

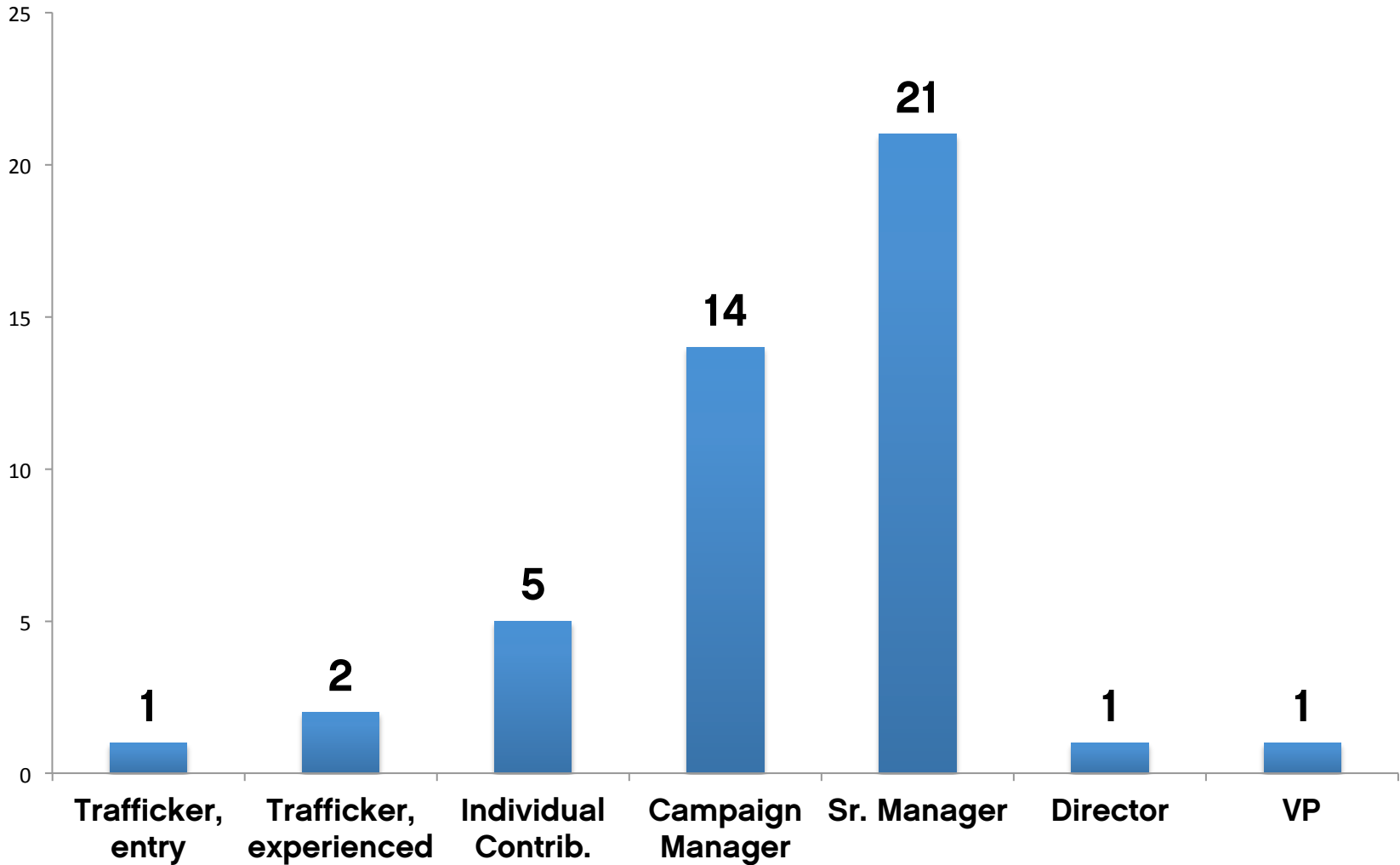


UK Ad Ops Salary Survey 2011

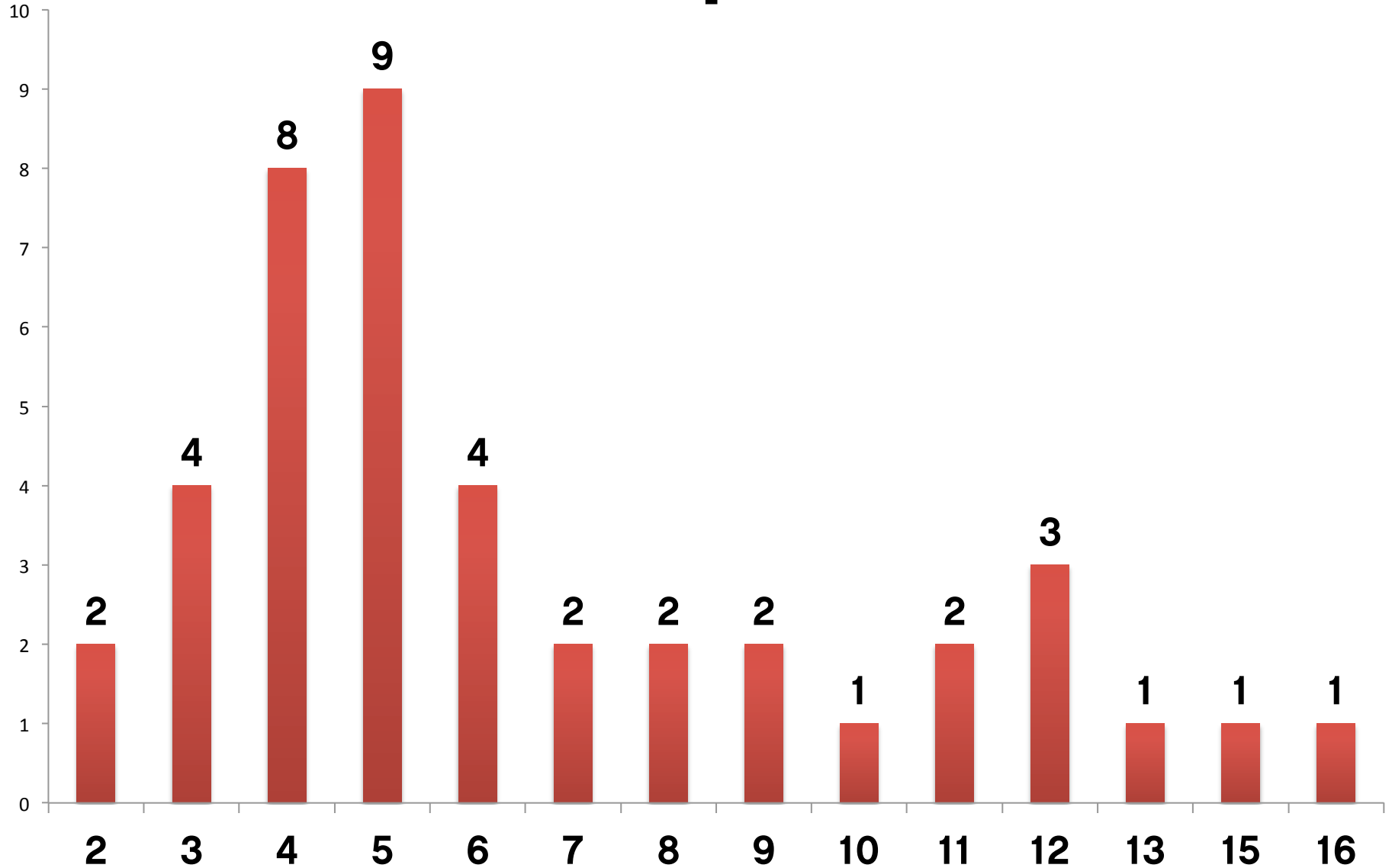
Notes on data:

- 72 responders total
- 45 validated (publishers)
- Total salary = base salary + 100% of commission for which the responder is eligible
- All salaries are for the responder unless otherwise indicated. In some instances, we asked for the average or typical salary for a given job title if known within their organization.

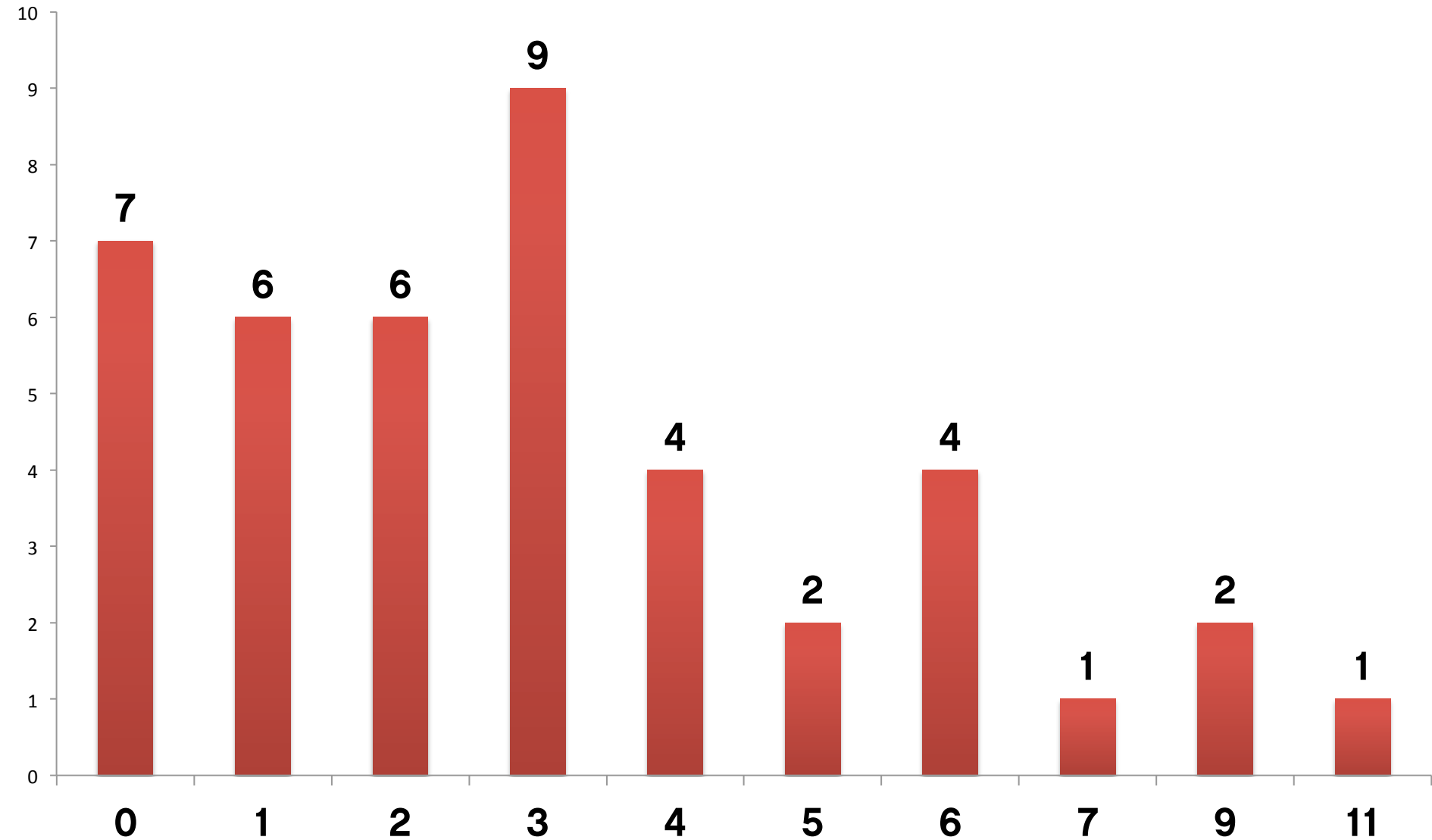
Respondents by Title



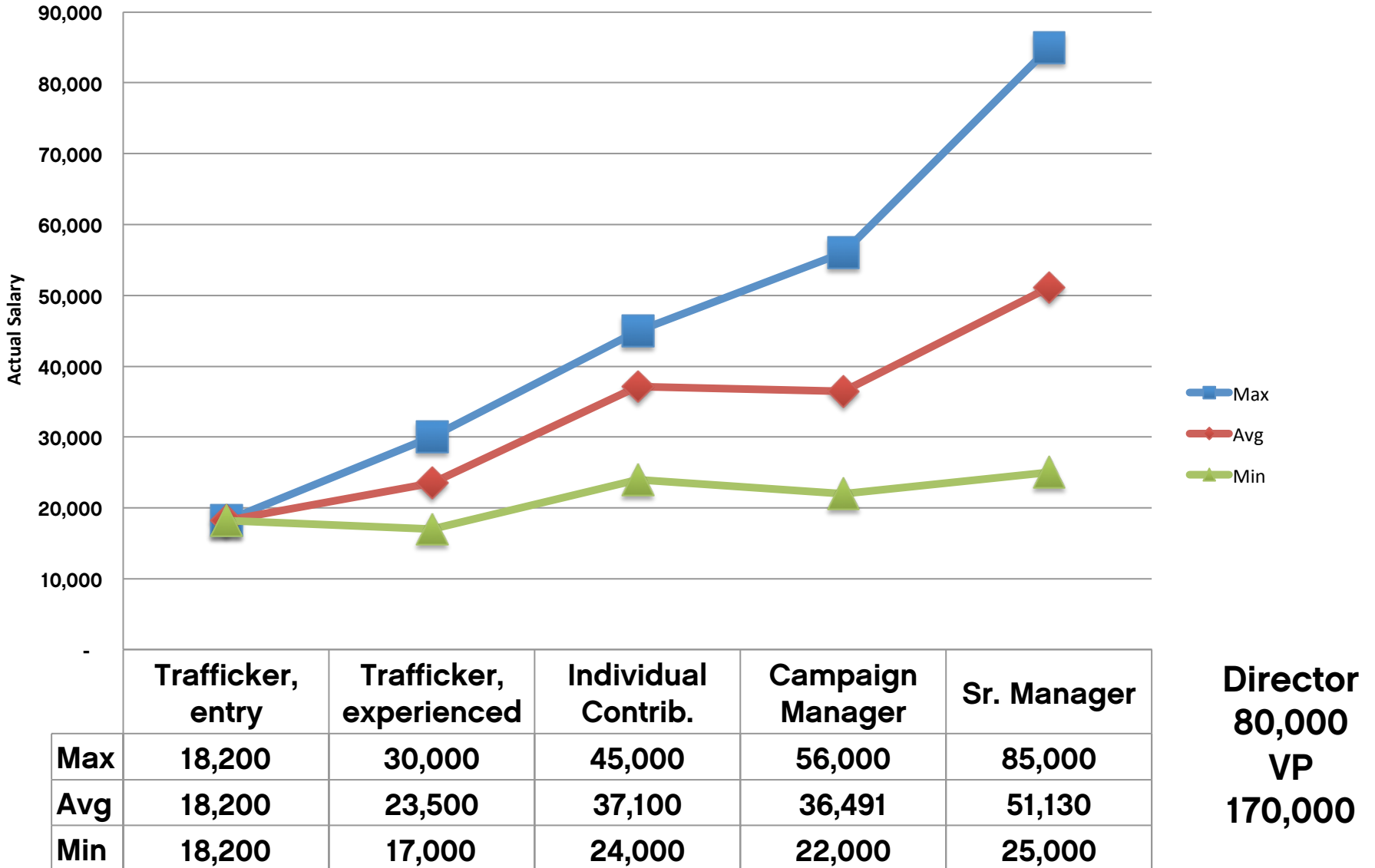
Years Experience



Years at Current Position



Actual Salary by Position



Bonuses

UK

- **79% of respondents received bonuses**
- **20% of total salary is from bonuses**

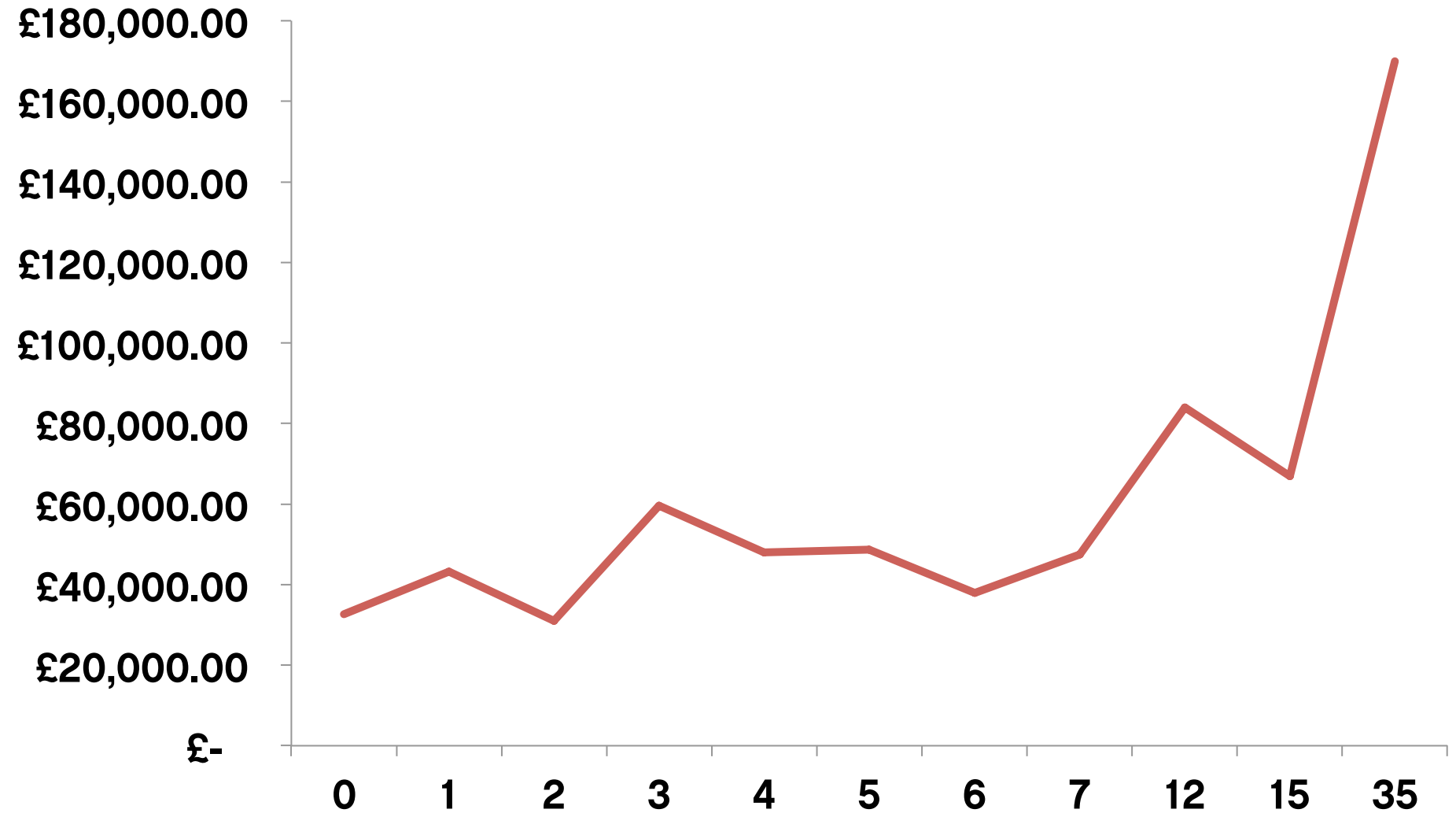
US

- **73% of respondents received bonuses**
- **15% of total salary is from bonuses**

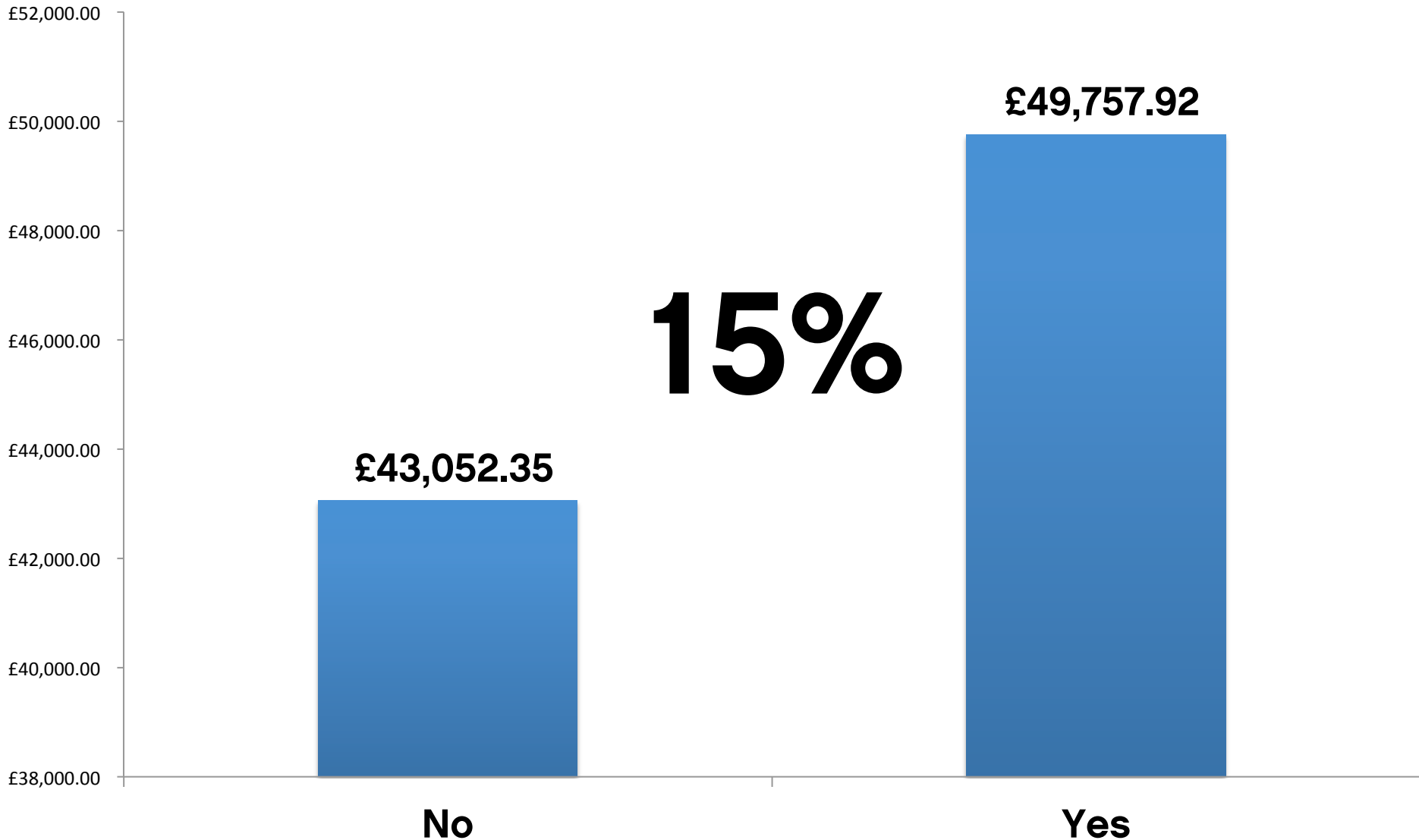
Actual vs. Total Salary by Years Experience



Avg. Salary by Number of People Managed



Have you attended AdMonsters in the past year?



More still to come...

THANK YOU!