



2006/2007 Marketing Department Salary Information
Updated December 2007

CUMULATIVE -- ALL RESPONDENTS (Nationwide)**

	Base Salary (2007)				Annual Bonus (2006)			
	Respondents	Average	High	Low	Respondents	Average %	High	Low
CMO	9	\$241,278	\$300,000	\$157,500	7	14.7%	30.9%	5.7%
Director as #1 Title	8	\$182,906	\$350,000	\$105,000	6	13.4%	25.7%	2.1%
Director as #2 Title reporting to CMO	19	\$171,763	\$260,000	\$108,000	12	12.7%	31.3%	2.7%
Manager as #2 Title reporting to Director as #1 Title	15	\$146,800	\$225,000	\$80,000	6	9.5%	20.0%	0.0%
Manager as #3 Title reporting to Director as #2 Title	39	\$108,939	\$170,000	\$74,000	27	9.6%	21.6%	1.4%
Specialist*	33	\$86,209	\$200,000	\$39,000	18	6.7%	16.0%	0.0%
Coordinator	36	\$57,684	\$107,000	\$36,050	22	3.8%	12.7%	0.0%
Assistant	4	\$40,500	\$42,000	\$40,000	1	3.8%		

Firm Size: 200-599 Lawyers

	Base Salary (2007)				Annual Bonus (2006)			
	Respondents	Average	High	Low	Respondents	Average %	High	Low
CMO	4	\$237,750	\$275,000	\$161,000	3	10.7%	14.0%	5.7%
Director as #1 Title	6	\$147,208	\$195,000	\$105,000	5	10.9%	20.0%	2.1%
Director as #2 Title reporting to CMO	3	\$146,000	\$180,000	\$118,000	3	7.8%	11.4%	4.0%
Manager as #2 Title reporting to Director as #1 Title	4	\$130,000	\$225,000	\$80,000	2	5.0%	10.0%	0.0%
Manager as #3 Title reporting to Director as #2 Title	14	\$98,393	\$135,000	\$74,000	10	5.8%	11.0%	1.4%
Specialist*	10	\$79,040	\$140,000	\$50,000	4	7.5%	16.0%	1.8%
Coordinator	13	\$57,262	\$85,000	\$45,000	7	2.8%	6.4%	0.0%
Assistant								

Firm Size: 600-999 Lawyers

	Base Salary (2007)				Annual Bonus (2006)			
	Respondents	Average	High	Low	Respondents	Average %	High	Low
CMO	4	\$265,750	\$300,000	\$218,000	3	21.6%	30.9%	13.8%
Director as #1 Title								
Director as #2 Title reporting to CMO	6	\$178,500	\$260,000	\$125,000	4	13.9%	31.3%	2.7%
Manager as #2 Title reporting to Director as #1 Title	6	\$157,833	\$210,000	\$125,000	4	11.8%	20.0%	4.0%
Manager as #3 Title reporting to Director as #2 Title	15	\$108,941	\$135,000	\$93,000	10	11.4%	21.6%	7.3%
Specialist*	9	\$93,056	\$130,000	\$42,000	4	6.8%	11.0%	2.8%
Coordinator	5	\$60,840	\$73,500	\$52,000	3	3.3%	4.0%	2.2%
Assistant	2	\$41,000	\$42,000	\$40,000				

Manager as #2 Title reporting to Director as #1 Title

Firm Size: 1000+ Lawyers

	Base Salary (2007)				Annual Bonus (2006)			
	Respondents	Average	High	Low	Respondents	Average %	High	Low
CMO								
Director as #1 Title	1	\$350,000			1	25.7%		
Director as #2 Title reporting to CMO	8	\$190,875	\$250,000	\$150,000	4	17.3%	24.0%	10.0%
Manager as #2 Title reporting to Director as #1 Title	4	\$156,250	\$200,000	\$100,000				
Manager as #3 Title reporting to Director as #2 Title	10	\$123,700	\$170,000	\$75,000	7	12.6%	18.5%	7.4%
Specialist*	13	\$90,615	\$105,000	\$42,500	10	6.3%	13.0%	0.0%
Coordinator	12	\$58,702	\$107,000	\$36,050	8	3.7%	10.3%	0.1%
Assistant	1	\$40,000			1	3.8%		

* The *Specialist* title includes:
Administrator, Advisor, Analyst, Assistant Manager, Database Steward, Senior Coordinator, Supervisor, Writer

** The 163 respondents are located in cities around the country, with 65% working in New York City offices.



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