



WISNIK
C A R E E R
ENTERPRISES, INC.

2005/2006 Marketing Department Salary Information

Updated December 11th, 2006

CUMULATIVE -- ALL RESPONDENTS (In cities across the US)**

	Base Salary (2006)				Annual Bonus (2005)			
	Respondents	Average	High	Low	Respondents	Average %	High	Low
CMO	2	\$335,000	\$350,000	\$320,000	0			
Director	25	\$165,520	\$330,000	\$53,000	20	11.3%	20.1%	0.0%
Manager	55	\$112,491	\$185,000	\$65,000	31	7.6%	16.0%	0.0%
Specialist*	23	\$79,570	\$140,000	\$49,400	10	6.6%	12.1%	0.1%
Coordinator	28	\$58,861	\$77,500	\$36,000	15	4.9%	14.0%	0.0%
Assistant	6	\$40,083	\$45,000	\$37,000	1	3.7%		

Firm Size: <200 Lawyers

	Base Salary (2006)				Annual Bonus (2005)			
	Respondents	Average	High	Low	Respondents	Average %	High	Low
CMO	0				0			
Director	5	\$87,600	\$110,000	\$53,000	4	6.3%	9.1%	3.7%
Manager	1	\$65,000			1	0.0%		
Specialist*	1	\$90,000			0			
Coordinator	2	\$60,000	\$75,000	\$45,000	1	2.2%		
Assistant	1	\$37,000			0			

Firm Size: 200-599 Lawyers

	Base Salary (2006)				Annual Bonus (2005)			
	Respondents	Average	High	Low	Respondents	Average %	High	Low
CMO	2	\$335,000	\$350,000	\$320,000	0			
Director	9	\$156,667	\$185,000	\$125,000	8	12.1%	20.1%	0.0%
Manager	14	\$95,143	\$135,000	\$68,000	5	8.4%	14.1%	1.9%
Specialist*	9	\$79,722	\$140,000	\$50,000	2	3.8%	6.9%	0.1%
Coordinator	12	\$60,708	\$81,000	\$36,000	7	4.8%	10.0%	1.7%
Assistant	0				0			

Firm Size: 600-999 Lawyers

	Base Salary (2006)				Annual Bonus (2005)			
	Respondents	Average	High	Low	Respondents	Average %	High	Low
CMO	0				0			
Director	7	\$208,571	\$330,000	\$150,000	6	14.7%	20.0%	6.7%
Manager	25	\$120,140	\$185,000	\$75,000	18	8.5%	16.0%	0.0%
Specialist*	6	\$83,533	\$90,000	\$70,000	6	6.3%	10.7%	1.7%
Coordinator	5	\$59,860	\$71,000	\$49,500	5	6.8%	14.1%	2.0%
Assistant	3	\$41,833	\$45,000	\$40,000	1	3.7%		

Firm Size: 1000-1399 Lawyers

	Base Salary (2006)				Annual Bonus (2005)			
	Respondents	Average	High	Low	Respondents	Average %	High	Low
CMO	0				0			
Director	3	\$206,667	\$240,000	\$160,000	2	8.4%	16.7%	0.0%
Manager	5	\$113,000	\$150,000	\$80,000	3	6.1%	10.8%	2.5%
Specialist*	5	\$73,280	\$105,000	\$49,400	2	10.3%	12.1%	8.4%
Coordinator	5	\$51,440	\$65,000	\$45,000	1	0.0%		
Assistant	1	\$40,000			0			

Firm Size: 1401+ Lawyers

	Base Salary (2006)				Annual Bonus (2005)			
	Respondents	Average	High	Low	Respondents	Average %	High	Low
CMO	0				0			
Director	1	\$210,000			0			
Manager	10	\$122,150	\$160,000	\$80,000	4	5.8%	14.1%	0.0%
Specialist*	2	\$77,500	\$80,000	\$75,000	0			
Coordinator	4	\$60,750	\$70,000	\$50,000	1	4.3%		
Assistant	1	\$38,000			0			

* The *Specialist* title includes:

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

** The 139 respondents are located in cities around the country, with 58% working in New York City offices.

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