

# 2023 AMI Salary & Benefits Survey

For Small and Medium-Size Marketing  
Communication Companies



Agency Management Institute works with small to mid-sized agencies to help them strengthen the business side of their agency so they can be more sustainable, scalable, and successful. We help agencies make more money and keep more of what they make.

[www.AgencyManagementInstitute.com](http://www.AgencyManagementInstitute.com)

**AMI** Agency  
Management  
Institute®

# Table of Contents

Survey Details .....Page 3

Definitions and Assumptions.....Page 4

Respondents region.....Page 5

AMI Observations .....Page 6

Position Definitions.....Page 8

National Results (All)..... Page 13

Companies w/ Fewer Than 5 Employees..... Page 14

Companies w/ 5 - 9 Employees ..... Page 15

Companies w/ 10 - 24 Employees..... Page 16

Companies w/ 25 - 39 Employees..... Page 17

Companies w/ 40 - 49 Employees.....Page18

Companies w/ 50+ Employees..... Page 19

Position Ranges By Region ..... Page 20

Beyond the Salary (Benefits results) ..... Page 21

## 2023 AMI Salary & Benefits Survey

The 2023 survey of advertising agencies' employee compensation was conducted by the consulting firm, Agency Management Institute (AMI). AMI's firm is the only consulting group that focuses on marketing communication agencies employing fewer than 300 people.

Over the past twenty-eight years, AMI has worked with many thousand advertising agencies, public relations firms, graphic design companies and new interactive companies through peer group meetings, public workshops, and on-site consulting projects. This survey was conducted among the clients of Agency Management Institute and other agencies throughout the United States and Canada.

Based on a percentage of responses of the total survey sample, the results of this survey are statistically significant for its sample size. More than 15,000 marketing communication companies were sent an invitation to participate. 2,382 responses were used to tabulate results. 312 respondents entered what appeared to be bogus information or completed only a portion of the survey. These respondents were eliminated from the survey.

In some cases, when the data was sorted, the responses were statistically insignificant and were not included in the results. These are marked as "NA" in the reports.

The survey is divided into five sections:

- 1** The first section defines each job/role. Agencies sometimes use different terminology, and we want to make sure you are matching the right work with the right salaries.
- 2** In the second section of the report, we will share our observations, based on this being our 14th survey and our decades of experience in the industry.
- 3** The next section reports national salary ranges for 37 positions that closely matched the descriptions provided with the initial survey questionnaire. There are also separate tables for five size groups: less than 5 employees; 5 to 9 employees; 10 to 24 employees; 25-50 employees and more than 50 employees.
- 4** The fourth section compares the salary ranges for positions on a regional basis.
- 5** The final section looks at the benefits section of the survey and shares the results of how agencies are handling payroll, holidays, bonuses, health insurance costs, vacations and much more.

## Definitions and Assumptions

Keep in mind the following definitions and assumptions to effectively interpret the survey.

1

**Salaries:** The report only covers regular annual salaries. Respondents were asked to leave bonus and profit sharing out of computations unless they were paid instead of salary. Other compensation benefits such as stock options, perks (i.e., auto leases, etc.) and deferred compensation plans were also eliminated.

2

**Eliminate the Extremes:** Extremely high or low salaries can cause distortions in the results. In order to accurately portray true market conditions, we have elected to remove responses outside the acceptable range for standard deviation of the mean. This editing may mean that an agency that participated in the survey may find it has submitted either higher or lower figures than the salary ranges reported.

3

**Mean Versus Median:** When setting and comparing compensation, it is generally better to use the median as opposed to the mean (or average) for a simple reason: the mean or average is very sensitive to outliers (abnormally low or high values), while the median is much less affected by outliers

4

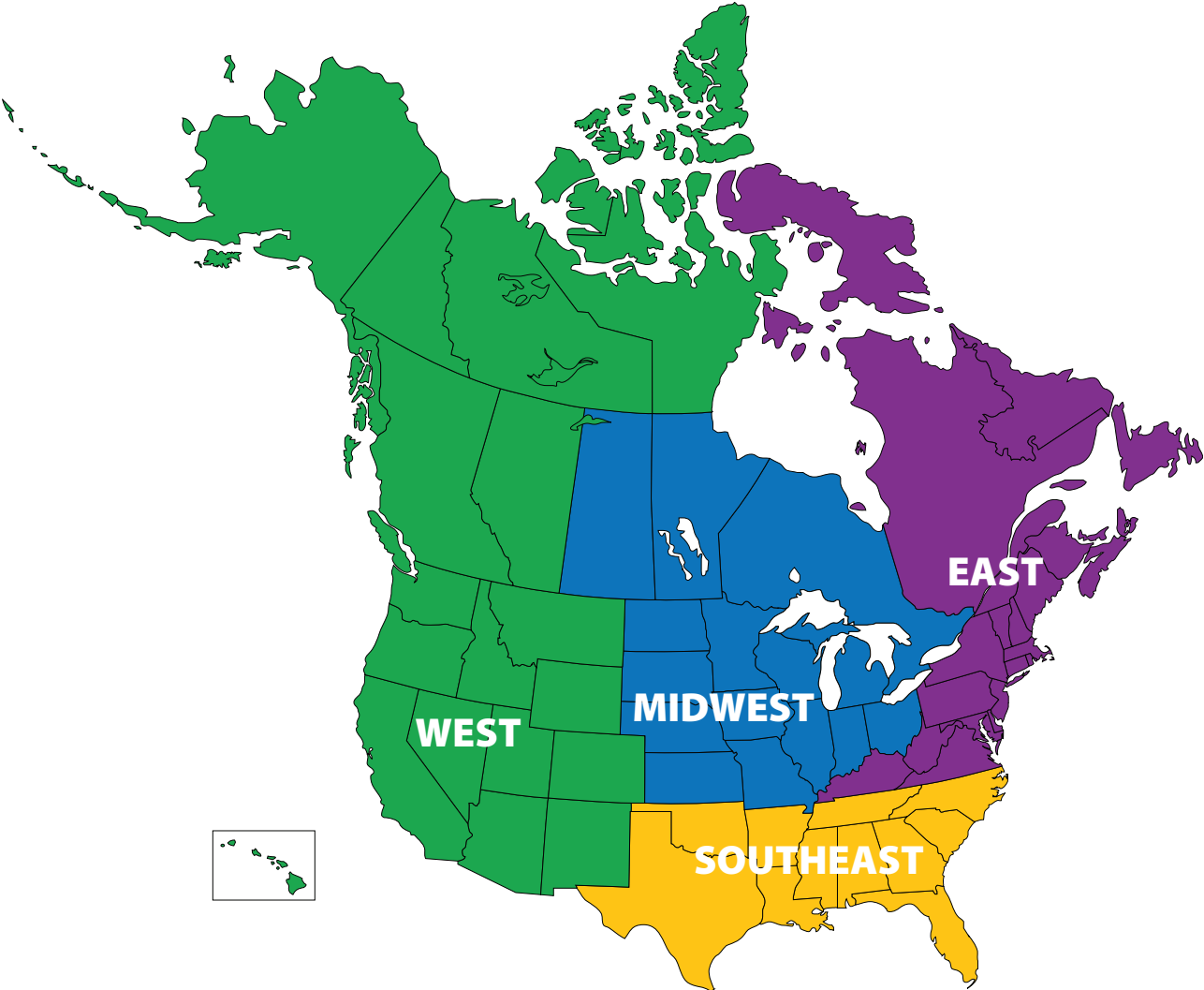
**Survey Results:** The results reported by this survey are not to be construed as recommendations or agency standards. This report is simply a snapshot in time of salary and benefits decisions made by small and medium-sized agencies. In many of the reports you will find the mean (average), median (numeric middle ranges of all reported scores) and the mode (the most common response).

5

**Demographics:** Respondents self-identified the size of their agency. The chart below shows the results of that question. In addition, respondents were asked for the address of their headquarters. Based on this data, we were able to examine the responses for four separate regions of the country: West, Midwest, East and Southeast. The map below shows how we divided up the states into those regions.

**Respondents by region:**

---



# Agency Management Institute Observations

## Overarching Observations::

This study is really the first since we've stepped out of the pandemic and returned to "new normal." It seems like there's a new normal reset every decade or so and we are emerging from the most recent rendition.

No doubt — it was and hopefully will be the most sweeping and hard-hitting of the resets in our careers, but the good news is... you survived it and many of you thrived despite the circumstances.

But 2020-2022 definitely left some marks. We see that in this survey and our work with agencies every day.

- How we work has changed and the toothpaste is probably not going back into the tube. Over 50% of agencies are working in some sort of hybrid model and most don't intend to change that.
- However, all of the articles about no one ever working in an office again are a bit exaggerated. Only 11% of respondents are 100% remote. That lines up pretty well with the statistics I've been seeing come out of other industry studies — 10-15% or so.
- The surge in salaries that came in late 2020 and 2021 has not receded to pre-pandemic levels but the insanity has slowed way down. We even saw a few dips in salaries this year.
- Not only have the crazy salary demands been dialed way back but the candidate pool is much better. You actually have good candidates (plural!) to choose from as opposed to taking whoever you could possibly find.

- Many of you are telling us that you have the best team you've ever had. Use the results of this study to help you keep them.
- Talk of the post pandemic "correction" has everyone nervous. Sales cycles are elongating so investing more in your existing clients is critical for 2023.

**Bottom line** — there's a lot of good happening in 2023. It may not be as fast and furious as you'd like it to be, but we can all celebrate we're on the other side of the reset and the ground feels stable under our feet.

## Salary Observations:

The results, from an agency owner's perspective of the 2023 study are a mixed bag for sure. Most salaries did increase but the increase was significantly less than our last study. The pricing surge seems to be over.

In some positions (Art Director for example) we actually saw a slight decrease, which we've never seen before. One of the most noticeable trends is the gap between what agencies are paying creative directors who write versus creative directors who are from the art side. There's a \$20,000 delta between the top salaries for the two distinctions of the role.

As you might expect, the biggest increases belong to those in the digital department, project/traffic managers and PPC/SEO specialists. Agencies are paying for a deeper subject matter expertise and experience. Fewer entry level hires equal a higher pay range for each of these positions.

Several new positions were added to the study this year. They mostly dealt with the technical/interactive sides of the business-like Data Analyst and Programmatic Media Manager.

We're also saying goodbye to a position for the first time in over a decade. There were not enough of you who had a receptionist for the data we collected to be statistically valid or useful. We will strike that position from the survey next year.

In our last study we posed the question: Will these salary spikes stay, or will things normalize when the workforce is more plentiful and the pendulum has swung back to a buyer's market, which it will inevitably do down the line?

The good news is — the answer is that they will, and they did normalize. We're not back to pre-pandemic salaries but the madness has come to a halt. Until the next swing of the pendulum.

## **Benefits Observations:**

---

2023 seems to be a year for normalizing the benefits package. We didn't see a lot of inconsistency or odd offerings. Most respondents seem to have a very similar package. Which means two things.

1. First — you are all very generous
2. Second — a standard benefit package is not going to give you a leg up on the competition if you're hiring

87+% of you offer health insurance which includes health, dental and vision. Most offer some sort of retirement plan (Simple IRA or 401K) and 45% of you

match the employee's contribution dollar for dollar.

We saw a big spike in how many agencies take the week between Christmas and New Year's off. That number is now 54+%. Our assumption is that many agencies began offering that in 2020 as a relief from all of the COVID stress and worry and have decided to just continue the benefit. It will be interesting to see if it rolls back at all in 2024.

For the first time, more than 50% of respondents who pay some sort of bonus said it was tied to company KPIs rather than just some subjective criteria. But most are still only giving a year-end bonus as opposed to using it as an incentive throughout the year with quarterly payouts.

Overall, this was not a breakaway year for benefits. It's as though the industry collective decided to just hold steady on the benefits side as you absorbed the salary increases that have taken their toll over the last couple years.

## Position Descriptions

These were the position descriptions provided with the original on-line survey. When assessing the salary ranges, be sure to familiarize yourself with these descriptions.

In many small and medium-size companies, these areas of expertise are rolled up into more “general” positions.

### C Suite

---

**President / Chief Executive Officer** — The CEO is probably an owner and the overall manager of the agency, with each department head (Financial, Operations, Client Services, Creative Services, Production Management, Media, and Public Relations) reporting directly to him/her, if he/she isn't performing those duties.

**Chief Financial Officer** — The CFO is responsible for all financial functions within the agency and is part of the agency management team. In the absence of a Bookkeeper/Administrative Manager, the CFO may prepare all financial reports and administer the agency's employee benefits program.

**Chief Operating Officer** — The COO is responsible for all facilities and operating systems required to operate the agency.

**Chief Strategy Officer** — The CSO is responsible for high-level strategy for both clients and the agency.

### Creative Dept

---

**Creative/Design Director** — A creative or design director is the creative head of an advertising agency, design firm, or an in-house corporate design department. The CD directs copywriters, art directors and other creative staff. The director develops the creative strategy for client campaigns and projects.

**Creative/Copy Director** — A creative or copy director is the creative head of an advertising/marketing firm. Key responsibilities can include the development of creative strategy for all advertising/marketing output. The director develops the creative strategy for client campaigns and projects.

**Sr. Copywriter** — A seasoned copywriter is able to write, edit and proof promotional or publicity copy for print or electronic publications. This level, they are also responsible for strategic and conceptual development of messages and stories.

**Copywriter** — A copywriter is able to write, edit and proof promotional or publicity copy for print or electronic publications.

**Sr. Art Director** — A seasoned 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, pre-press technicians, printers, and anyone else who is involved in the development of a project. (Often serves the role of creative director in smaller agencies.)

**Art Director** — An art director establishes the conceptual and stylistic direction for design staff and orchestrates their work, as well as produces the actual assets for a client's creative deliverables.

**Graphic Designer/Production Artist** — A graphic designer/production artist has a working understanding of layout, type, and color, and is able to take instructions from an art director and create a complete layout, working proficiently with the creative tools and software. Responsibilities include producing final files that image properly for both traditional printing and digital solutions.



## Position Descriptions

**Production Manager** — The production manager is responsible for managing the process (supplier negotiation, bids, purchasing, scheduling, production, and delivery) of producing all types of projects. The PM is responsible for preparing purchase orders for work/materials required for the project. (Many agencies are replacing production managers with project managers.)

**Traffic Manager** — The traffic manager works with the production manager, is responsible for preparing the staff work schedules and ensuring that materials are ready for agency suppliers and the media. (Many agencies are replacing traffic managers with project managers.)

**Video Producer** — A video producer coordinates and manages many aspects of a video production process from start to finish. In a nutshell, a producer may help with creative direction, setting a budget, writing scripts, organizing logistics, deadlines, and communicating with the team each step of the way.

**Video Editor** — A video editor is a person who makes production and/or post-production changes to a video. The video editor works closely with the director to achieve the best final video outcome, with the goal of telling the story in the most effective and compelling way.

**Video Motion Designer** — A video motion designer creates artwork for the web or video work. They use visual effects, animation, and other cinematic techniques to bring life to their creations.

## Account Services Dept

---

**Director of Client Service** — A director of account service manages the account service department, including account supervisors, account managers/executives, and account coordinators. They may handle clients; however, their primary responsibility is ensuring quality service to all clients; and assisting the account service staff in reaching agency financial objectives (sales and profit levels). The Director of Client Service is often a member of the agency's management team.

**Account Supervisor** — An account supervisor supervises the work of account teams for specific clients to determine whether the marketing and creative strategies conform to the goals/plans.

**Account Planner** — The account planner participates in all account teams and is responsible for gathering and analyzing relevant information about a client's products/services, particularly as perceived by the distribution channel and the end-user to create and sustain an effective marketing communications campaign.

**Sr. Account Manager/Executive** — A seasoned account manager/executive/strategist has the day-to-day responsibility of working directly with the client and the agency. The account manager writes strategic plans and initiates projects needed to satisfy the client's specific needs. The account manager will have specific new business development, financial and client retention goals.

**Account Manager/Executive** — An account manager/executive/strategist has the day-to-day responsibility of working directly with the client and the agency. The account manager writes strategic plans and initiates projects needed to satisfy the client's specific needs. The account manager will have specific new business development, financial and client retention goals.

## Position Descriptions

**Jr. AE or Account Coordinator** — An account coordinator supports one or more account managers in organization and execution of the account manager's day-to-day work. This may be an entry-level position for a recent graduate who spends one or two years in this position before being promoted to account manager.

### Interactive/Digital Dept

**Interactive or Digital Director** — Is the head of an interactive department. Key responsibilities can include the development of overall sitemap and web design. The director, working with account service and the creative director develops the strategy for client digital campaigns and projects.

**Digital Strategist/Manager** — A client facing team member who develops the digital strategies (content and social) for clients. (In smaller agencies the account service team may fulfill this function.)

**Digital Tactician/Coordinator** — Focuses on organizes web dev and digital projects and ensures adherence to budget, schedule communicates with the client to gather assets etc.

**Digital Art Director** — A digital art director determines and develops the look and feel for web sites and other digital assets and is responsible for all visual execution.

**SEO Analyst** — Responsible for creating and tracking SEO programs. May be involved in SEM programs as well.

**Content Developer/Writer** — A content developer is also known as a web writer or editor. The Content Developer is responsible for the production and repurposing of text/graphic/audio content on websites, social networks etc.

**Digital Programmer/Front End** — Responsible for the user interface design of digital projects. They may or may not actually do coding/programming.

**Digital Programmer/Back End** — Responsible for programming all digital projects and typically knows a wide range of programming languages so they can guide the team to make the best choice for the project.

**Data Analyst** — Reviews data to identify key insights into a business's customers and ways the data can be used to solve problems. They also communicate this information to agency leadership and clients.

**Digital Media Buyer** — An internal (but may meet with clients) team member who plans and executes digital media buys for clients.

**PPC/SEO Specialist** — Responsible for implementing paid and organic SEO strategies and/or PPC strategies and execution.

**Data Manager:** Responsible for gathering data from various APIs and creating reports for the team and clients.

### Media Dept

**Media Director** — The media director is responsible for developing the media strategies and media plans for clients. Media planners and buyers report to the Media Director.

**Sr. Media Planner** — A seasoned team member who analyses the audiences, channels, and advertisements to determine the most efficient way to communicate a message to the intended audience.

## Position Descriptions

**Media Planner** — Analyze the audiences, channels, and advertisements to determine the most efficient way to communicate a message to the intended audience.

**Sr. Media Buyer** — The media buyer is responsible for researching, planning, negotiating, and buying print and broadcast media according to the client's media plan and at the direction of the Media Director.

**Media Buyer** — Helps identify target audiences and plan media campaigns, compare, and negotiate rates, ad space, and airtime, optimize plans and budgets according to the best media mix, prepare schedules and adjust when needed, and ensures ads are creative and displayed appropriately.

**Programmatic Media Manager** — oversees client pacing & performance across digital media portfolio. Recommend forward-thinking strategies and innovations. Proactively working with client services on campaign set-up and optimization strategy. Work with the data teams to provide analytical insights to the client.

**Media Assistant/Coordinator** — This person supports the work of the media director/buyers, ensuring that all the paperwork and materials are in the right place at the right time. They coordinate trafficking, digital files, tapes, insertion orders, etc. They often handle all the backend verifications as well.

### Public Relations Dept

---

**Director of Public Relations** — The director of public relations is responsible for interpreting the client's strategic marketing plan through public relations and publicity efforts. The director is responsible for maintaining relationships with all members of the media.

**Account Manager/Executive PR** — A PR account manager/executive/strategist has the day-to-day responsibility of working directly with the client and the agency. The account manager writes strategic plans and initiates projects needed to satisfy the client's specific needs. The account manager will have specific new business development, financial and client retention goals.

**PR Coordinator** — An account coordinator supports one or more account managers in organization and execution of the account manager's day-to-day work. This may be an entry-level position for a recent graduate who spends one or two years in this position before being promoted to account manager.

### Admin Dept

---

**Project Manager** — A project manager is responsible for managing multiple projects, interfacing with the clients, account managers and creative/production teams. The project manager facilitates the process (supplier negotiation, bids, purchasing, scheduling, production, and delivery) necessary to deliver all projects assigned, on time and on budget. A project manager may have the responsibility for hiring and supervising "producers" for different projects.

**Bookkeeper** — The bookkeeper's function is strictly accounting oriented. He/she uses accounting software (Advantage, Clients and Profits, Control G, Workamajig, QuickBooks, etc.) to maintain the agency's books, produce billing, and manage A/R and A/P etc.

**Receptionist** — The receptionist is responsible for greeting agency guests, answering the phones, preparing mailings, and assisting the agency team in a wide array of tasks.

## Position Descriptions

**New Business Specialist/Sales** — The new business specialist/sales is an outside salesperson responsible for executing the agency's new business program. He/she qualifies prospects, makes presentations, and helps sell the agency's services to prospects.

**Administrative Manager/Executive** — Under the direction of the CEO or CFO, the administrative manager is responsible for all administrative functions within the agency. They may be involved with bookkeeping, HR and/or benefits as well, depending on the agency's size. They also manage the physical office facility.

## All Reporting Companies - Total Results

Position	Salary Range
----------	--------------

### C Suite

President/CEO	150,000 - 200,000
Chief Financial Officer	120,000 - 140,000
Chief Operating officer	110,000 - 150,000
Chief Strategy Office	130,000 - 165,000

### Account Service Department

Director of Client Services	90,000 - 140,000
Account Supervisor	75,000 - 110,000
Account Planner	65,000 - 85,000
Senior AE/Manager	70,000 - 90,000
AE/Manager	60,000 - 85,000
Account Coordinator	40,000 - 55,000

### Creative Department

Creative Director (Design)	90,000 - 130,000
Creative Director (copy)	110,000 - 150,000
Sr. Copywriter	75,000 - 90,000
Copywriter	55,000 - 80,000
Sr. Art Director	75,000 - 90,000
Art Director	60,000 - 80,000
Graphic Designer/Production Artist	40,000 - 65,000
Production Manager	40,000 - 65,000
Traffic Manager	55,000 - 75,000
Video Producer	65,000 - 90,000
Video Editor	55,000 - 70,000
Video Motion Designer	55,000 - 70,000

Position	Salary Range
----------	--------------

### Interactive/Digital Department

Interactive/Digital Director	90,000 - 130,000
Digital Strategist/Manager	60,000 - 90,000
Digital Tactician/Coordinator	65,000 - 80,000
Digital Art Director	60,000 - 85,000
Content Developer/Writer	55,000 - 75,000
Programmer/Front End	90,000 - 140,000
Programmer/back end	90,000 - 140,000
Data Analyst	75,000 - 90,000
Digital Media Buyer	60,000 - 80,000
PPC/SEO specialist	55,000 - 75,000
Data Manager	60,000 - 75,000

### Public Relations Department

PR Director	85,000 - 100,000
PR Account Executive/Manager	55,000 - 75,000
PR Coordinator	40,000 - 55,000

### Media Department

Media Director	90,000 - 110,000
Sr. Media Planner	65,000 - 80,000
Media Planner	60,000 - 75,000
Sr. Media Buyer	55,000 - 75,000
Media Buyer	40,000 - 65,000
Media Coordinator	35,000 - 45,000
Programmatic Media Manager	70,000 - 90,000

### Administrative Department

Project Manager	65,000 - 95,000
Bookkeeper	60,000 - 80,000
New Business Specialist/Sales	65,000 - 100,000
Administrative Manager	40,000 - 55,000
Receptionist	40,000 - 50,000

## All Reporting Companies With Fewer Than 5 Employees

Position	Salary Range
----------	--------------

### C Suite

President/CEO	100,000 - 125,000
Chief Financial Officer	N/A
Chief Operating officer	N/A
Chief Strategy Office	N/A

### Account Service Department

Director of Client Services	90,000 - 110,000
Account Supervisor	75,000 - 85,000
Account Planner	N/A
Senior AE/Manager	75,000 - 80,000
AE/Manager	60,000 - 75,000
Account Coordinator	40,000 - 45,000

### Creative Department

Creative Director (Design)	90,000 - 100,000
Creative Director (copy)	100,000 - 110,000
Sr. Copywriter	70,000 - 80,000
Copywriter	50,000 - 60,000
Sr. Art Director	70,000 - 75,000
Art Director	50,000 - 60,000
Graphic Designer/Production Artist	40,000 - 50,000
Production Manager	N/A
Traffic Manager	N/A
Video Producer	N/A
Video Editor	N/A
Video Motion Designer	N/A

Position	Salary Range
----------	--------------

### Interactive/Digital Department

Interactive/Digital Director	N/A
Digital Strategist/Manager	60,000 - 75,000
Digital Tactician/Coordinator	65,000 - 75,000
Digital Art Director	60,000 - 70,000
Content Developer/Writer	55,000 - 70,000
Programmer/Front End	90,000 - 110,000
Programmer/back end	90,000 - 110,000
Data Analyst	N/A
Digital Media Buyer	N/A
PPC/SEO specialist	N/A
Data Manager	N/A

### Public Relations Department

PR Director	80,000 - 95,000
PR Account Executive/Manager	55,000 - 65,000
PR Coordinator	40,000 - 50,000

### Media Department

Media Director	N/A
Sr. Media Planner	N/A
Media Planner	N/A
Sr. Media Buyer	N/A
Media Buyer	N/A
Media Coordinator	N/A
Programmatic Media Manager	N/A

### Administrative Department

Project Manager	N/A
Bookkeeper	60,000 - 75,000
New Business Specialist/Sales	N/A
Administrative Manager	40,000 - 55,000
Receptionist	N/A

## All Reporting Companies With 5-9 Employees

Position	Salary Range
----------	--------------

### C Suite

President/CEO	110,000 - 130,000
Chief Financial Officer	110,000 - 120,000
Chief Operating officer	N/A
Chief Strategy Office	N/A

### Account Service Department

Director of Client Services	90,000 - 110,000
Account Supervisor	80,000 - 90,000
Account Planner	N/A
Senior AE/Manager	70,000 - 85,000
AE/Manager	60,000 - 75,000
Account Coordinator	45,000 - 50,000

### Creative Department

Creative Director (Design)	90,000 - 110,000
Creative Director (copy)	100,000 - 115,000
Sr. Copywriter	75,000 - 80,000
Copywriter	50,000 - 60,000
Sr. Art Director	70,000 - 75,000
Art Director	50,000 - 65,000
Graphic Designer/Production Artist	45,000 - 55,000
Production Manager	N/A
Traffic Manager	N/A
Video Producer	N/A
Video Editor	N/A
Video Motion Designer	N/A

Position	Salary Range
----------	--------------

### Interactive/Digital Department

Interactive/Digital Director	90,000 - 110,000
Digital Strategist/Manager	65,000 - 75,000
Digital Tactician/Coordinator	70,000 - 75,000
Digital Art Director	60,000 - 75,000
Content Developer/Writer	55,000 - 75,000
Programmer/Front End	90,000 - 120,000
Programmer/back end	90,000 - 120,000
Data Analyst	N/A
Digital Media Buyer	N/A
PPC/SEO specialist	55,000 - 75,000
Data Manager	N/A

### Public Relations Department

PR Director	85,000 - 95,000
PR Account Executive/Manager	55,000 - 70,000
PR Coordinator	40,000 - 55,000

### Media Department

Media Director	85,000 - 95,000
Sr. Media Planner	65,000 - 80,000
Media Planner	60,000 - 75,000
Sr. Media Buyer	55,000 - 70,000
Media Buyer	40,000 - 55,000
Media Coordinator	35,000 - 45,000
Programmatic Media Manager	N/A

### Administrative Department

Project Manager	65,000 - 75,000
Bookkeeper	60,000 - 75,000
New Business Specialist/Sales	65,000 - 85,000
Administrative Manager	40,000 - 55,000
Receptionist	N/A

## All Reporting Companies with 10-24 Employees

Position	Salary Range
----------	--------------

### C Suite

President/CEO	120,000 - 150,000
Chief Financial Officer	110,000 - 130,000
Chief Operating officer	110,000 - 125,000
Chief Strategy Office	N/A

### Account Service Department

Director of Client Services	100,000 - 120,000
Account Supervisor	85,000 - 100,000
Account Planner	N/A
Senior AE/Manager	75,000 - 90,000
AE/Manager	70,000 - 85,000
Account Coordinator	50,000 - 55,000

### Creative Department

Creative Director (Design)	100,000 - 110,000
Creative Director (copy)	110,000 - 120,000
Sr. Copywriter	75,000 - 80,000
Copywriter	60,000 - 70,000
Sr. Art Director	75,000 - 80,000
Art Director	55,000 - 70,000
Graphic Designer/Production Artist	45,000 - 55,000
Production Manager	40,000 - 50,000
Traffic Manager	55,000 - 65,000
Video Producer	N/A
Video Editor	60,000 - 70,000
Video Motion Designer	N/A

Position	Salary Range
----------	--------------

### Interactive/Digital Department

Interactive/Digital Director	100,000 - 115,000
Digital Strategist/Manager	70,000 - 85,000
Digital Tactician/Coordinator	70,000 - 75,000
Digital Art Director	65,000 - 75,000
Content Developer/Writer	55,000 - 75,000
Programmer/Front End	100,000 - 125,000
Programmer/back end	100,000 - 125,000
Data Analyst	75,000 - 90,000
Digital Media Buyer	65,000 - 75,000
PPC/SEO specialist	60,000 - 75,000
Data Manager	60,000 - 70,000

### Public Relations Department

PR Director	85,000 - 100,000
PR Account Executive/Manager	60,000 - 75,000
PR Coordinator	50,000 - 55,000

### Media Department

Media Director	90,000 - 100,000
Sr. Media Planner	65,000 - 80,000
Media Planner	60,000 - 75,000
Sr. Media Buyer	55,000 - 70,000
Media Buyer	45,000 - 55,000
Media Coordinator	40,000 - 45,000
Programmatic Media Manager	70,000 - 75,000

### Administrative Department

Project Manager	65,000 - 80,000
Bookkeeper	65,000 - 75,000
New Business Specialist/Sales	70,000 - 90,000
Administrative Manager	45,000 - 55,000
Receptionist	N/A



## All Reporting Companies with 25-39 Employees

Position	Salary Range
----------	--------------

### C Suite

President/CEO	150,000 - 175,000
Chief Financial Officer	120,000 - 130,000
Chief Operating officer	120,000 - 130,000
Chief Strategy Office	130,000 - 150,000

### Account Service Department

Director of Client Services	110,000 - 130,000
Account Supervisor	90,000 - 110,000
Account Planner	75,000 - 85,000
Senior AE/Manager	80,000 - 90,000
AE/Manager	80,000 - 85,000
Account Coordinator	50,000 - 55,000

### Creative Department

Creative Director (Design)	100,000 - 120,000
Creative Director (copy)	110,000 - 125,000
Sr. Copywriter	80,000 - 85,000
Copywriter	65,000 - 75,000
Sr. Art Director	75,000 - 85,000
Art Director	60,000 - 75,000
Graphic Designer/Production Artist	45,000 - 60,000
Production Manager	55,000 - 60,000
Traffic Manager	55,000 - 65,000
Video Producer	65,000 - 75,000
Video Editor	65,000 - 75,000
Video Motion Designer	55,000 - 65,000

Position	Salary Range
----------	--------------

### Interactive/Digital Department

Interactive/Digital Director	100,000 - 120,000
Digital Strategist/Manager	70,000 - 90,000
Digital Tactician/Coordinator	70,000 - 80,000
Digital Art Director	70,000 - 85,000
Content Developer/Writer	60,000 - 80,000
Programmer/Front End	100,000 - 130,000
Programmer/back end	100,000 - 130,000
Data Analyst	75,000 - 90,000
Digital Media Buyer	65,000 - 80,000
PPC/SEO specialist	65,000 - 80,000
Data Manager	65,000 - 75,000

### Public Relations Department

PR Director	90,000 - 100,000
PR Account Executive/Manager	60,000 - 75,000
PR Coordinator	45,000 - 55,000

### Media Department

Media Director	90,000 - 110,000
Sr. Media Planner	70,000 - 80,000
Media Planner	60,000 - 75,000
Sr. Media Buyer	55,000 - 75,000
Media Buyer	45,000 - 60,000
Media Coordinator	40,000 - 45,000
Programmatic Media Manager	70,000 - 80,000

### Administrative Department

Project Manager	70,000 - 85,000
Bookkeeper	70,000 - 80,000
New Business Specialist/Sales	70,000 - 95,000
Administrative Manager	45,000 - 55,000
Receptionist	N/A

## All Reporting Companies with 40-49 Employees

Position	Salary Range
----------	--------------

### C Suite

President/CEO	175,000 - 200,000
Chief Financial Officer	130,000 - 140,000
Chief Operating officer	120,000 - 130,000
Chief Strategy Office	130,000 - 150,000

### Account Service Department

Director of Client Services	120,000 - 140,000
Account Supervisor	100,000 - 110,000
Account Planner	75,000 - 85,000
Senior AE/Manager	80,000 - 90,000
AE/Manager	80,000 - 85,000
Account Coordinator	50,000 - 55,000

### Creative Department

Creative Director (Design)	110,000 - 130,000
Creative Director (copy)	120,000 - 130,000
Sr. Copywriter	85,000 - 90,000
Copywriter	65,000 - 80,000
Sr. Art Director	80,000 - 90,000
Art Director	60,000 - 80,000
Graphic Designer/Production Artist	50,000 - 65,000
Production Manager	55,000 - 65,000
Traffic Manager	60,000 - 70,000
Video Producer	70,000 - 80,000
Video Editor	65,000 - 75,000
Video Motion Designer	55,000 - 65,000

Position	Salary Range
----------	--------------

### Interactive/Digital Department

Interactive/Digital Director	110,000 - 130,000
Digital Strategist/Manager	80,000 - 90,000
Digital Tactician/Coordinator	70,000 - 85,000
Digital Art Director	70,000 - 90,000
Content Developer/Writer	60,000 - 80,000
Programmer/Front End	100,000 - 130,000
Programmer/back end	100,000 - 130,000
Data Analyst	80,000 - 95,000
Digital Media Buyer	65,000 - 80,000
PPC/SEO specialist	65,000 - 80,000
Data Manager	65,000 - 75,000

### Public Relations Department

PR Director	95,000 - 110,000
PR Account Executive/Manager	60,000 - 80,000
PR Coordinator	50,000 - 60,000

### Media Department

Media Director	95,000 - 115,000
Sr. Media Planner	70,000 - 85,000
Media Planner	60,000 - 80,000
Sr. Media Buyer	60,000 - 75,000
Media Buyer	45,000 - 65,000
Media Coordinator	40,000 - 50,000
Programmatic Media Manager	75,000 - 80,000

### Administrative Department

Project Manager	70,000 - 95,000
Bookkeeper	70,000 - 80,000
New Business Specialist/Sales	75,000 - 95,000
Administrative Manager	50,000 - 60,000
Receptionist	N/A

## All Reporting Companies With 50+ Employees

Position	Salary Range
----------	--------------

### C Suite

President/CEO	200,000 - 225,000
Chief Financial Officer	140,000 - 175,000
Chief Operating officer	140,000 - 160,000
Chief Strategy Office	150,000 - 165,000

### Account Service Department

Director of Client Services	130,000 - 150,000
Account Supervisor	100,000 - 125,000
Account Planner	80,000 - 90,000
Senior AE/Manager	85,000 - 110,000
AE/Manager	80,000 - 90,000
Account Coordinator	55,000 - 65,000

### Creative Department

Creative Director (Design)	130,000 - 150,000
Creative Director (copy)	140,000 - 175,000
Sr. Copywriter	85,000 - 95,000
Copywriter	75,000 - 90,000
Sr. Art Director	80,000 - 95,000
Art Director	70,000 - 85,000
Graphic Designer/Production Artist	55,000 - 65,000
Production Manager	55,000 - 65,000
Traffic Manager	65,000 - 75,000
Video Producer	75,000 - 90,000
Video Editor	65,000 - 80,000
Video Motion Designer	60,000 - 70,000

Position	Salary Range
----------	--------------

### Interactive/Digital Department

Interactive/Digital Director	110,000 - 130,000
Digital Strategist/Manager	80,000 - 100,000
Digital Tactician/Coordinator	75,000 - 90,000
Digital Art Director	70,000 - 90,000
Content Developer/Writer	65,000 - 85,000
Programmer/Front End	110,000 - 140,000
Programmer/back end	110,000 - 140,000
Data Analyst	80,000 - 95,000
Digital Media Buyer	70,000 - 85,000
PPC/SEO specialist	65,000 - 85,000
Data Manager	65,000 - 80,000

### Public Relations Department

PR Director	95,000 - 110,000
PR Account Executive/Manager	60,000 - 85,000
PR Coordinator	50,000 - 65,000

### Media Department

Media Director	95,000 - 120,000
Sr. Media Planner	70,000 - 85,000
Media Planner	60,000 - 80,000
Sr. Media Buyer	60,000 - 80,000
Media Buyer	55,000 - 70,000
Media Coordinator	40,000 - 50,000
Programmatic Media Manager	75,000 - 90,000

### Administrative Department

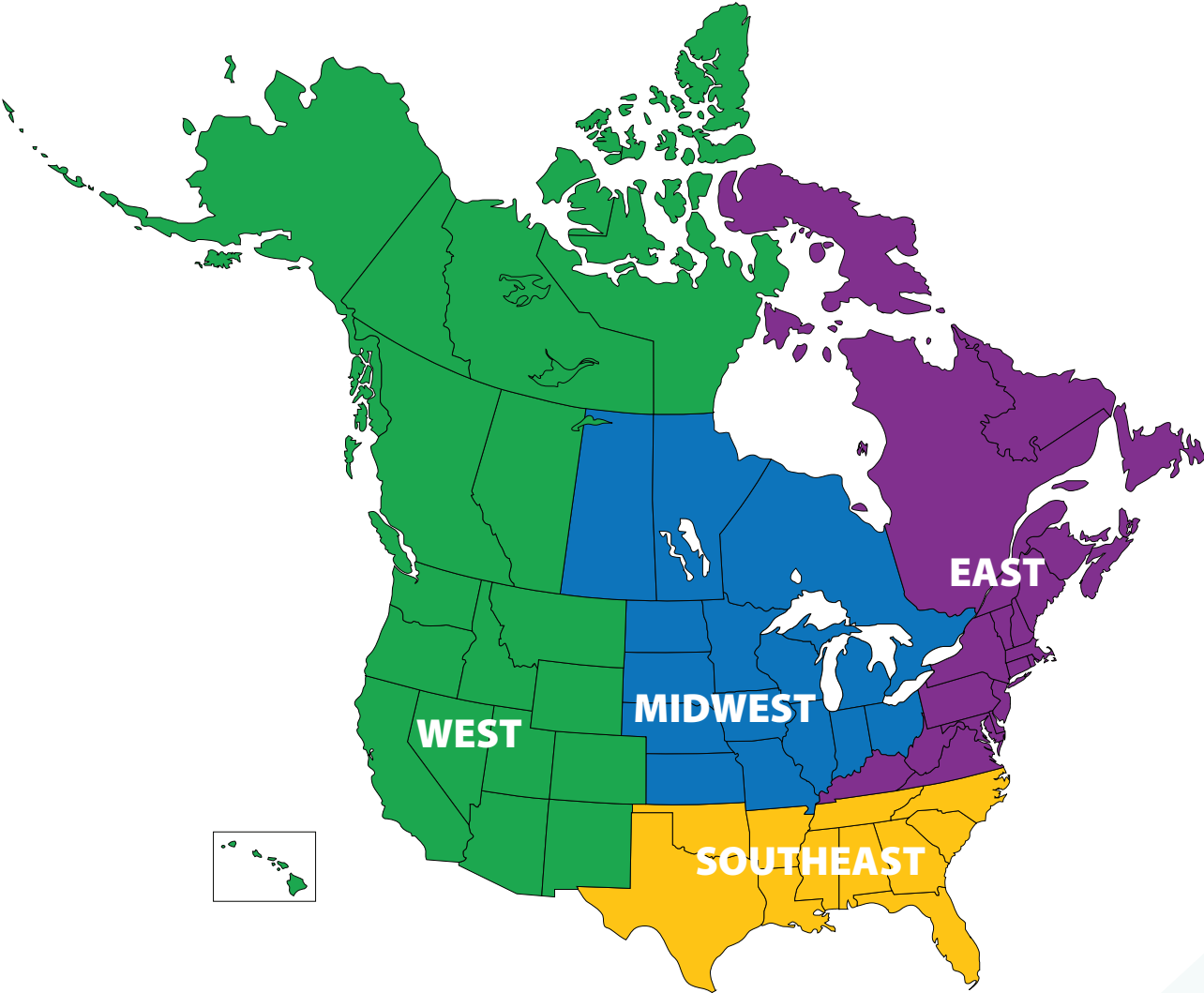
Project Manager	75,000 - 95,000
Bookkeeper	70,000 - 85,000
New Business Specialist/Sales	75,000 - 95,000
Administrative Manager	50,000 - 60,000
Receptionist	N/A

# Position Salary Ranges by Region

All of the regions reported in at a significant enough participation level that we were confident in the regional numbers. However, just because a state is color-coded doesn't necessarily mean we received a statistically relevant number of responses from that state alone.

Keep in mind that in each region, you'll have cities of varying sizes so that's a factor to consider when looking at these ranges as well. You should use these ranges as a guide, not an absolute. As you can imagine, there are many variables we simply couldn't compute/factor into the results/charts.

As a reminder, here's how we divided the map/respondents.

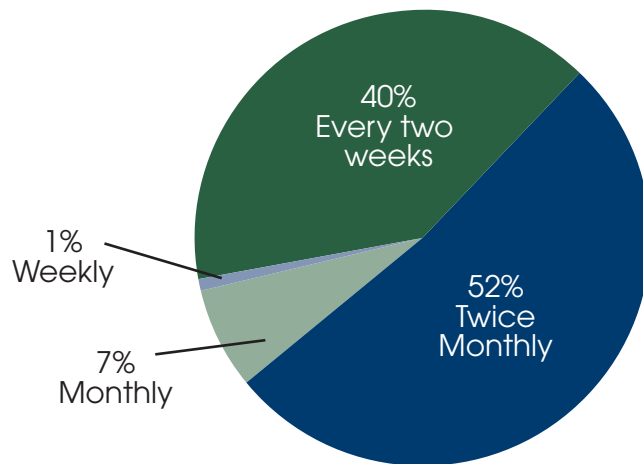


<b>Position (Based On The Mean)</b>	<b>West</b>	<b>Midwest</b>	<b>Southeast</b>	<b>East</b>
<b>C Suite</b>				
President/CEO	180,000	160,000	150,000	200,000
Chief Financial Officer	130,000	130,000	120,000	140,000
Chief Operating officer	150,000	140,000	120,000	150,000
Chief Strategy Office	165,000	155,000	140,000	165,000
<b>Account Service Department</b>				
Director of Client Services	135,000	120,000	110,000	140,000
Account Supervisor	110,000	100,000	95,000	110,000
Account Planner	80,000	75,000	70,000	85,000
Senior AE/Manager	85,000	80,000	75,000	90,000
AE/Manager	75,000	75,000	70,000	85,000
Account Coordinator	55,000	50,000	50,000	55,000
<b>Creative Department</b>				
Creative Director (Design)	125,000	120,000	115,000	130,000
Creative Director (copy)	135,000	125,000	120,000	140,000
Sr. Copywriter	90,000	85,000	80,000	90,000
Copywriter	80,000	80,000	75,000	80,000
Sr. Art Director	80,000	80,000	75,000	85,000
Art Director	70,000	70,000	65,000	75,000
Graphic Designer/Production Artist	60,000	60,000	55,000	65,000
Production Manager	60,000	50,000	50,000	60,000
Traffic Manager	65,000	60,000	55,000	65,000
Video Producer	75,000	70,000	65,000	85,000
Video Editor	65,000	65,000	65,000	70,000
Video Motion Designer	60,000	60,000	55,000	65,000

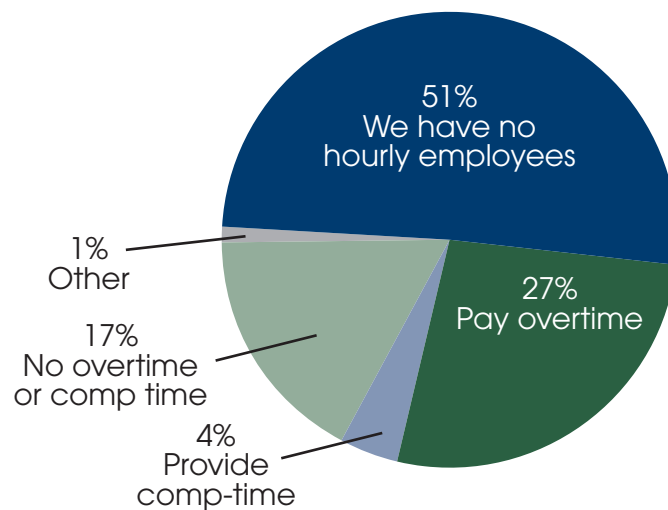
<b>Position (Based On The Mean)</b>	<b>West</b>	<b>Midwest</b>	<b>Southeast</b>	<b>East</b>
<b>Interactive/ Digital Department</b>				
Interactive/Digital Director	110,000	100,000	95,000	120,000
Digital Strategist/Manager	80,000	75,000	75,000	90,000
Digital Tactician/Coordinator	70,000	70,000	65,000	75,000
Digital Art Director	70,000	65,000	65,000	75,000
Content Developer/Writer	70,000	70,000	65,000	75,000
Programmer/Front End	120,000	110,000	100,000	130,000
Programmer/back end	120,000	110,000	100,000	130,000
Data Analyst	85,000	85,000	85,000	90,000
Digital Media Buyer	75,000	70,000	70,000	80,000
PPC/SEO specialist	65,000	60,000	60,000	70,000
Data Manager	65,000	65,000	60,000	70,000
<b>Public Relations Department</b>				
PR Director	90,000	85,000	85,000	95,000
PR Account Executive/Manager	75,000	70,000	70,000	75,000
PR Coordinator	45,000	40,000	40,000	45,000
<b>Media Department</b>				
Media Director	95,000	95,000	85,000	95,000
Sr. Media Planner	75,000	75,000	70,000	75,000
Media Planner	70,000	70,000	70,000	75,000
Sr. Media Buyer	70,000	70,000	70,000	70,000
Media Buyer	60,000	60,000	60,000	65,000
Media Coordinator	45,000	40,000	40,000	45,000
Programmatic Media Manager	75,000	70,000	65,000	80,000
<b>Administrative Department</b>				
Project Manager	90,000	85,000	80,000	90,000
Bookkeeper	70,000	70,000	65,000	70,000
New Business Specialist/Sales	75,000	75,000	70,000	75,000
Administrative Manager	45,000	45,000	40,000	45,000
Receptionist	N/A	N/A	N/A	N/A

## Beyond the salary

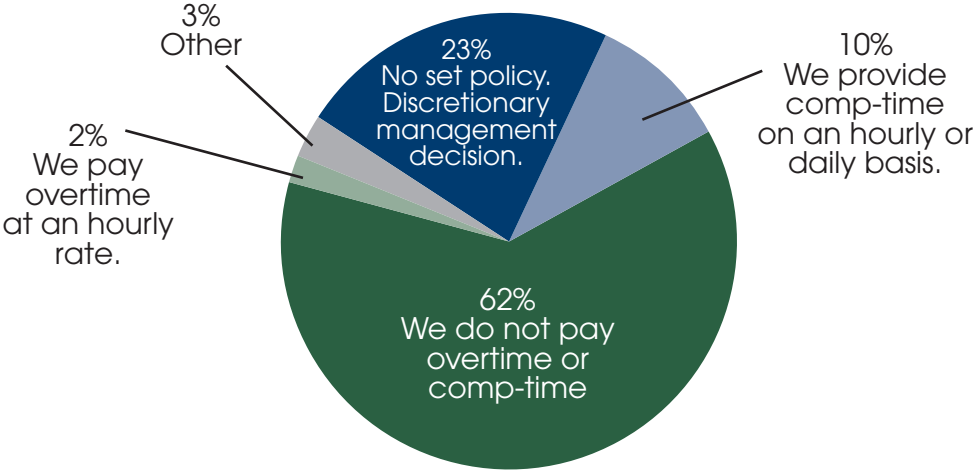
How often is payroll issued?



Do you pay HOURLY employees overtime pay or provide comp-time?

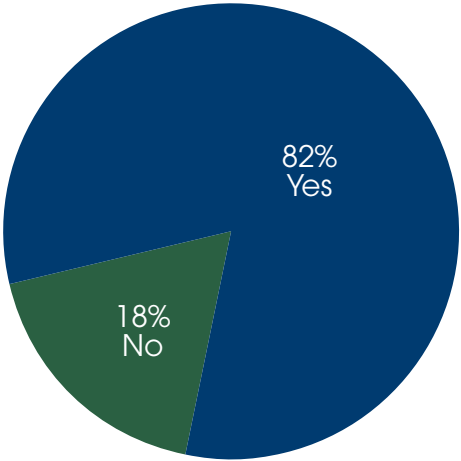


## Do you pay SALARIED employees overtime pay or provide comp-time?



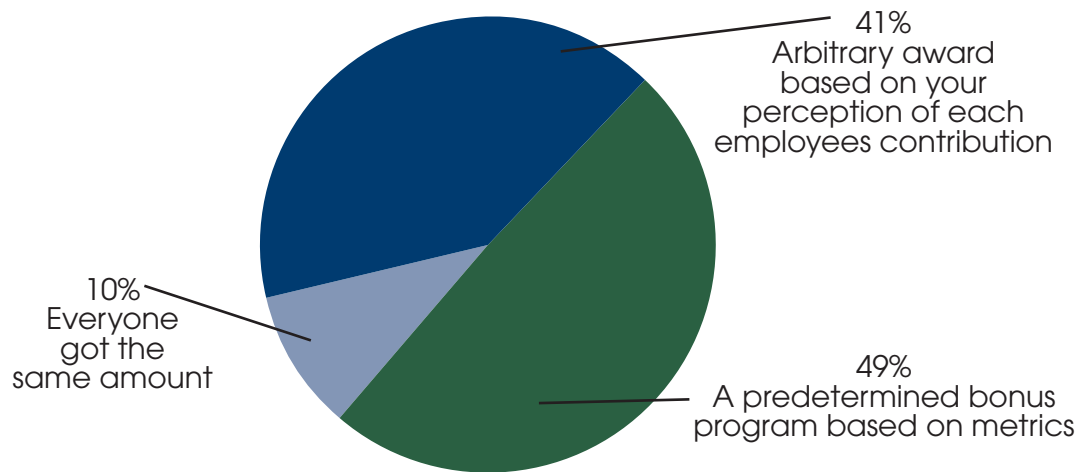
## Did you pay BONUSES to employees last year?

*(Not part of a 401K match or profit sharing program)*

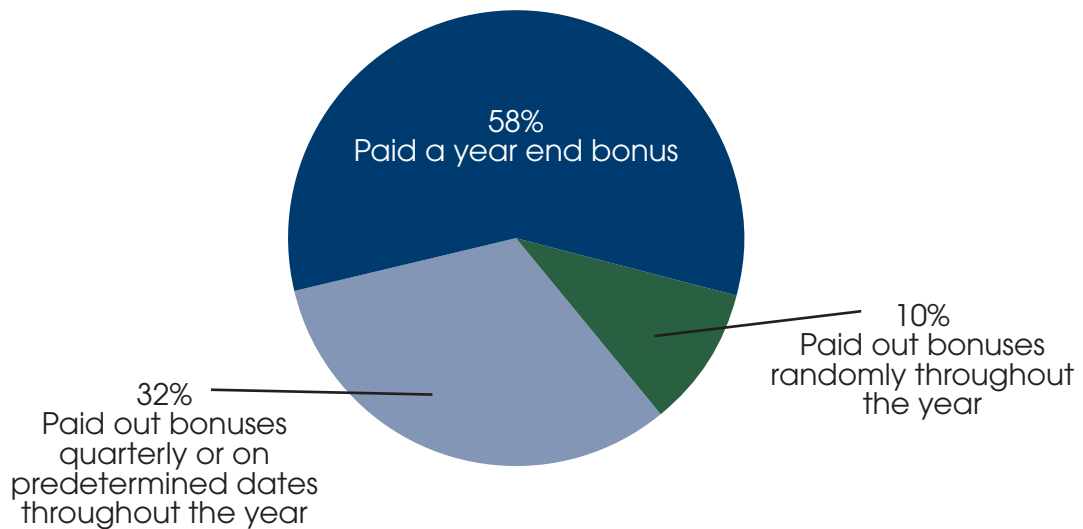




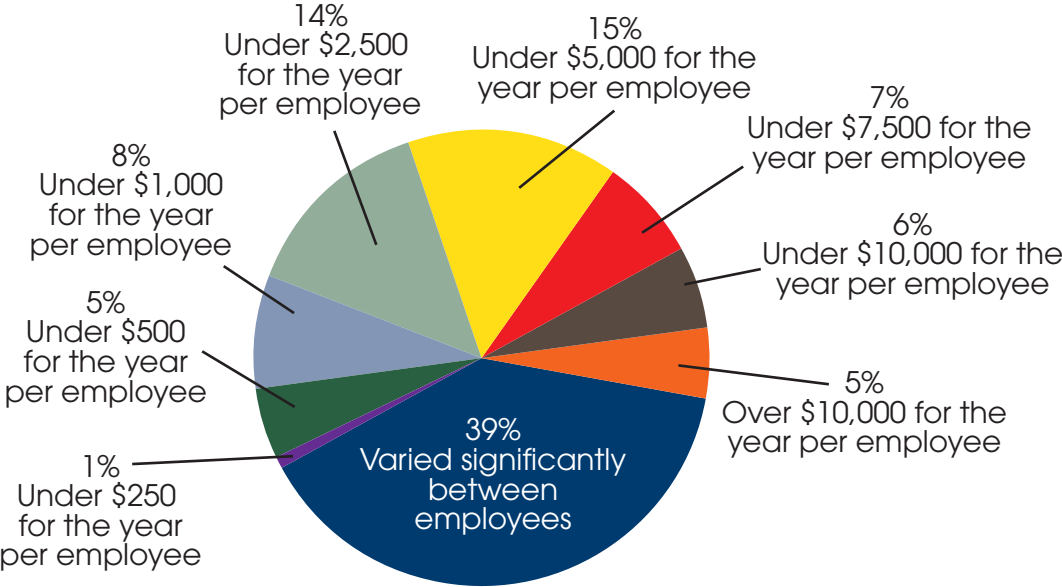
## Did you base the bonus on:



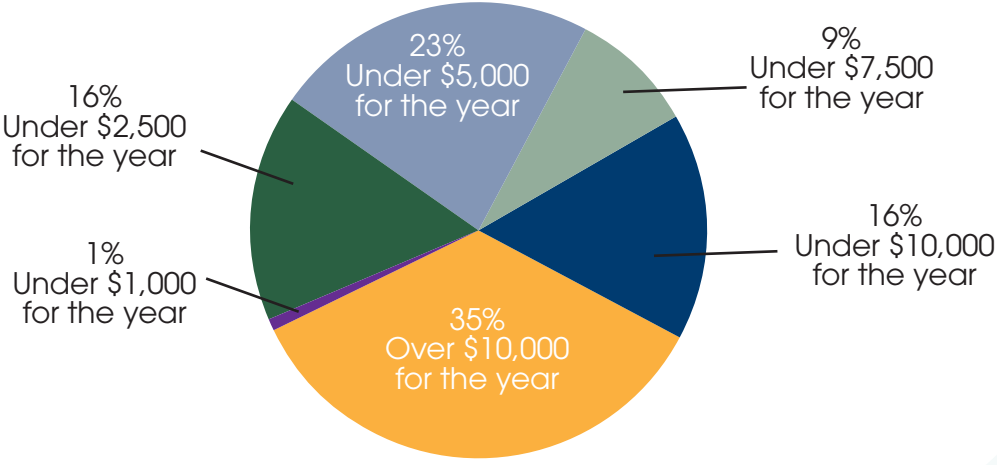
## How were bonuses paid out to your employees?



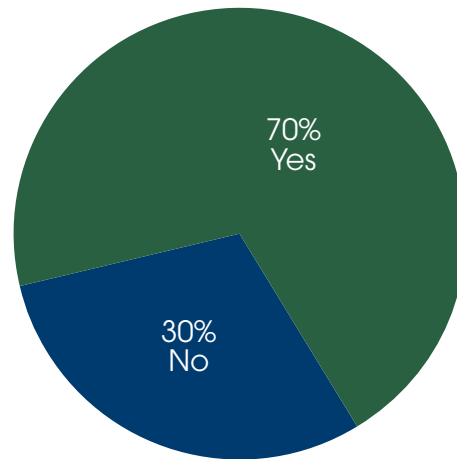
## Were bonuses paid out to employees...



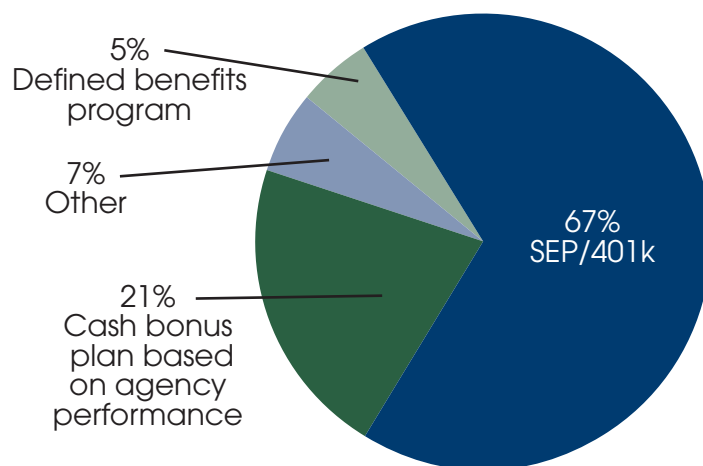
## If the bonus amounts varied significantly based on performance, what was the highest bonus you paid last year to any employee below a department head position?



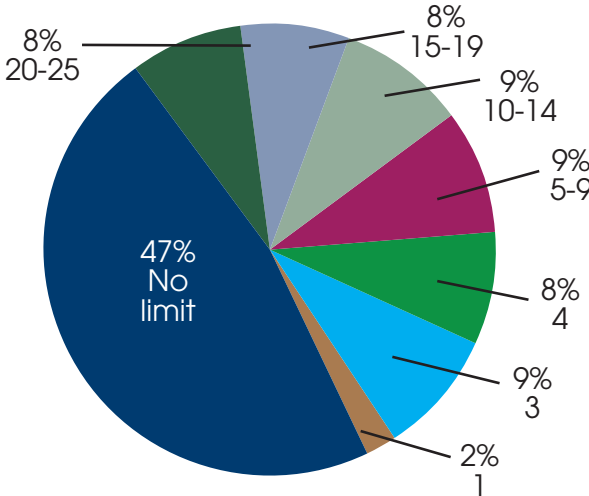
**Do you have a formal PROFIT SHARING program in place?** *(Either a 401K match or defined benefits program)*



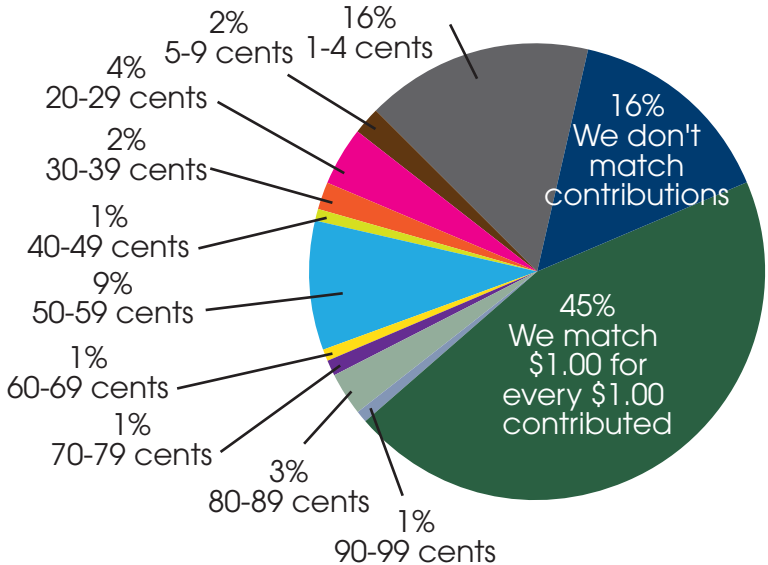
**Is the PROFIT SHARING PROGRAM a qualified plan, such as a SEP/401k, or a CASH BONUS PLAN based on the performance of the agency?**



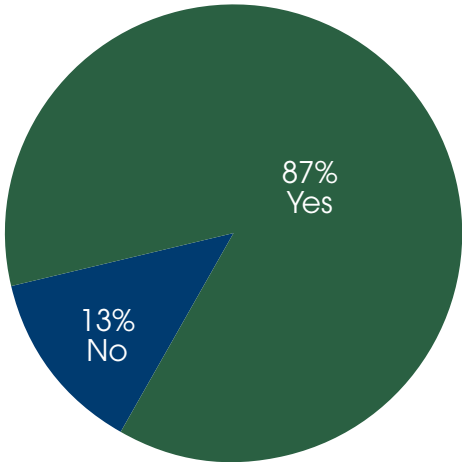
For your SEP/401k type of program, what is the maximum percentage (%) of the employees' salary an employee can contribute under the program?



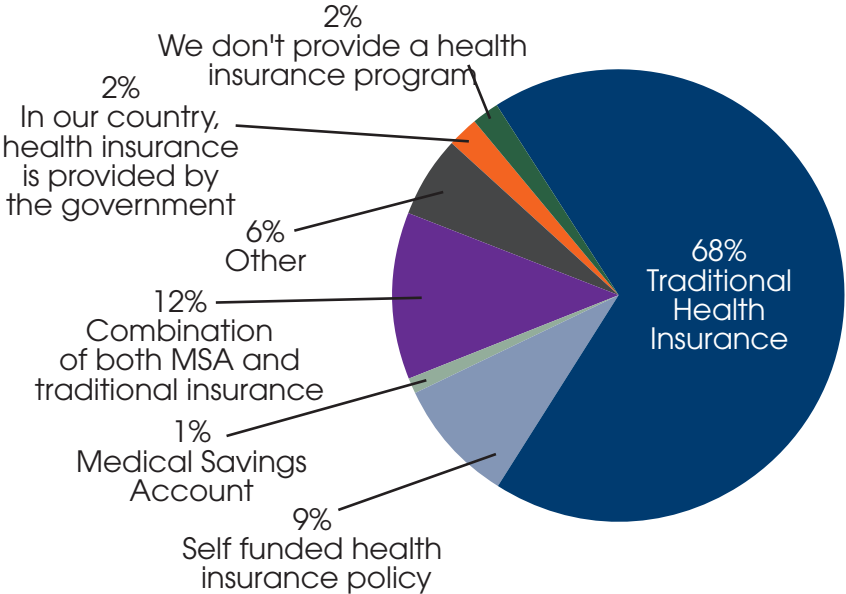
If you have a matching program, for every DOLLAR the employee contributes, how much do you contribute in the matching program?



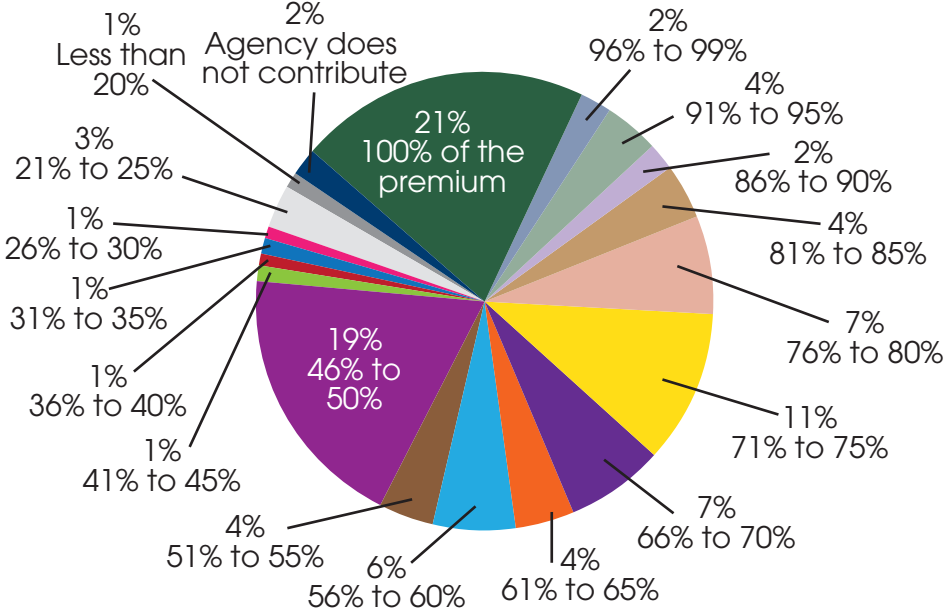
# Does the agency provide a Health Insurance Program?



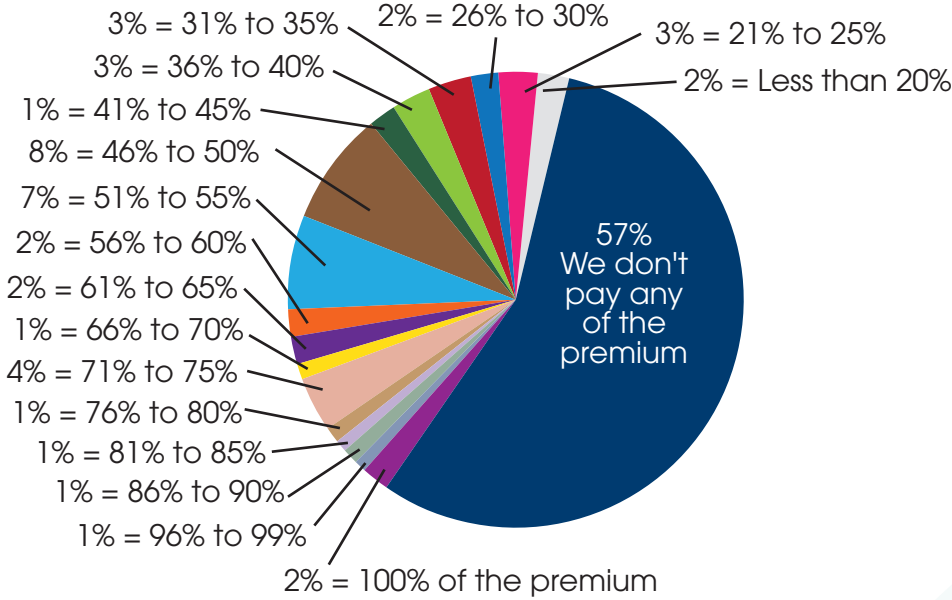
# Do you provide a fully funded health insurance, a self funded insurance policy or a medical savings account?



**For an EMPLOYEE, the agency pays what percentage of the healthcare benefit cost? (Does not include dependents)**

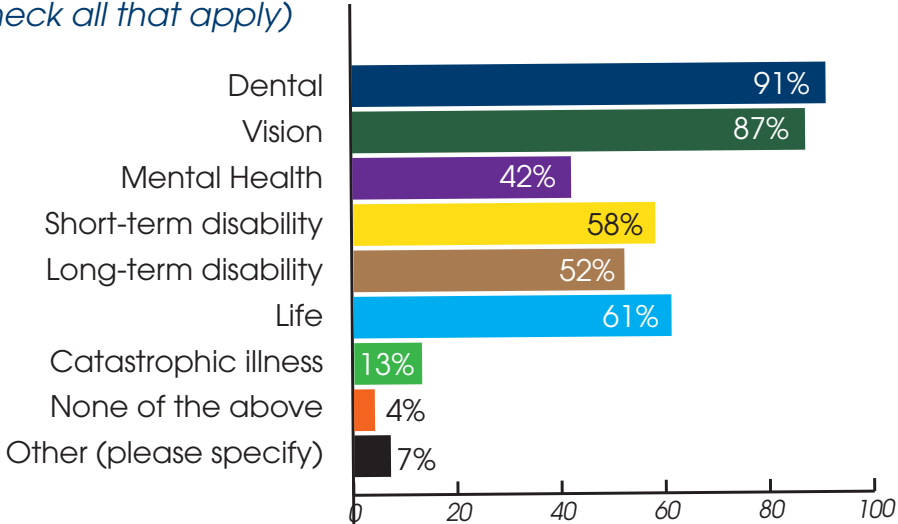


**For an EMPLOYEE'S FAMILY COVERAGE, how much of the premium does the agency contribute?**



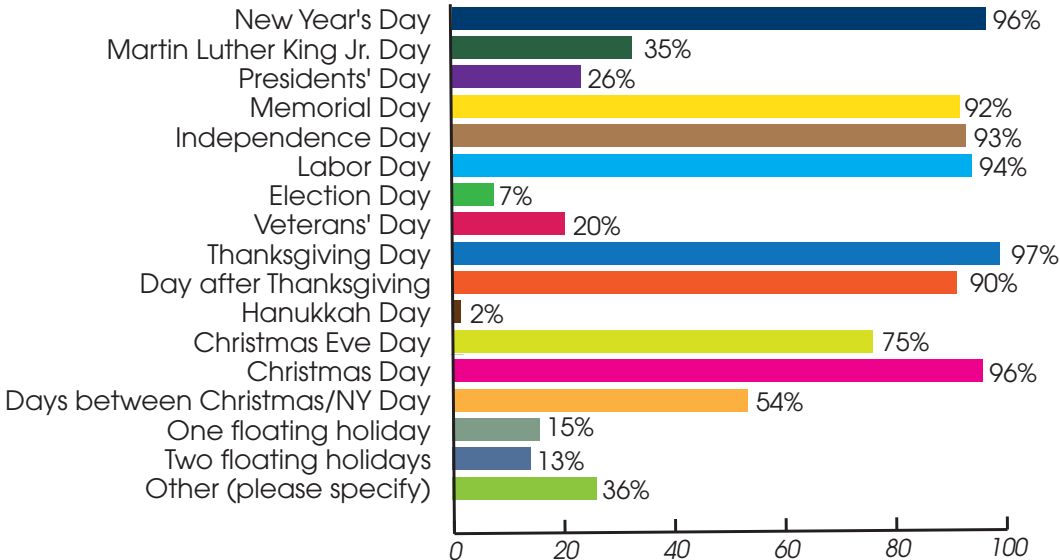
## Which, if any, of the following additional healthcare benefits does the agency offer with its program?

(Check all that apply)

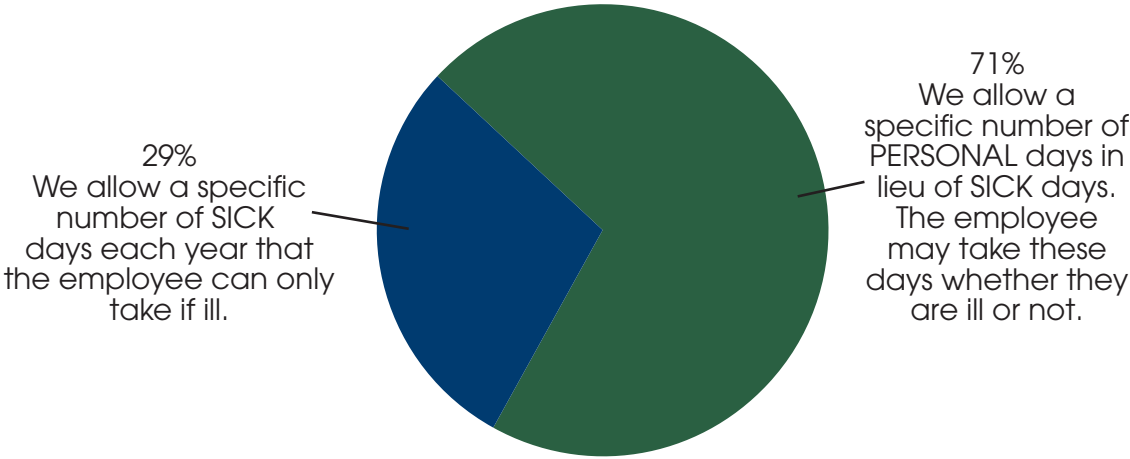


## Which of the following are PAID holidays?

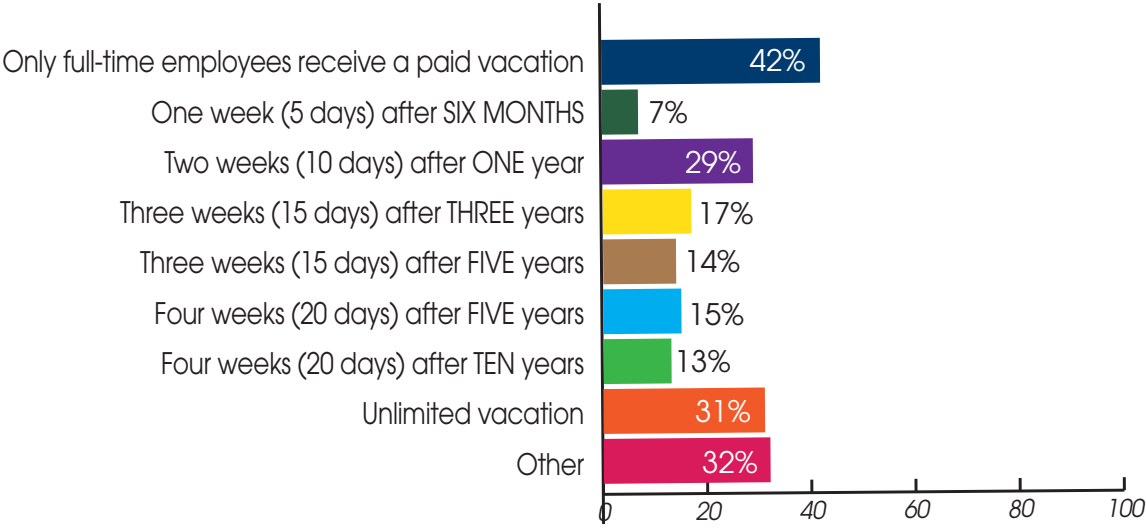
(Check all that apply)



**PERSONAL/SICK DAYS: Do you grant Sick Days or Personal Days the employee may take with pay whether they are ill or not?** *Check the appropriate answer closest to your policy.*

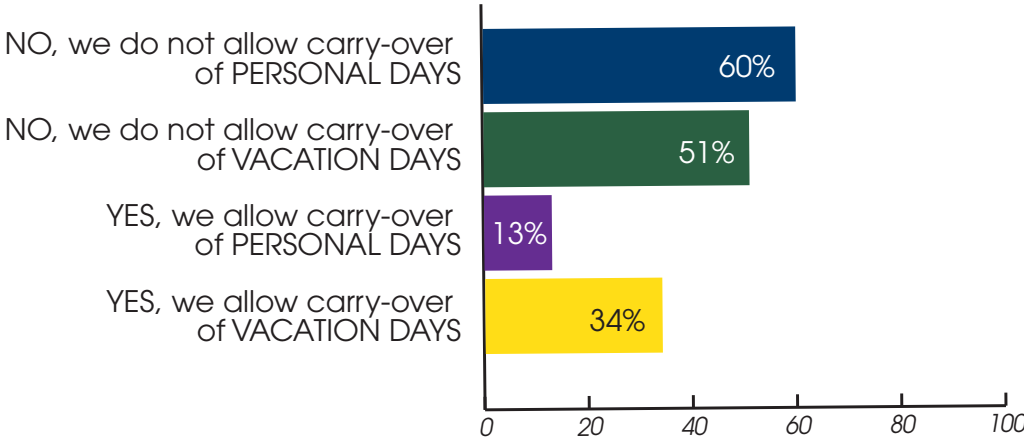


**VACATION: Please indicate which of these apply to your vacation policy.** *(Check all that apply)*

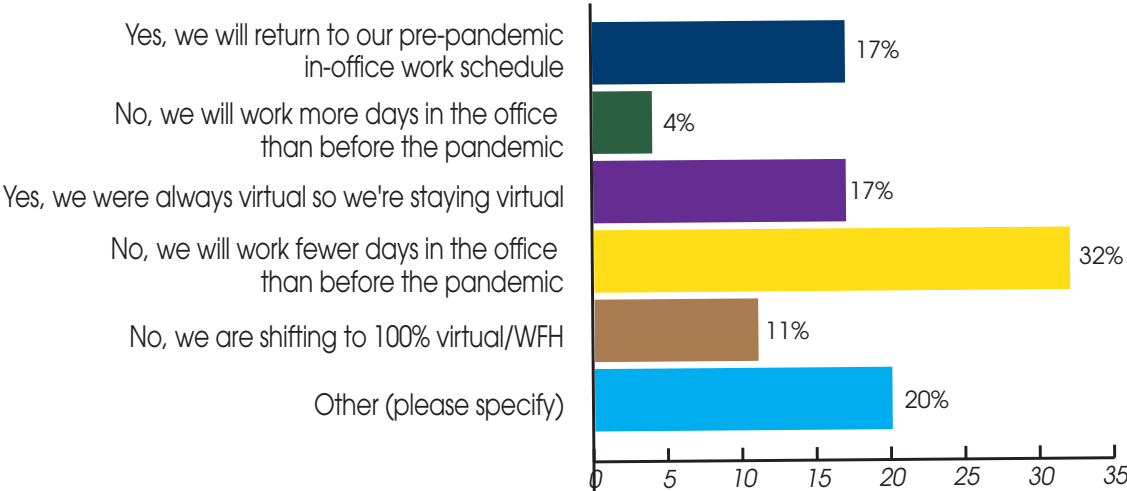




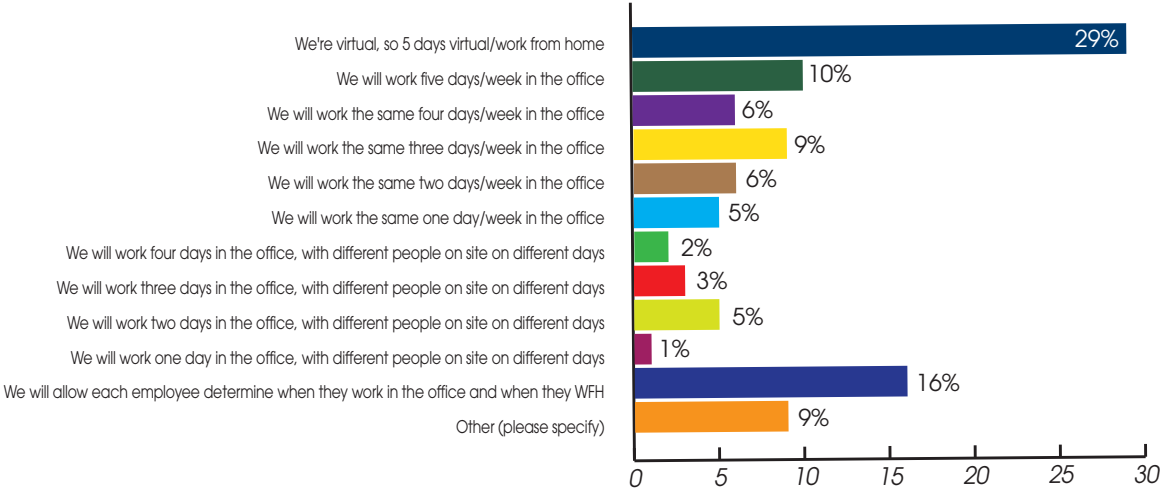
**Do you allow employees to “carry-over” UNUSED personal and vacation days to the next year if they are unused?** *(Check all that apply)*



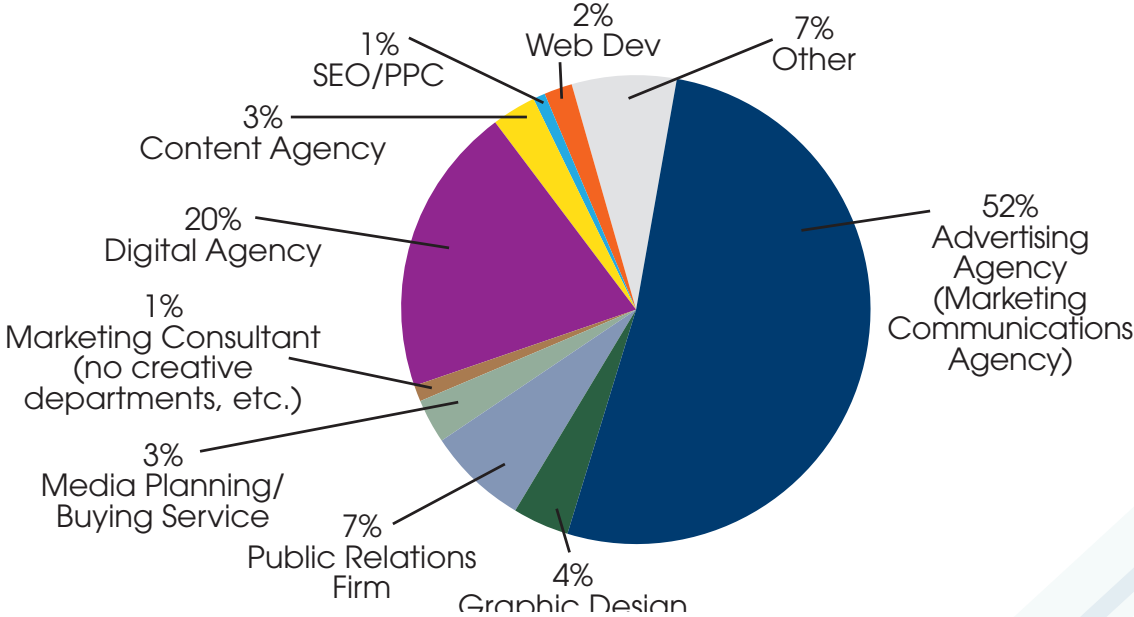
**For 2023, will you go back to working the same number of days in the office/physical proximity that you did in 2022?**



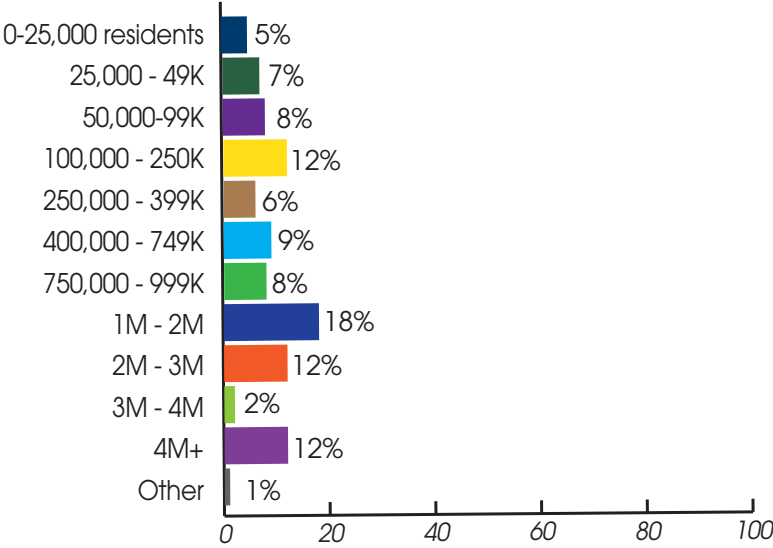
# What will your team's workweek look like in terms of in-person vs. WFH in 2023?



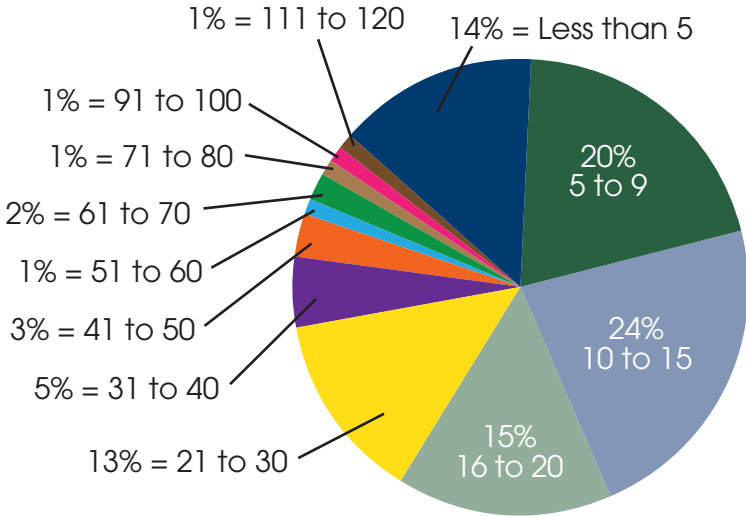
# What is your primary business? *It is important to classify business types for proper data collection and evaluation.*



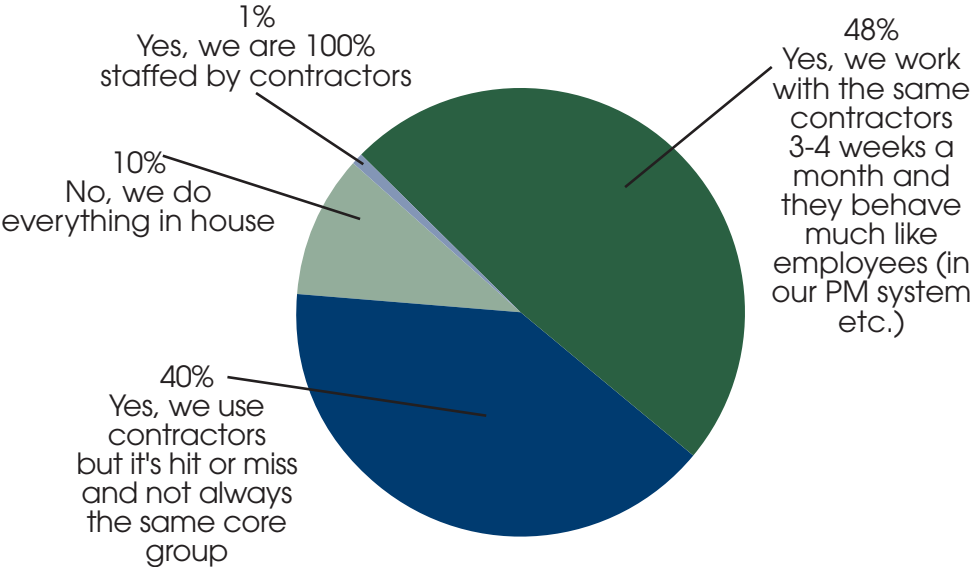
**How large is your home market?** *(Where your main office is located or if you're virtual, where your physical mailing address is located)*



**How many full-time employees, including yourself, does your business have on staff?** *(Add part-timers together to create full time equivalents. Do not include contractors.)*



# Do you also use contractors?



For more information on how Agency Management Institute serves small to mid-sized agencies, please visit our website at [AgencyManagementInstitute.com](https://AgencyManagementInstitute.com).

**AMI** Agency Management Institute

BABA SUMMIT WHO WE HELP HOW WE HELP MEMBERSHIPS RESOURCES WHO IS AMI CONTACT 🔍

You don't have to go it alone.

AMI has membership models for every budget and every stage of agency ownership.

### Learn

- Webinars**  
On demand webinars on topics that matter to agency owners/leaders. Perfect for lunch and learns and an agency leader's continuing education.
- Online Courses**  
We're currently offering two on demand web-based courses: Agency New Business Blueprint and the Account Executive Bootcamp.
- Live Workshops**  
We get incredible accolades for our live two-day workshops for agency owners, leaders and account executives. Come learn with us!
- Podcast**  
With a new episode every week – our podcast Build A Better Agency is designed to bring seasoned experts and fresh insight to agency owners.
- Blog**  
We write about the trends, best practices, and topics that are gnawing at agency owners.

If you'd like to subscribe to our newsletter so you can be notified of when we're collecting data for the 2024 Salary and Benefits Survey, please visit [agencymanagementinstitute.com/newsletter-sign-up-form/](https://agencymanagementinstitute.com/newsletter-sign-up-form/)