COMPENSATION			RESPONDENTS
	25TH%	MEDIAN	75TH%		25TH%	MEDIAN	75TH%	
Solo designer	\$ 35,000	\$ 48,000	\$ 69,400		\$ 36,000	\$ 49,000	\$ 70,000	517
Owner, partner, principal	50,000	75,000	110,000		50,200	80,000	130,000	704
Creative/Design director	59,000	76,000	99,200		60,000	80,000	107,200	1,158
Art director	47,500	59,600	74,700		49,000	60,900	76,000	986
Senior designer	42,000	50,000	61,000		43,000	52,000	64,000	1,093
Designer	32,000	38,500	45,000		32,600	39,800	46,000	1,093
Entry-level designer	29,000	33,000	36,000		29,100	33,000	36,900	221
Print production artist	31,500	40,000	48,500		32,000	40,000	50,500	133
Copywriter	49,000	62,000	75,000		50,000	65,000	78,000	70
Web designer	40,000	47,100	55,000		40,800	48,000	58,000	129
Web developer (front end/interface system)	45,000	57,000	72,600		45,000	60,000	76,300	39
Web producer/senior producer/ executive producer	45,000	53,100	67,000		46,500	54,100	67,000	22
Content developer	64,000	68,300	80,000		64,000	70,500	85,000	13
Marketing or new business manager or director	44,000	62,500	90,000		45,800	62,500	94,600	55

Solo designer

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

Solo designer

2006 Median total cash compensation comparison by metro area



	SALARY/WAGES			SALARY/WAGE COMPARISON	TOTAL COMPENSATION			RESPONDENTS
	25TH%	MEDIAN	75TH%		25TH%	MEDIAN	75TH%	
Overview	\$35,000	\$48,000	\$69,400		\$36,000	\$49,000	\$70,000	517
Region								
New England	35,000	44,000	70,000		35,000	45,000	74,000	42
Middle Atlantic	37,300	50,000	66,000		39,400	50,000	76,000	70
South Atlantic	37,000	50,000	75,000		37,500	50,000	75,000	87
East North Central	32,000	40,000	65,000		32,000	41,800	65,000	71
East South Central	45,000	68,000	80,000		45,000	68,000	100,000	8
West North Central	32,400	44,000	52,000		35,000	45,000	55,000	29
West South Central	35,000	48,000	75,000		31,000	45,500	83,000	18
Mountain	35,000	40,000	65,000		36,000	40,000	70,000	33
Pacific	38,100	50,000	75,000		39,000	51,500	75,000	115
Metro area								
Atlanta	37,000	54,800	70,500		37,000	56,300	70,500	19
Boston	44,000	72,500	100,000		44,000	74,500	100,000	16
Chicago	42,500	52,600	72,500		43,800	59,900	72,500	17
Dallas/Fort Worth	N/A	N/A	N/A		N/A	N/A	N/A	3
Denver	36,000	40,000	62,000		37,000	40,000	72,100	13
Los Angeles	50,000	63,000	75,000		50,000	63,000	75,000	25
Miami	N/A	N/A	N/A		N/A	N/A	N/A	3
Minneapolis/St. Paul	37,500	44,500	50,000		39,700	50,000	68,000	14
New York	36,000	50,000	58,000		38,500	50,000	80,000	33
Philadelphia	37,000	39,000	45,000		37,000	39,000	45,000	12
San Diego	34,000	45,800	78,500		34,000	45,800	78,500	9
San Francisco	30,000	64,000	85,000		30,000	64,000	85,000	29
Seattle	34,000	45,000	65,000		34,000	45,000	65,000	16
Washington/Baltimore	43,500	60,000	85,000		43,500	60,000	85,000	32
Type of organization								
Freelance or self-employed	36,500	50,600	77,000		38,300	54,300	80,000	346
Design studio or consultancy	35,000	63,000	75,000		36,000	65,000	75,000	34
Advertising agency	N/A	N/A	N/A		N/A	N/A	N/A	3
Architectural firm	N/A	N/A	N/A		N/A	N/A	N/A	3
Publishing house/media	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	2
Interactive/multimedia agency	N/A	N/A	N/A		N/A	N/A	N/A	1
In-house design department	33,000	38,000	45,000		33,200	39,700	45,700	79
Educational Institution	38,600	41,000	45,000		38,600	41,000	45,000	13
Other	33,000	38,200	49,400		33,900	40,000	50,800	29
Size of organization								
1 (Freelance or self-employed)	36,000	53,500	75,000		38,000	55,000	80,000	363
2-9	34,900	40,000	65,000		27,800	43,000	65,000	28
10-99	33,000	39,000	45,000		33,000	39,500	45,000	51
100-999	33,200	39,200	48,500		34,000	39,700	48,000	46
1,000+	35,000	40,000	48,000		38,000	41,200	48,000	26
Client base								
Local	35,000	50,000	70,000		35,000	50,000	70,000	348
Regional	37,800	50,000	70,000		38,600	50,000	74,000	281
National	36,000	50,000	75,000		37,000	50,000	75,000	226
International	37,000	45,000	65,000		38,000	47,500	69,300	74

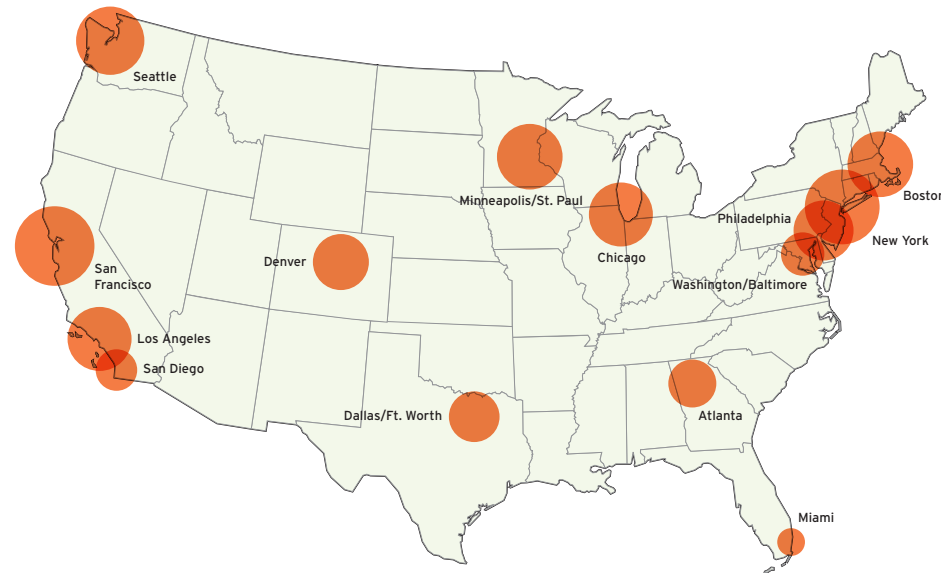
NOTE: Results are not shown (N/A) where fewer than 6 data points were returned.

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 areas, key responsibilities can include the development of graphic design, advertising, communications and industrial design publications.

Creative/Design director

2006 Median total cash compensation comparison by metro area



	SALARY/WAGES			SALARY/WAGE COMPARISON	TOTAL COMPENSATION			RESPONDENTS
	25TH%	MEDIAN	75TH%		25TH%	MEDIAN	75TH%	
Overview	\$59,000	\$76,000	\$99,200		\$60,000	\$80,000	\$107,200	1,158
Region								
New England	67,000	81,000	100,000		67,300	90,000	115,300	81
Middle Atlantic	70,000	85,000	110,000		71,000	87,000	116,800	170
South Atlantic	54,000	70,000	90,000		55,000	75,000	95,000	178
East North Central	55,000	72,000	94,000		56,000	73,000	105,000	166
East South Central	48,900	56,000	82,500		50,100	65,000	86,300	25
West North Central	65,000	77,000	100,000		65,800	85,000	115,000	92
West South Central	57,000	75,000	88,000		57,000	76,000	92,500	67
Mountain	55,000	75,000	90,000		54,200	78,800	100,000	65
Pacific	65,000	85,000	110,000		70,000	92,000	120,000	222
Metro area								
Atlanta	50,000	72,500	100,000		58,000	80,000	109,000	32
Boston	71,000	82,700	100,000		75,600	91,000	115,300	43
Chicago	70,000	82,000	116,000		72,000	90,100	130,000	70
Dallas/Fort Worth	65,000	77,300	90,000		67,000	81,300	100,000	29
Denver	71,000	76,000	104,000		75,000	85,000	109,000	17
Los Angeles	71,000	85,000	110,000		75,000	90,000	120,000	69
Miami	55,000	66,800	80,000		55,000	68,000	85,000	20
Minneapolis/St. Paul	69,500	88,000	108,000		75,000	91,000	120,500	42
New York	75,000	91,000	120,000		80,000	97,000	130,500	104
Philadelphia	69,000	84,000	100,000		70,000	87,200	105,000	33
San Diego	58,000	73,800	89,000		61,000	75,900	100,000	25
San Francisco	76,000	96,000	119,000		85,000	101,000	129,000	59
Seattle	62,500	87,500	122,500		66,500	92,500	180,000	19
Washington/Baltimore	62,000	74,000	91,500		62,000	77,000	95,000	68
Type of organization								
Freelance or self-employed	45,000	58,000	99,200		45,000	58,000	99,200	42
Design studio or consultancy	60,000	80,000	100,000		61,500	80,000	110,000	221
Advertising agency	62,000	85,000	115,000		65,800	92,300	120,000	172
Architectural firm	N/A	N/A	N/A		N/A	N/A	N/A	3
Publishing house/media	63,000	75,500	92,000		63,000	79,300	98,000	65
Web development firm	70,000	73,000	100,000		70,000	73,000	100,000	14
Interactive/multimedia agency	64,000	81,000	100,000		65,300	83,500	108,000	45
In-house design department	60,000	75,000	91,000		63,000	80,000	105,000	435
Educational Institution	48,000	60,000	70,000		50,000	61,000	70,000	42
Other	53,000	79,500	100,000		53,000	85,700	110,000	102
Size of organization								
1 (Freelance or self-employed)	45,000	60,000	100,000		45,000	70,000	100,000	77
2-9	45,000	65,000	80,000		45,000	65,300	86,000	167
10-99	57,700	76,500	100,000		58,000	80,000	108,000	351
100-999	61,000	77,000	100,000		62,500	84,000	112,000	275
1,000+	69,000	82,500	99,000		73,000	90,000	114,000	287
Client base								
Local	55,800	75,000	92,000		57,900	77,000	100,000	559
Regional	59,500	75,000	95,000		60,000	80,000	103,000	552
National	62,000	79,500	100,000		63,000	85,000	110,300	613
International	65,000	85,000	105,000		68,500	86,900	119,000	373

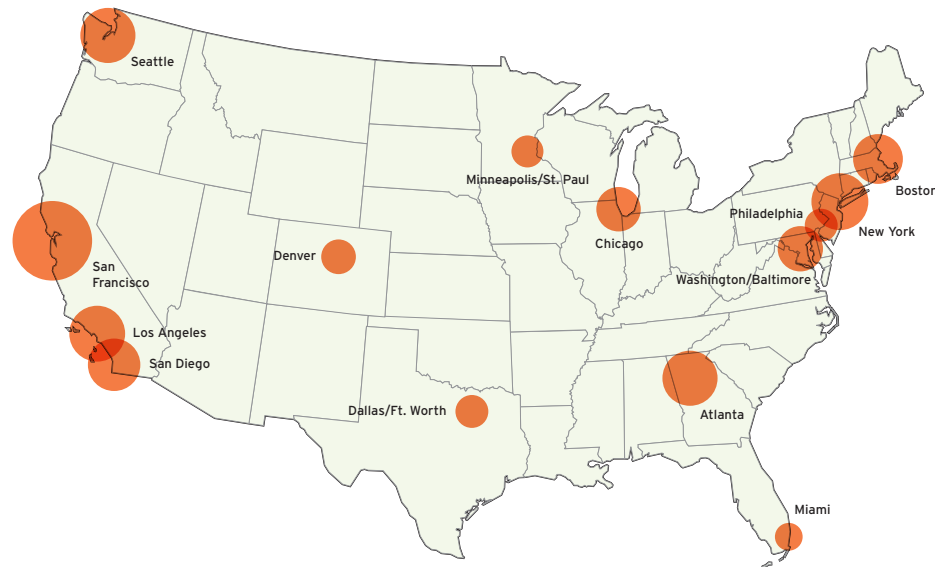
NOTE: Results are not shown (N/A) where fewer than 6 data points were returned.

Senior designer

The senior designer is responsible for conceptualization and design of solutions from concept to 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.

Senior designer

2006 Median total cash compensation comparison by metro area



	SALARY/WAGES			SALARY/WAGE COMPARISON	TOTAL COMPENSATION			RESPONDENTS
	25TH%	MEDIAN	75TH%		25TH%	MEDIAN	75TH%	
Overview	\$42,000	\$50,000	\$61,000		\$43,000	\$52,000	\$64,000	1,093
Region								
New England	45,000	53,000	63,800		46,000	55,000	65,000	80
Middle Atlantic	45,500	54,300	65,500		47,000	55,000	69,600	147
South Atlantic	40,000	50,000	58,000		40,200	50,000	61,000	198
East North Central	41,500	48,000	55,000		42,500	49,700	58,300	161
East South Central	39,500	42,000	45,800		39,500	43,200	46,800	17
West North Central	39,950	45,000	56,700		40,000	45,900	60,900	72
West South Central	42,000	49,000	61,000		43,000	50,000	62,000	49
Mountain	40,000	48,000	54,000		42,000	50,000	55,000	59
Pacific	50,000	60,000	70,000		51,000	60,900	75,400	238
Metro area								
Atlanta	48,000	57,800	70,000		49,100	59,500	73,000	33
Boston	51,000	55,000	65,000		51,000	57,000	65,500	41
Chicago	46,000	52,000	61,400		46,500	54,800	66,000	69
Dallas/Fort Worth	42,000	48,000	52,000		42,000	49,000	52,800	10
Denver	50,000	50,000	55,000		50,000	50,000	58,000	16
Los Angeles	52,600	60,000	68,000		55,000	60,000	75,000	68
Miami	40,500	42,500	55,000		40,700	47,000	56,000	16
Minneapolis/St. Paul	42,000	47,500	58,000		42,800	49,000	62,000	34
New York	50,000	58,500	70,800		51,200	60,450	75,000	95
Philadelphia	46,000	48,300	55,000		46,800	49,000	58,000	27
San Diego	50,000	56,500	65,000		50,000	58,500	73,000	26
San Francisco	53,000	68,000	75,000		54,000	70,400	80,000	52
Seattle	49,700	57,500	62,000		50,100	59,600	64,000	38
Washington/Baltimore	45,000	55,000	60,000		45,000	55,000	64,000	82
Type of organization								
Freelance or self-employed	N/A	N/A	N/A		N/A	N/A	N/A	3
Design studio or consultancy	43,000	50,000	63,000		45,000	52,500	65,000	202
Advertising agency	40,000	49,500	64,200		42,000	51,600	65,000	90
Architectural firm	42,500	50,000	61,000		46,350	51,500	61,500	22
Publishing house/media	38,100	44,500	52,000		38,500	46,800	52,800	63
Web development firm	36,000	47,200	61,000		36,000	47,200	63,000	18
Interactive/multimedia agency	47,000	56,000	75,000		48,700	58,000	75,000	22
In-house design department	43,000	52,500	62,500		44,600	53,700	65,000	542
Educational Institution	38,500	44,000	50,000		38,500	44,000	50,000	41
Other	42,900	52,000	60,000		43,700	53,100	62,000	76
Size of organization								
1 (Freelance or self-employed)	48,000	85,600	100,000		48,000	85,600	100,000	6
2-9	38,000	46,000	58,000		40,000	47,400	59,000	149
10-99	41,000	48,000	57,000		42,000	50,000	60,500	289
100-999	42,400	50,000	60,000		43,200	52,100	62,500	321
1,000+	46,000	55,000	65,000		47,000	56,500	70,000	326
Client base								
Local	42,000	49,900	60,000		42,500	50,100	62,000	571
Regional	42,000	50,000	60,000		43,000	51,000	63,000	516
National	43,000	52,000	63,000		44,300	53,200	65,000	579
International	42,000	54,100	65,000		43,200	55,000	67,500	324

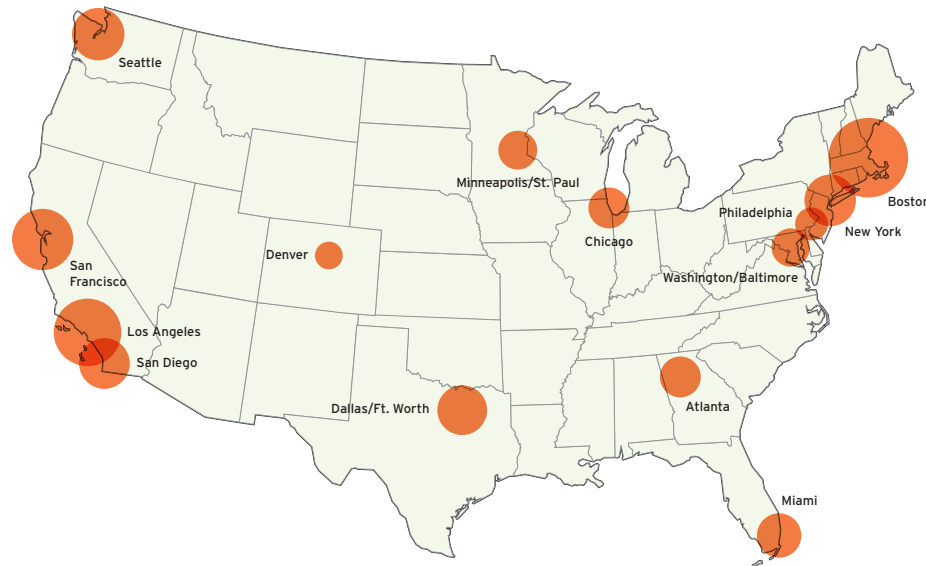
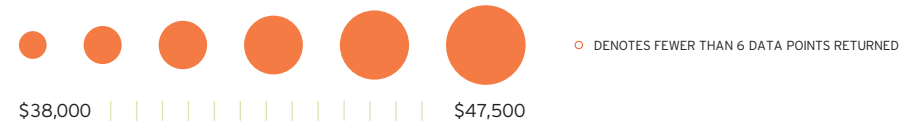
NOTE: Results are not shown (N/A) where fewer than 6 data points were returned.

Designer

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

Designer

2006 Median total cash compensation comparison by metro area



	SALARY/WAGES			SALARY/WAGE COMPARISON	TOTAL COMPENSATION			RESPONDENTS
	25TH%	MEDIAN	75TH%		25TH%	MEDIAN	75TH%	
Overview	\$32,000	\$38,500	\$45,000	+	\$32,600	\$39,800	\$46,000	1,093
Region								
New England	36,000	43,000	48,000	+	37,300	45,000	50,000	64
Middle Atlantic	32,800	40,000	45,000	+	33,000	40,000	46,000	159
South Atlantic	32,200	38,000	43,000	+	32,300	39,500	44,500	179
East North Central	32,000	37,500	43,600	+	32,000	38,300	45,300	189
East South Central	31,000	35,100	40,000	+	30,400	35,600	42,000	30
West North Central	31,500	35,800	41,500	+	32,000	37,000	42,400	104
West South Central	28,800	36,000	42,000	+	29,000	37,100	43,500	51
Mountain	32,000	37,000	43,000	+	32,000	37,700	44,200	71
Pacific	36,000	42,000	50,000	+	38,000	43,000	51,000	200
Metro area								
Atlanta	37,000	40,000	46,000	+	37,000	40,300	47,500	33
Boston	40,000	45,000	50,000	+	42,700	47,500	53,000	30
Chicago	32,000	38,000	45,000	+	34,000	40,500	47,000	79
Dallas/Fort Worth	38,000	42,000	53,000	+	40,000	42,000	53,000	15
Denver	33,000	37,000	42,700	+	34,000	38,000	43,200	16
Los Angeles	37,500	44,000	50,000	+	38,700	45,200	50,100	58
Miami	31,200	40,000	45,000	+	31,200	41,000	46,000	13
Minneapolis/St. Paul	33,200	40,000	43,000	+	34,000	40,200	44,500	44
New York	36,400	41,800	50,000	+	37,000	42,300	51,900	88
Philadelphia	31,000	38,300	42,000	+	31,100	38,800	43,000	29
San Diego	35,000	41,800	47,000	+	35,000	42,100	50,000	18
San Francisco	40,500	43,000	53,000	+	41,100	44,000	53,600	32
Seattle	37,000	41,500	46,000	+	38,100	42,500	49,000	35
Washington/Baltimore	35,000	40,000	45,000	+	35,000	40,100	45,000	63
Type of organization								
Freelance or self-employed	23,000	70,000	100,000	+	23,000	70,000	100,000	6
Design studio or consultancy	33,000	38,000	42,500	+	33,000	39,000	45,000	237
Advertising agency	31,200	35,000	42,800	+	31,400	36,000	45,400	101
Architectural firm	34,000	38,000	46,000	+	35,600	40,000	46,200	36
Publishing house/media	30,000	35,100	41,400	+	30,000	35,800	42,700	86
Web development firm	N/A	N/A	N/A		N/A	N/A	N/A	3
Interactive/multimedia agency	36,100	43,500	49,000	+	36,700	43,700	51,000	18
In-house design department	33,000	40,000	45,000	+	34,000	40,100	46,300	459
Educational Institution	31,800	36,300	43,000	+	32,000	36,950	43,000	48
Other	30,000	39,900	47,800	+	30,000	41,200	49,100	86
Size of organization								
1 (Freelance or self-employed)	38,000	85,000	100,000	+	38,000	85,000	100,000	7
2-9	30,000	35,000	40,000	+	30,800	36,000	42,000	164
10-99	31,200	37,000	42,500	+	32,000	37,800	44,900	386
100-999	33,000	39,700	45,000	+	33,300	40,100	46,200	296
1,000+	37,000	42,100	48,000	+	37,000	42,900	50,000	234
Client base								
Local	31,500	38,000	43,000	+	32,000	39,000	45,000	572
Regional	32,000	38,000	44,000	+	33,000	39,100	45,200	511
National	32,500	38,500	45,000	+	33,000	40,000	46,000	567
International	34,050	40,000	46,000	+	34,500	41,500	47,500	310

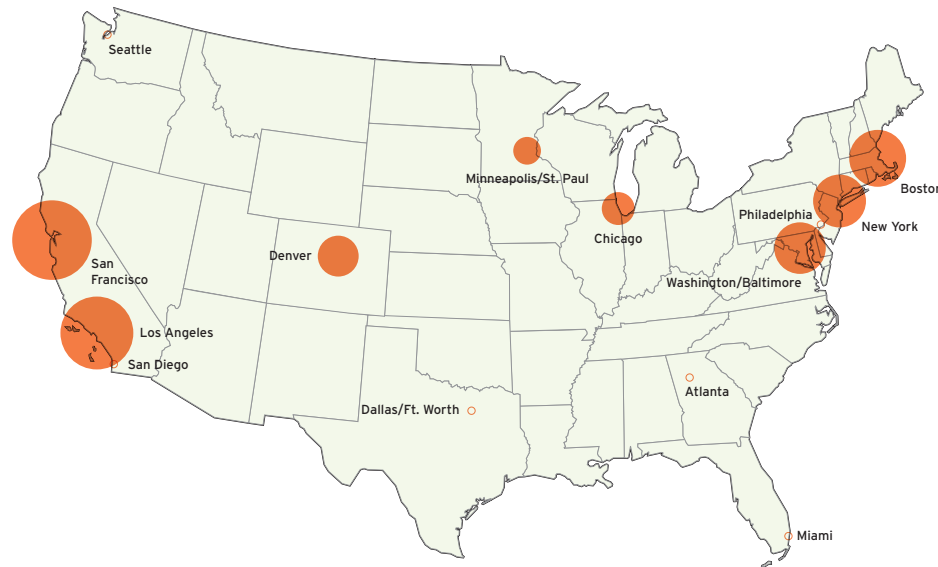
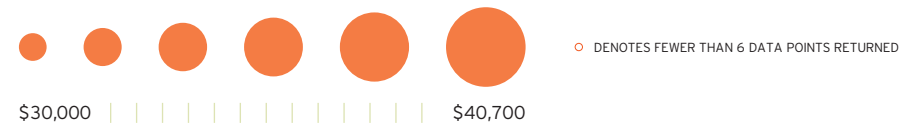
NOTE: Results are not shown (N/A) where fewer than 6 data points were returned.

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.

Entry-level designer

2006 Median total cash compensation comparison by metro area



	SALARY/WAGES			SALARY/WAGE COMPARISON	TOTAL COMPENSATION			RESPONDENTS
	25TH%	MEDIAN	75TH%		25TH%	MEDIAN	75TH%	
Overview	\$29,000	\$33,000	\$36,000		\$29,100	\$33,000	\$36,900	221
Region								
New England	34,000	36,000	40,000		35,000	37,800	43,300	17
Middle Atlantic	32,000	34,500	38,500		32,400	34,800	38,800	37
South Atlantic	28,500	34,000	35,000		29,100	34,100	35,500	33
East North Central	28,000	30,000	34,000		28,000	30,000	34,100	36
East South Central	19,200	22,600	26,000		19,200	22,900	26,000	6
West North Central	27,000	29,500	31,500		27,500	29,500	31,500	21
West South Central	28,000	30,000	31,200		28,300	30,100	31,200	10
Mountain	26,500	31,000	34,100		26,600	31,900	34,700	18
Pacific	33,000	37,200	40,000		33,000	38,000	43,000	39
Metro area								
Atlanta	N/A	N/A	N/A		N/A	N/A	N/A	3
Boston	34,500	35,500	38,500		34,800	36,000	39,900	9
Chicago	30,000	31,000	35,000		30,000	31,000	35,800	17
Dallas/Fort Worth	N/A	N/A	N/A		N/A	N/A	N/A	2
Denver	30,000	32,000	34,000		30,000	32,500	34,000	6
Los Angeles	35,000	38,000	40,000		36,400	39,500	41,500	9
Miami	N/A	N/A	N/A		N/A	N/A	N/A	1
Minneapolis/St. Paul	28,000	30,000	32,100		28,000	30,000	32,600	10
New York	33,000	35,000	40,000		33,000	35,000	40,000	26
Philadelphia	N/A	N/A	N/A		N/A	N/A	N/A	3
San Diego	N/A	N/A	N/A		N/A	N/A	N/A	3
San Francisco	37,000	40,000	46,000		37,000	40,700	46,000	13
Seattle	N/A	N/A	N/A		N/A	N/A	N/A	5
Washington/Baltimore	34,000	35,000	37,400		34,000	35,000	37,500	15
Type of organization								
Freelance or self-employed	N/A	N/A	N/A		N/A	N/A	N/A	1
Design studio or consultancy	30,000	32,000	35,000		30,000	32,000	35,800	73
Advertising agency	31,000	34,000	35,000		31,500	35,000	40,500	29
Architectural firm	34,300	37,000	38,500		34,700	37,000	39,500	13
Publishing house/media	24,000	33,000	35,000		26,400	33,000	35,000	12
Web development firm	N/A	N/A	N/A		N/A	N/A	N/A	2
Interactive/multimedia agency	29,000	30,000	35,000		29,000	30,000	36,000	6
In-house design department	28,500	32,000	36,000		28,500	32,000	36,500	64
Educational Institution	N/A	N/A	N/A		N/A	N/A	N/A	1
Other	25,500	33,000	38,200		26,000	33,000	38,200	18
Size of organization								
1 (Freelance or self-employed)	N/A	N/A	N/A		N/A	N/A	N/A	1
2-9	28,000	30,000	35,000		29,000	30,600	35,000	55
10-99	30,000	32,000	35,000		30,000	32,000	35,500	74
100-999	30,000	34,500	37,500		31,000	35,000	38,100	52
1,000+	29,000	34,000	38,500		29,000	34,000	38,500	37
Client base								
Local	29,000	32,000	35,000		29,100	32,500	36,000	124
Regional	30,000	32,000	36,000		30,000	32,000	37,500	116
National	29,200	32,800	37,800		29,900	33,000	38,000	118
International	31,000	35,000	38,500		31,200	35,000	39,400	57

NOTE: Results are not shown (N/A) where fewer than 6 data points were returned.

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 film.

Print production artist

2006 Median total cash compensation comparison by metro area



	SALARY/WAGES			SALARY/WAGE COMPARISON	TOTAL COMPENSATION			RESPONDENTS
	25TH%	MEDIAN	75TH%		25TH%	MEDIAN	75TH%	
Overview	\$31,500	\$40,000	\$48,500		\$32,000	\$40,000	\$50,500	133
Region								
New England	45,000	45,300	46,000		45,900	47,800	51,000	6
Middle Atlantic	35,000	45,000	50,000		35,400	45,500	52,000	22
South Atlantic	28,800	34,500	46,500		29,300	34,900	49,500	12
East North Central	29,350	32,000	41,000		29,750	33,100	41,400	22
East South Central	N/A	N/A	N/A		N/A	N/A	N/A	0
West North Central	37,000	38,250	42,000		37,000	38,600	42,000	11
West South Central	30,000	41,000	58,000		30,000	41,900	59,700	7
Mountain	31,200	40,000	42,000		31,700	40,300	44,400	12
Pacific	39,500	44,450	59,000		40,000	46,700	59,000	31
Metro area								
Atlanta	N/A	N/A	N/A		N/A	N/A	N/A	2
Boston	N/A	N/A	N/A		N/A	N/A	N/A	4
Chicago	32,000	40,000	45,000		33,000	40,000	45,100	7
Dallas/Fort Worth	N/A	N/A	N/A		N/A	N/A	N/A	1
Denver	N/A	N/A	N/A		N/A	N/A	N/A	1
Los Angeles	47,500	53,500	72,000		49,400	53,800	76,900	9
Miami	N/A	N/A	N/A		N/A	N/A	N/A	0
Minneapolis/St. Paul	38,000	38,500	42,500		38,000	38,600	43,000	8
New York	36,900	47,500	53,500		36,900	49,000	57,000	16
Philadelphia	N/A	N/A	N/A		N/A	N/A	N/A	4
San Diego	N/A	N/A	N/A		N/A	N/A	N/A	5
San Francisco	40,400	52,000	75,000		40,400	52,000	81,000	7
Seattle	N/A	N/A	N/A		N/A	N/A	N/A	1
Washington/Baltimore	N/A	N/A	N/A		N/A	N/A	N/A	5
Type of organization								
Freelance or self-employed	N/A	N/A	N/A		N/A	N/A	N/A	0
Design studio or consultancy	31,000	37,000	43,900		31,000	38,400	47,100	17
Advertising agency	35,000	40,000	51,000		35,400	41,900	51,100	38
Architectural firm	N/A	N/A	N/A		N/A	N/A	N/A	0
Publishing house/media	29,600	37,500	40,200		29,800	37,500	41,000	20
Web development firm	N/A	N/A	N/A		N/A	N/A	N/A	0
Interactive/multimedia agency	N/A	N/A	N/A		N/A	N/A	N/A	0
In-house design department	32,000	42,000	49,000		33,000	42,000	52,500	36
Educational Institution	N/A	N/A	N/A		N/A	N/A	N/A	2
Other	33,000	39,300	46,000		33,200	39,800	46,800	15
Size of organization								
1 (Freelance or self-employed)	N/A	N/A	N/A		N/A	N/A	N/A	0
2-9	26,700	30,500	32,600		26,700	30,500	32,800	12
10-99	31,200	39,000	45,000		31,700	40,100	46,400	61
100-999	36,000	40,000	50,400		37,500	40,200	52,700	33
1,000+	37,500	45,000	60,500		37,500	49,500	64,500	26
Client base								
Local	31,500	40,000	45,000		32,400	40,000	46,800	65
Regional	30,800	37,500	43,900		31,000	40,000	46,200	59
National	32,000	40,000	48,500		33,800	40,200	50,000	71
International	38,500	48,000	63,000		38,600	48,000	63,000	40

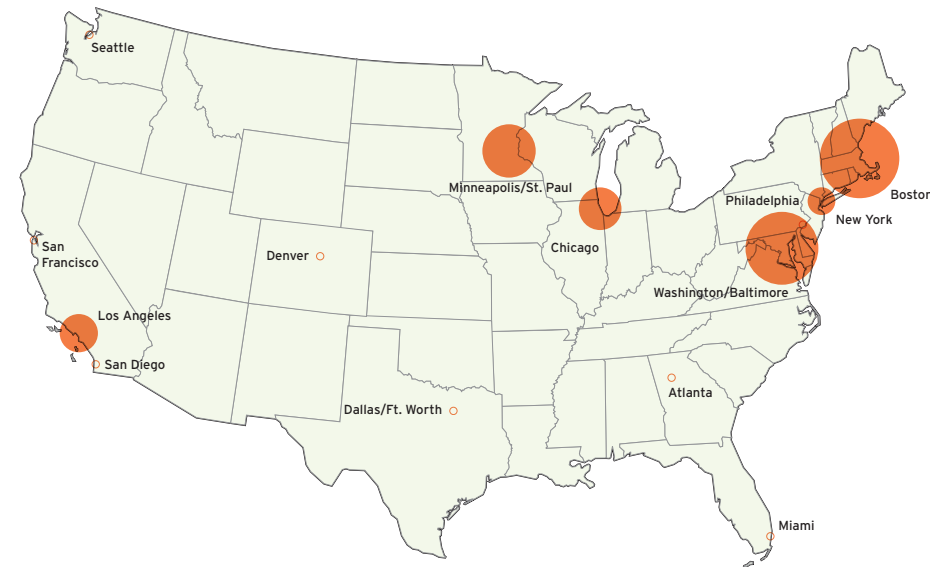
NOTE: Results are not shown (N/A) where fewer than 6 data points were returned.

Web designer

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

Web designer

2006 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	\$47,100	\$55,000		\$40,800	\$48,000	\$58,000	129
Region								
New England	38,500	50,000	70,000		38,500	50,000	70,000	15
Middle Atlantic	35,000	47,000	60,000		35,000	47,600	60,000	12
South Atlantic	42,000	52,000	60,000		42,000	52,000	65,000	23
East North Central	34,500	43,000	51,000		35,600	44,400	51,500	16
East South Central	38,400	41,800	45,000		38,400	41,800	45,000	6
West North Central	40,000	50,000	53,600		41,500	53,300	60,000	12
West South Central	31,000	40,000	49,000		31,000	41,700	51,800	8
Mountain	N/A	N/A	N/A		N/A	N/A	N/A	5
Pacific	45,000	50,000	61,500		45,000	50,000	65,500	23
Metro area								
Atlanta	N/A	N/A	N/A		N/A	N/A	N/A	0
Boston	48,000	60,000	70,000		48,000	60,000	71,500	10
Chicago	45,000	50,000	58,000		46,000	51,000	58,000	7
Dallas/Fort Worth	N/A	N/A	N/A		N/A	N/A	N/A	2
Denver	N/A	N/A	N/A		N/A	N/A	N/A	1
Los Angeles	45,000	50,000	61,500		45,000	50,000	74,500	7
Miami	N/A	N/A	N/A		N/A	N/A	N/A	2
Minneapolis/St. Paul	43,000	53,000	60,000		43,000	53,600	68,000	7
New York	40,000	47,000	60,000		40,000	47,600	60,000	10
Philadelphia	N/A	N/A	N/A		N/A	N/A	N/A	2
San Diego	N/A	N/A	N/A		N/A	N/A	N/A	2
San Francisco	N/A	N/A	N/A		N/A	N/A	N/A	2
Seattle	N/A	N/A	N/A		N/A	N/A	N/A	3
Washington/Baltimore	48,000	57,500	65,000		48,000	58,300	70,800	11
Type of organization								
Freelance or self-employed	30,000	40,000	48,000		30,000	40,000	48,000	6
Design studio or consultancy	41,000	48,600	57,500		42,650	49,400	66,700	8
Advertising agency	N/A	N/A	N/A		N/A	N/A	N/A	5
Architectural firm	N/A	N/A	N/A		N/A	N/A	N/A	0
Publishing house/media	37,500	46,500	48,000		37,500	46,800	48,000	7
Web development firm	32,500	49,000	60,000		34,500	50,000	60,000	19
Interactive/multimedia agency	30,000	45,000	55,000		32,000	45,000	56,500	8
In-house design department	42,000	48,000	58,000		42,000	48,000	60,000	50
Educational Institution	50,000	52,000	60,000		50,000	52,000	60,000	6
Other	40,000	44,900	54,000		40,000	45,000	55,000	16
Size of organization								
1 (Freelance or self-employed)	30,000	48,000	76,000		30,000	48,000	76,000	6
2-9	30,000	32,500	40,000		30,000	35,000	41,500	9
10-99	36,000	47,100	55,000		36,500	48,800	60,000	44
100-999	43,500	50,000	55,000		45,000	52,000	55,000	25
1,000+	43,000	48,000	58,000		43,000	48,000	60,000	44
Client base								
Local	40,000	47,100	55,000		40,000	48,000	58,000	66
Regional	36,000	45,600	60,000		36,000	46,600	60,000	55
National	40,000	48,000	60,000		40,800	48,400	60,900	66
International	41,400	50,000	56,500		42,200	51,000	59,000	28

NOTE: Results are not shown (N/A) where fewer than 6 data points were returned.

Other positions

Copywriter

A copywriter is able to write, edit and proof 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	\$49,000	\$62,000	\$75,000		\$50,000	\$65,000	\$78,000	70
Client base								
Local	48,500	59,500	75,000		48,500	64,200	75,000	38
Regional	47,000	59,800	75,000		47,000	65,000	75,000	36
National	49,000	59,200	75,000		50,000	61,300	75,000	52
International	51,200	66,500	78,000		53,500	66,700	79,100	24

Marketing or new business manager or director

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	\$44,000	\$62,500	\$90,000		\$45,800	\$62,500	\$94,600	55
Client base								
Local	41,000	63,000	90,000		42,000	63,000	90,000	25
Regional	44,000	65,000	90,000		45,800	65,000	90,000	26
National	45,000	74,000	90,000		47,000	75,000	90,500	31
International	49,000	77,000	102,500		49,300	81,500	102,500	21

Web developer (front-end/interface system)

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	\$45,000	\$57,000	\$72,600		\$45,000	\$60,000	\$76,300	39
Client base								
Local	36,500	47,500	56,500		36,800	47,500	56,500	16
Regional	38,000	50,000	60,000		38,300	51,000	60,100	19
National	40,500	52,000	60,000		40,900	52,700	64,000	22
International	40,500	50,000	60,000		40,900	50,000	60,000	14

Web producer/senior producer/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	\$45,000	\$53,100	\$67,000		\$46,500	\$54,100	\$67,000	22
Client base								
Local	39,000	50,200	53,100		42,000	50,300	56,500	11
Regional	45,000	51,600	60,100		46,500	51,700	61,800	13
National	50,100	53,100	67,000		50,200	54,100	67,000	13
International	53,000	67,000	67,000		56,500	67,000	67,000	9

Content developer

A content developer is also known as a web writer or editor. He or she 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	\$64,000	\$68,300	\$80,000		\$64,000	\$70,500	\$85,000	13
Client base								
Local	N/A	N/A	N/A		N/A	N/A	N/A	5
Regional	N/A	N/A	N/A		N/A	N/A	N/A	5
National	64,000	72,300	86,500		64,500	74,300	98,000	8
International	N/A	N/A	N/A		N/A	N/A	N/A	3

NOTE: Results are not shown (N/A) where fewer than 6 data points were returned.

2006 Benefits



Benefits provided

BASE: RESPONDENTS	6143	100%	
Paid time off	MEDIAN RESPONSE		
Paid vacation/holiday	4,984	81%	15 days
Paid sick leave	3,836	62%	5 days
Paid personal time off	3,716	60%	3 days
Retirement plans			
Defined contribution retirement plan—e.g. 401(k)	3,453	56%	
Defined benefit (pension) retirement plan	963	16%	
Other retirement plan	460	8%	
Other benefits			
Mileage reimbursement	2,663	43%	
Education funding and/or professional development	2,328	38%	
Professional society dues	2,011	33%	
Parking	1,571	26%	
Employee assistance or wellness program	1,463	24%	
Cell phone	1,028	17%	
Other	470	8%	
Parental leave	452	7%	
Company car or allowance	334	5%	
Child or elder care	106	2%	

About AIGA | Aquent

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.

AIGA was founded as the American Institute of Graphic Arts in 1914. Since then, it has become the pre-eminent professional association for communication designers, broadly defined. In the past decade, designers have increasingly been involved in creating value for clients (whether public or business) through applying design thinking to complex problems, even when the outcomes may be more strategic, multi-dimensional and conceptual than what most would consider traditional communication design. AIGA now represents more than 18,000 designers of all disciplines through national activities and local programs developed by more than 50 chapters and 200 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 designers, helping them to realize their talents and to advocate the value of design among the media, the business community, governments and the public.

AIGA, AQUENT AND THE BUSINESS OF DESIGN

This is the seventh consecutive year that Aquent has joined with AIGA to produce the design profession's most comprehensive, unbiased survey of salaries in the U.S.

As two of the profession's foremost advocates, we're out to change the design world for the better – for designers and the people who employ them. We believe this quest starts with understanding the business of design, recognizing that an important purpose of design is to bring value to business results.

Aquent supports AIGA's professional development initiatives that offer designers and employers tangible benefits, such as this timely salary data. To learn more about Aquent, visit www.marcom.aquent.com or call 877 2 AQUENT (877 227 8368).

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To provide comments on how the survey can be improved in future years, please contact salariesurvey@aiga.org.

This survey is conducted by AIGA, on behalf of its members and is sponsored by Aquent.

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