



2007/2008 Marketing Department Salary Information
Updated December 19th, 2008

CUMULATIVE -- ALL RESPONDENTS (Nationwide)**

	Base Salary (2008)					Annual Bonus (2007)				
	Respondents	Average	Median	High	Low	Respondents	Average %	Median	High	Low
CMO	10	\$242,800	\$235,000	\$325,000	\$163,000	10	17.0%	15.0%	40.0%	5.3%
Director as #1 Title	6	\$194,000	\$165,000	\$360,000	\$116,500	4	10.7%	9.8%	16.7%	6.4%
Director as #2 Title reporting to CMO	18	\$189,889	\$161,500	\$350,000	\$115,000	13	16.8%	20.0%	33.3%	0.0%
Manager as #2 Title reporting to Director as #1 Title	28	\$140,464	\$135,000	\$235,000	\$85,000	18	11.5%	10.0%	25.5%	0.0%
Manager as #3 Title reporting to Director as #2 Title	25	\$107,510	\$96,000	\$160,000	\$57,000	8	9.5%	10.8%	17.5%	0.0%
Specialist*	19	\$80,316	\$74,000	\$180,000	\$45,000	7	10.5%	8.6%	9.1%	3.0%
Coordinator	18	\$58,333	\$58,500	\$77,000	\$40,000	4	5.0%	3.6%	10.0%	3.1%
Assistant	3	\$39,000	\$37,000	\$45,000	\$35,000					

Firm Size: 200-599 Lawyers

	Base Salary (2008)					Annual Bonus (2007)				
	Respondents	Average	Median	High	Low	Respondents	Average %	Median	High	Low
CMO	7	\$241,143	\$250,000	\$325,000	\$163,000	7	18.0%	15.0%	40.0%	5.3%
Director as #1 Title	2	\$133,750	\$133,750	\$150,000	\$117,500	1	16.7%			
Director as #2 Title reporting to CMO	8	\$171,625	\$154,000	\$350,000	\$115,000	5	14.0%	14.3%	20.3%	5.0%
Manager as #2 Title reporting to Director as #1 Title	12	\$145,750	\$140,000	\$235,000	\$90,000	6	12.9%	12.5%	15.4%	25.5%
Manager as #3 Title reporting to Director as #2 Title	3	\$106,253	\$93,000	\$136,000	\$89,760	2	8.0%	8.0%	11.0%	4.9%
Specialist*	11	\$76,000	\$74,000	\$98,000	\$65,000	4	8.1%	7.2%	15.0%	3.0%
Coordinator	7	\$59,071	\$63,000	\$75,000	\$40,000	1	3.1%			
Assistant	2	\$36,000	\$36,000	\$37,000	\$35,000					

Firm Size: 600-999 Lawyers

	Base Salary (2008)					Annual Bonus (2007)				
	Respondents	Average	Median	High	Low	Respondents	Average %	Median	High	Low
CMO	1	\$300,000				1	20.0%			
Director as #1 Title	1	\$360,000				1	11.1%			
Director as #2 Title reporting to CMO	3	\$208,333	\$190,000	\$300,000	\$135,000	3	14.8%	12.6%	25.0%	6.7%
Manager as #2 Title reporting to Director as #1 Title	7	\$157,286	\$150,000	\$208,000	\$116,000	6	12.0%	11.7%	25.0%	0.0%
Manager as #3 Title reporting to Director as #2 Title	8	\$95,250	\$92,500	\$136,000	\$65,000	4	6.8%	9.3%	10.7%	0.0%
Specialist*	4	\$87,500	\$85,000	\$110,000	\$70,000	3	13.7%	9.1%	9.1%	8.6%
Coordinator	3	\$61,833	\$62,500	\$77,000	\$46,000	1	4.0%			
Assistant										

Firm Size: 1000+ Lawyers

	Base Salary (2008)					Annual Bonus (2007)				
	Respondents	Average	Median	High	Low	Respondents	Average %	Median	High	Low
CMO										
Director as #1 Title	2	\$210,000	\$210,000	\$240,000	\$180,000					
Director as #2 Title reporting to CMO	7	\$202,857	\$225,000	\$275,000	\$130,000	5	20.7%	25.0%	33.3%	0.0%
Manager as #2 Title reporting to Director as #1 Title	8	\$121,250	\$115,000	\$186,000	\$85,000	5	10.0%	9.6%	10.0%	0.0%
Manager as #3 Title reporting to Director as #2 Title	14	\$114,786	\$117,500	\$175,000	\$57,000	4	13.4%	13.1%	17.5%	10.0%
Specialist*	2	\$122,500	\$122,500	\$180,000	\$65,000					
Coordinator	6	\$58,167	\$57,500	\$65,000	\$53,500	1	10.0%			
Assistant										

* The *Specialist* title includes:

Administrator, Advisor, Analyst, Assistant Manager, Database Steward, Senior Coordinator, Supervisor, Writer

** The 127 respondents are located in cities around the country, with 44% working in New York City offices.



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