

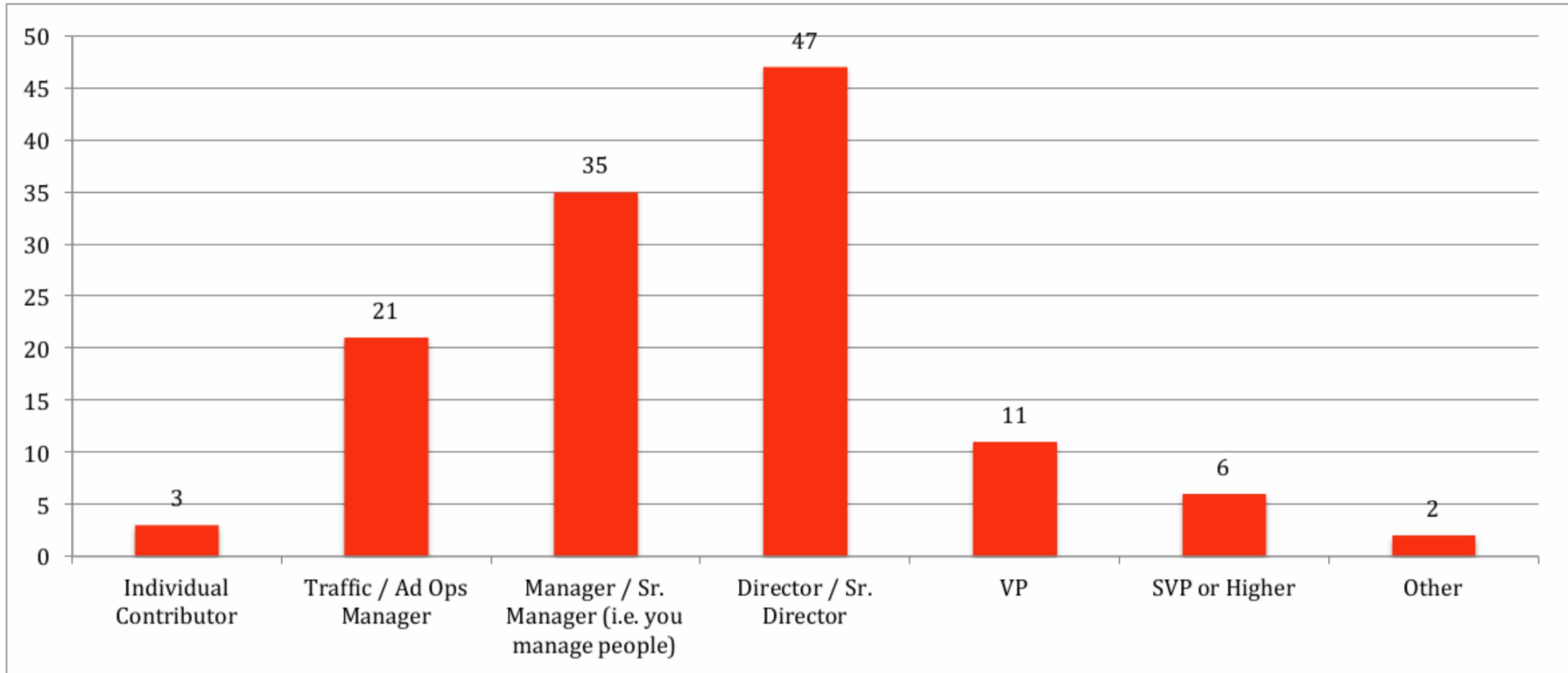


Ad Ops Salary Survey 2012

Notes on data:

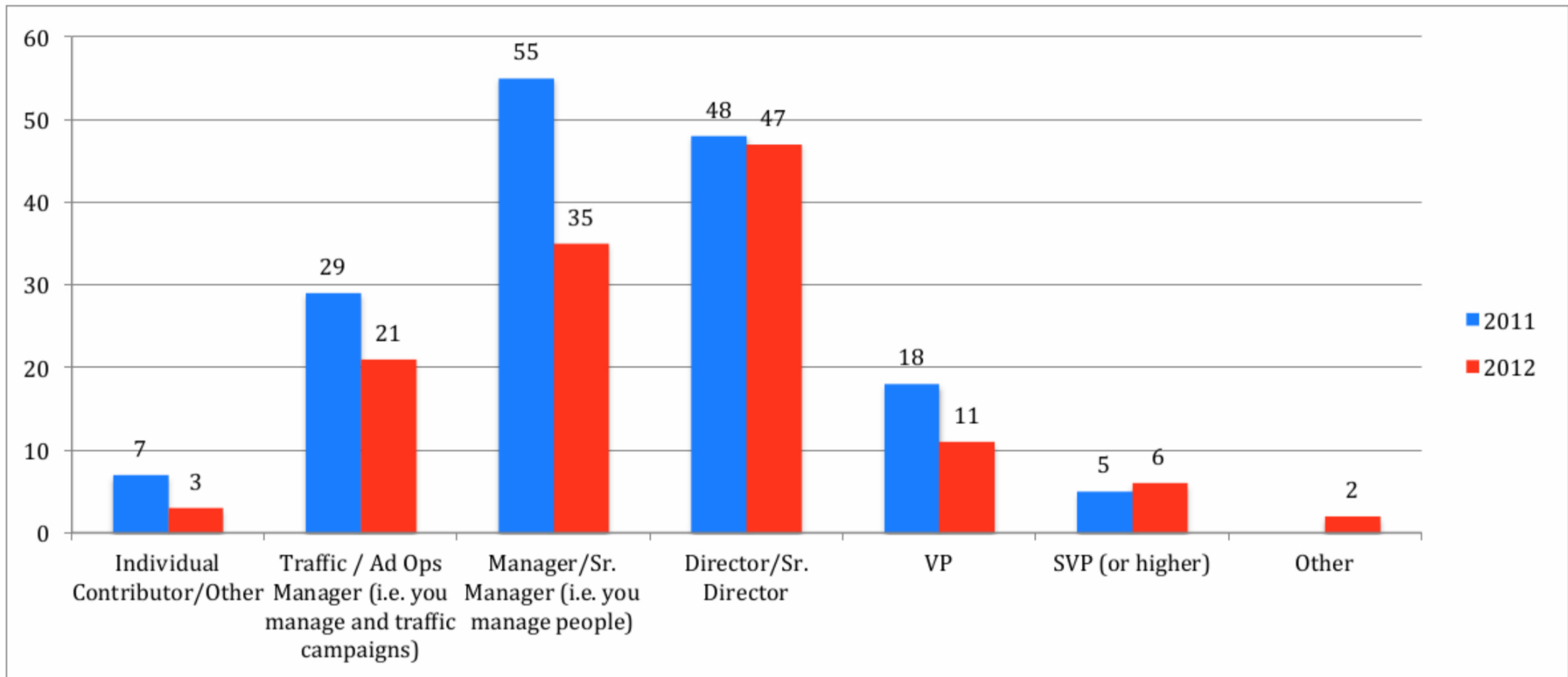
- 126 People in Publishing responded.
- All salaries are for the respondent unless otherwise indicated. In some instances, we asked for the average or typical salary for a given job title if known within respondent's organization.

Number of Respondents by Title

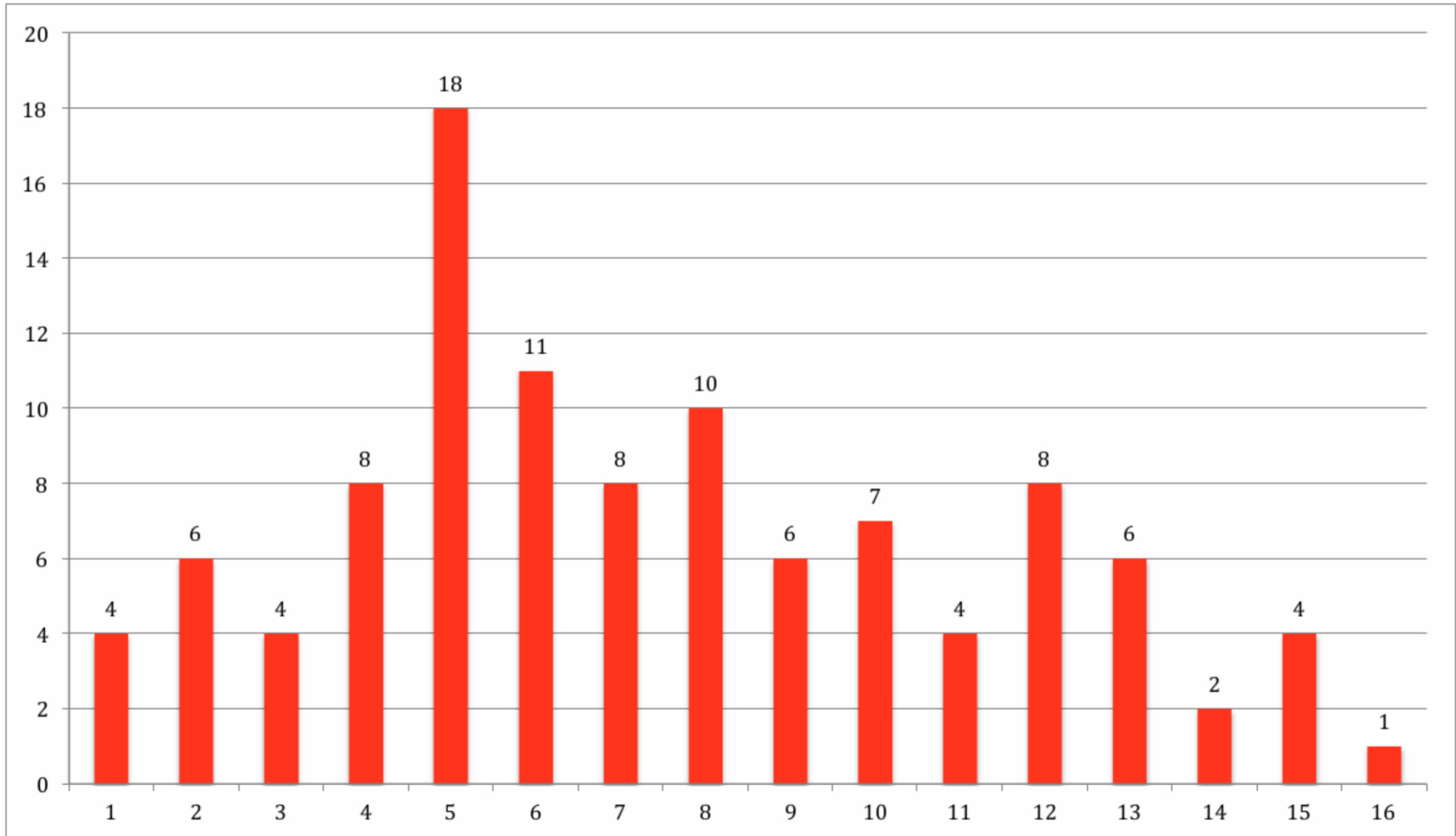


The majority of our respondents this year classified themselves as Managers / Senior Managers or Director / Senior Directors.

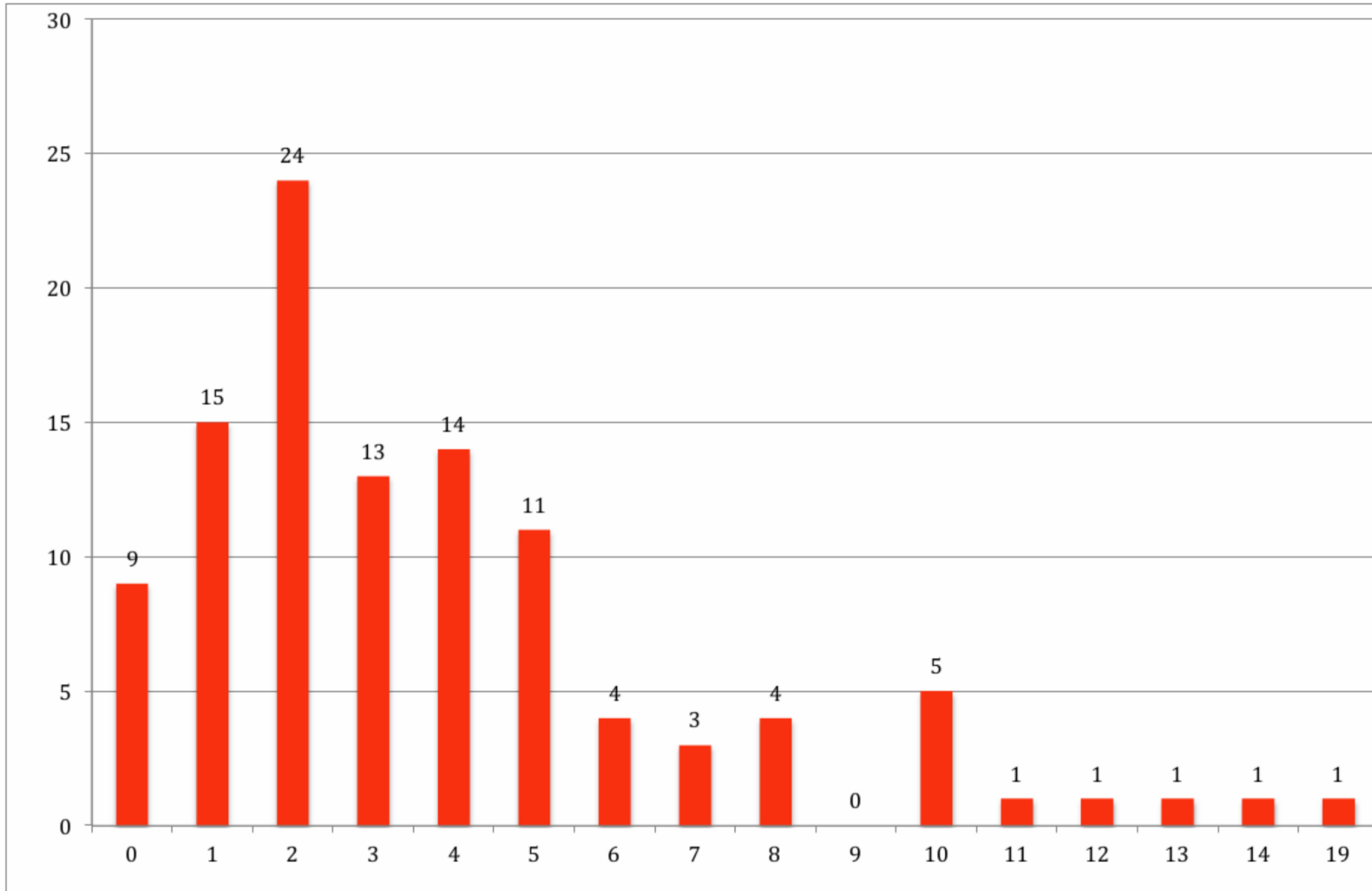
Respondents By Title 2011 & 2012



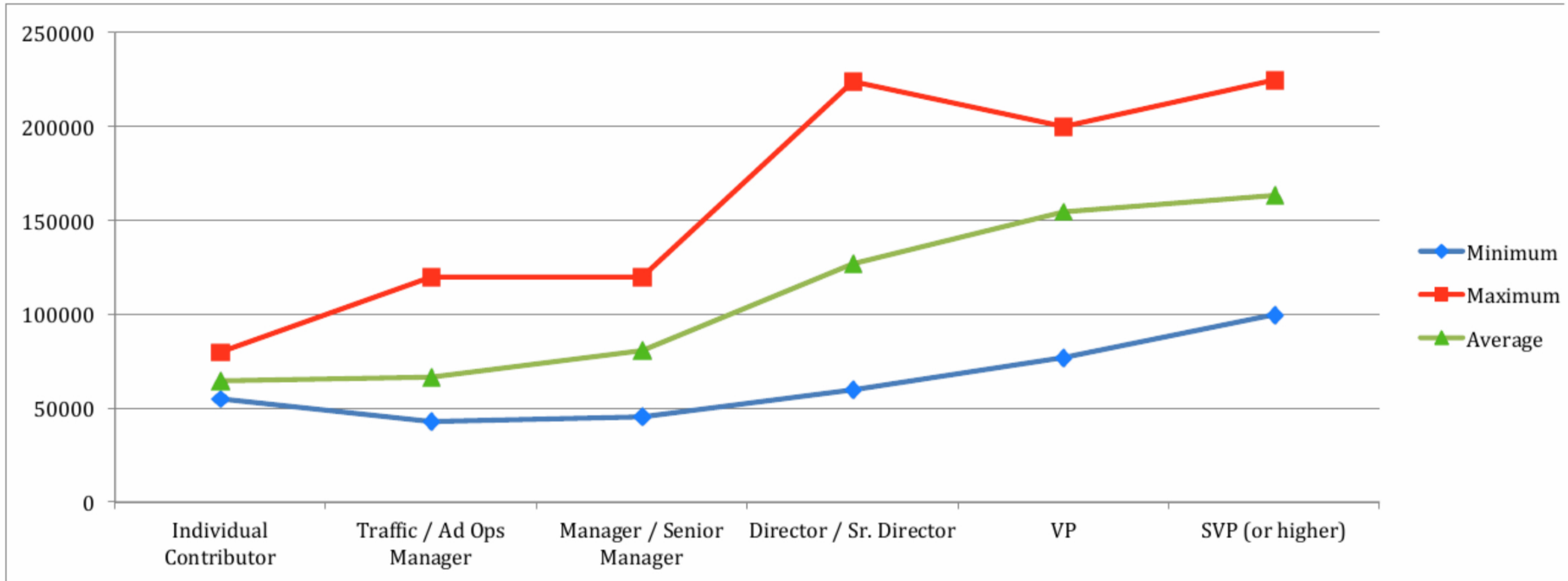
Respondents By Years of Experience



Respondents By Years at Current Position

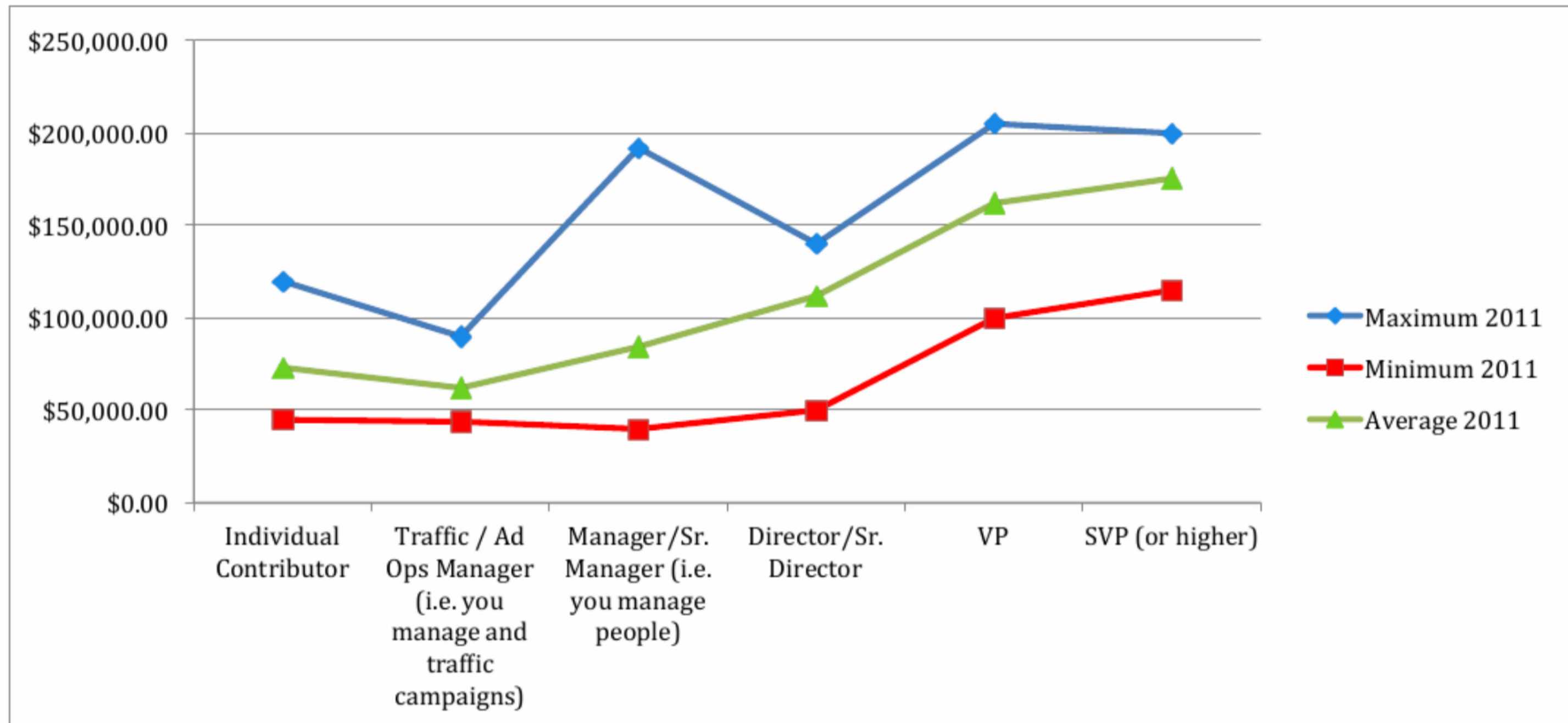


Actual Salary (USD) By Title

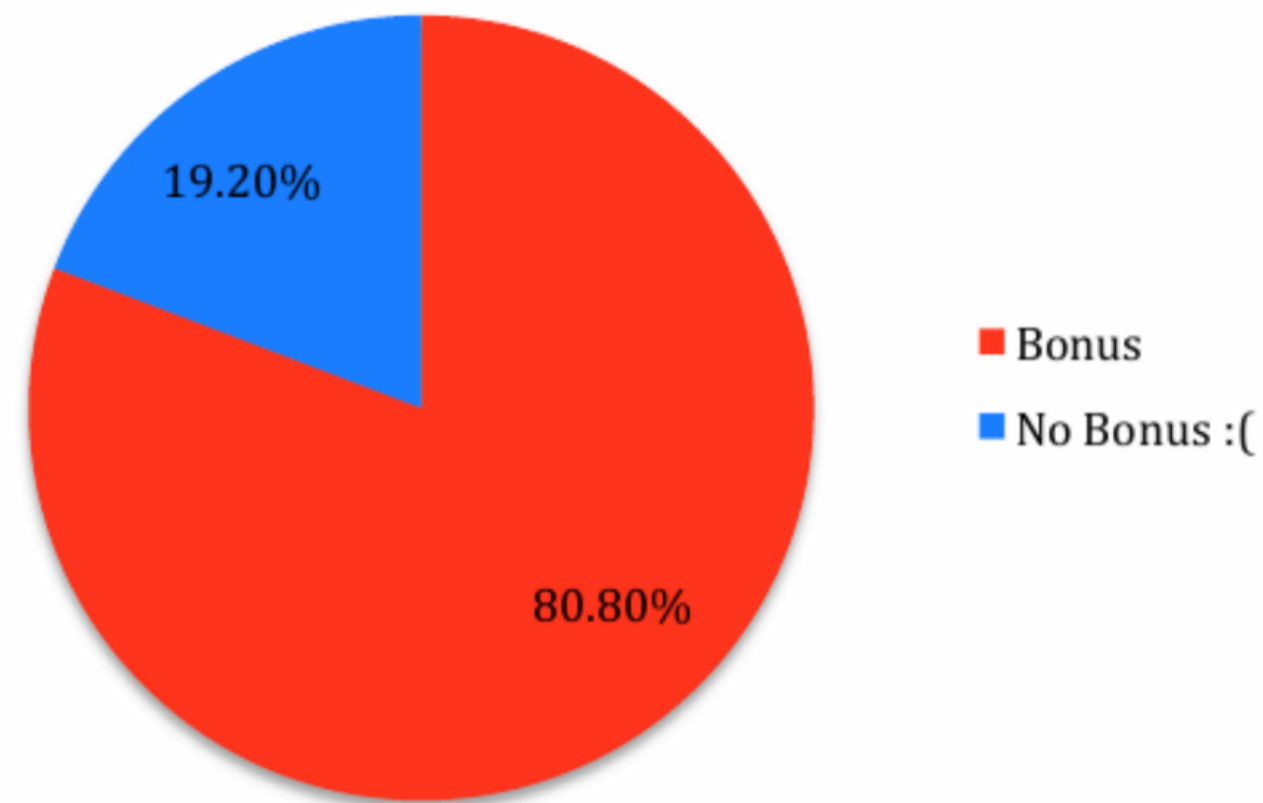


	Individual Contributor	Traffic / Ad Ops Manager	Manager / Sr. Manager	Director / Sr. Director	VP	SVP (or Higher)
Min.	\$55,000	\$43,000	\$45,500	\$60,000	\$77,000	\$100,000
Max.	\$80,000	\$120,000	\$120,000	\$224,000	\$200,000	\$225,000
Average.	\$64,667	\$66,619	\$80,857	\$127,145	\$154,774	\$163,333

Salary by Title 2011

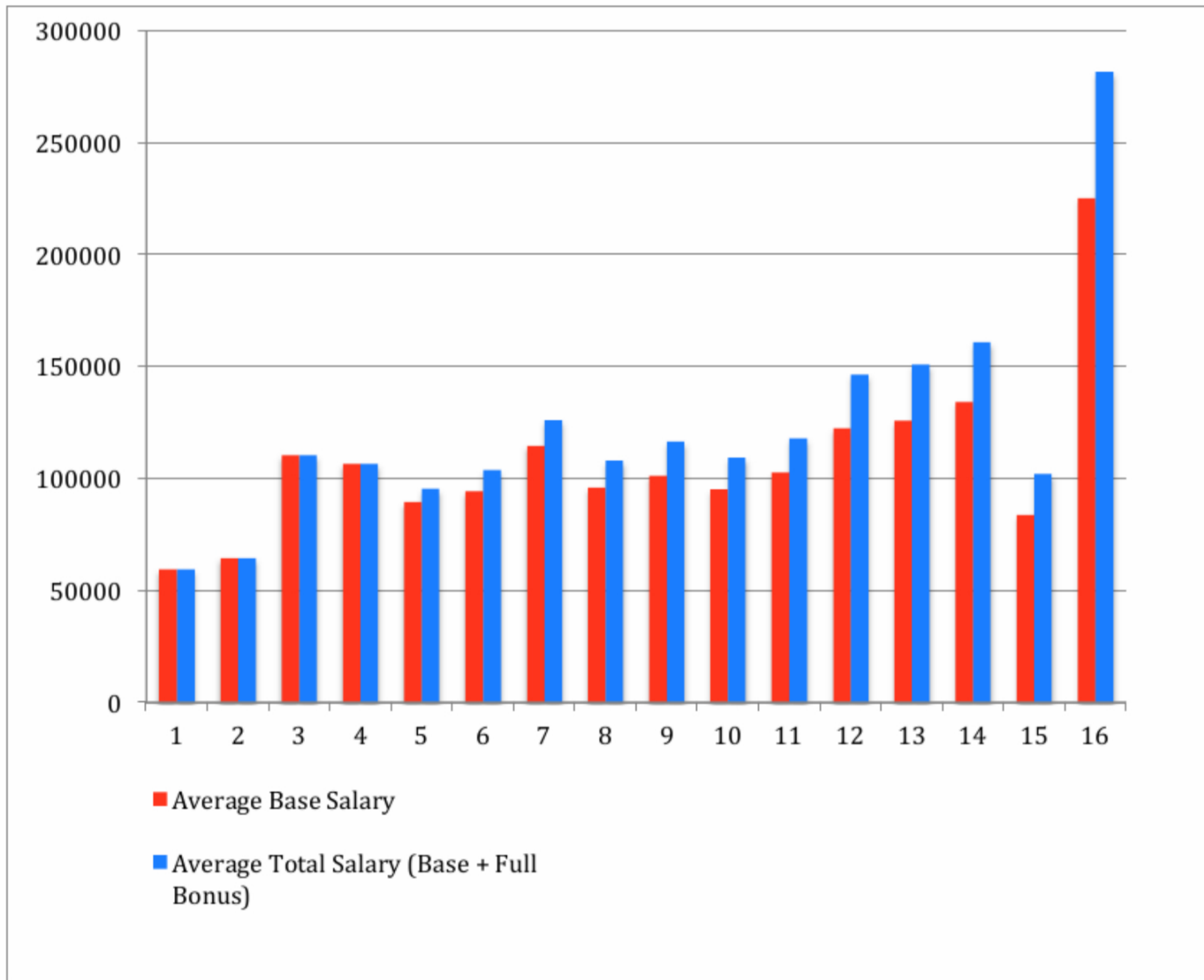


Bonuses



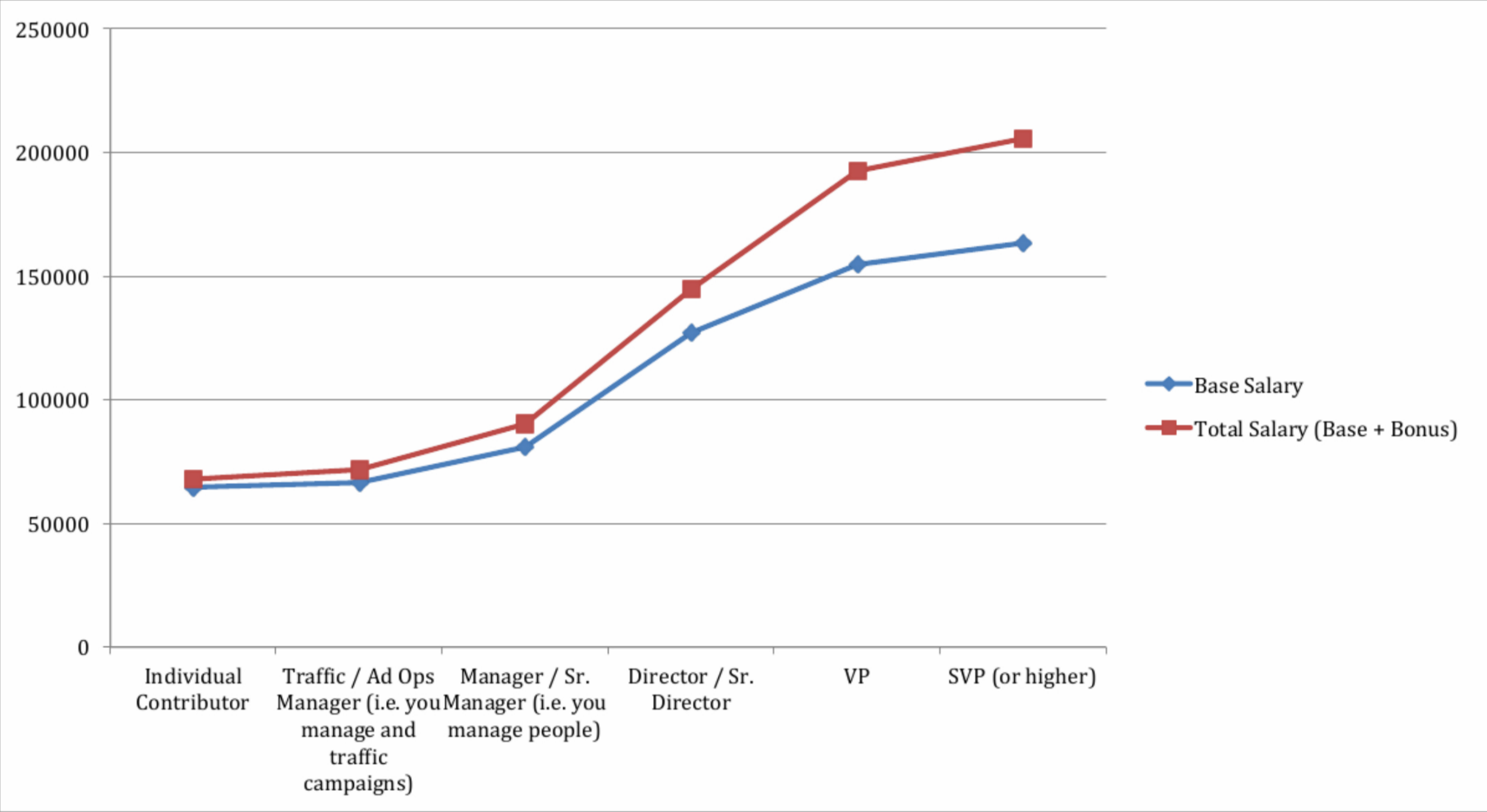
Of those eligible to receive a bonus, an average of **16.25%** of total salary comes from the bonus.

Average Base and Total Salaries by Years of Experience

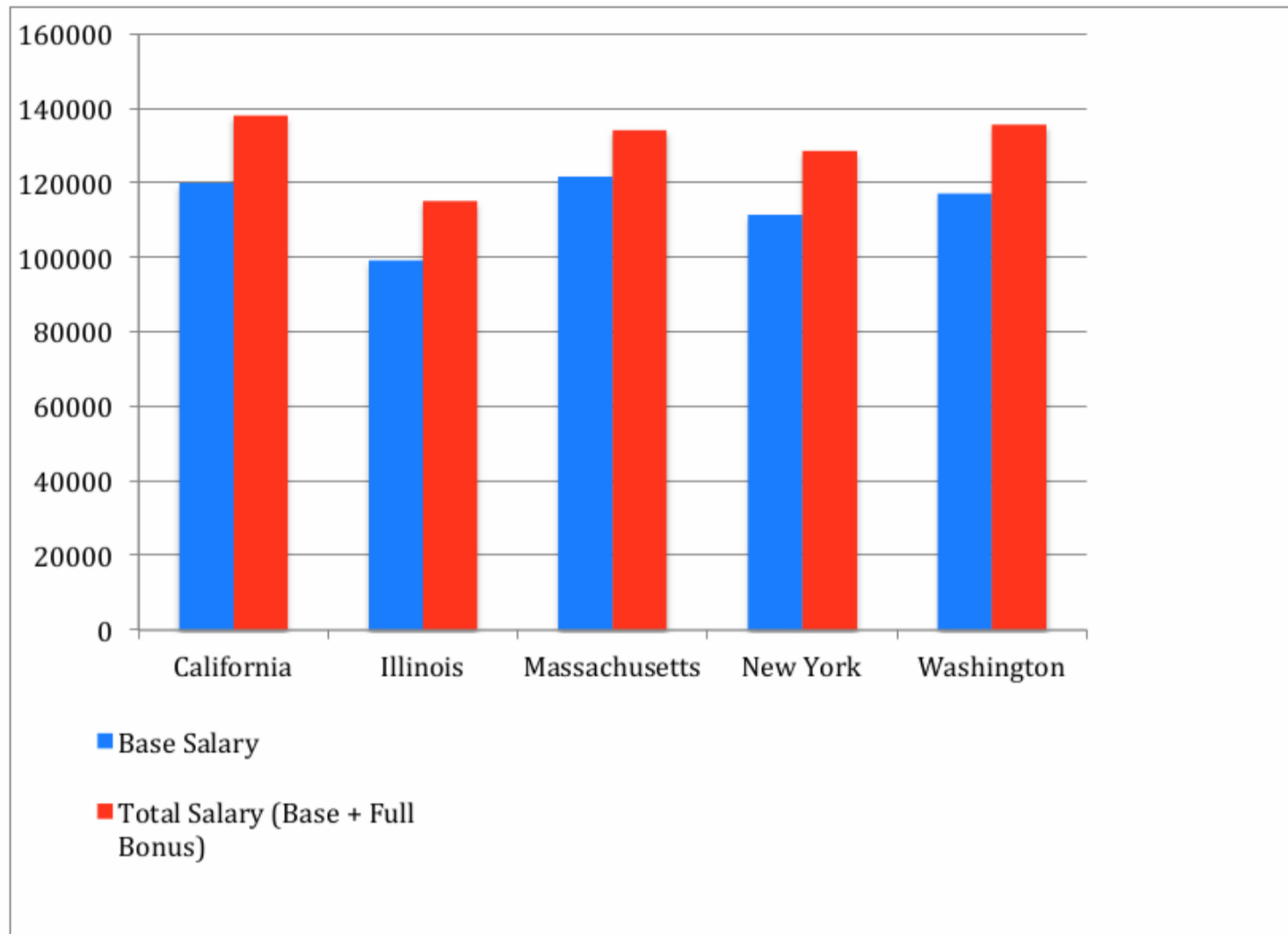


Years	Base Salary
1	\$59,500
2	\$64,583
3	\$110,375
4	\$106,540
5	\$89,389
6	\$94,227
7	\$114,625
8	\$95,900
9	\$101,333
10	\$95,000
11	\$102,500
12	\$122,250
13	\$125,667
14	\$134,000
15	\$83,750
16	\$225,000

Base and Total Salaries by Position



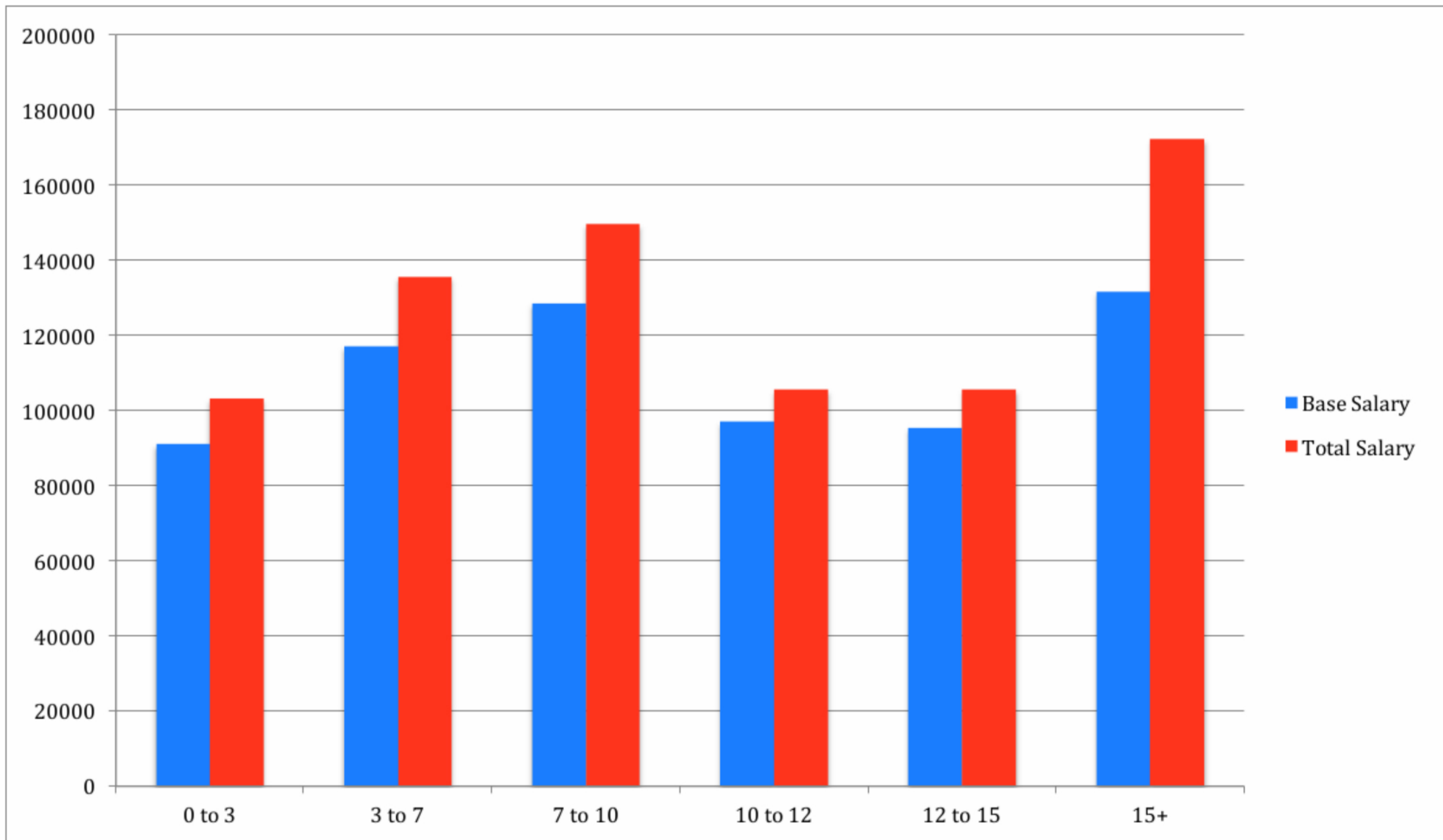
Base and Total Salaries by State



State	Avg. Base Salary	Avg. Total Salary
California	\$119,929	\$138,139
Illinois	\$99,200	\$115,201
Massachusetts	\$121,571	\$134,286
New York	\$111,412	\$128,597
Washington	\$117,286	\$135,666

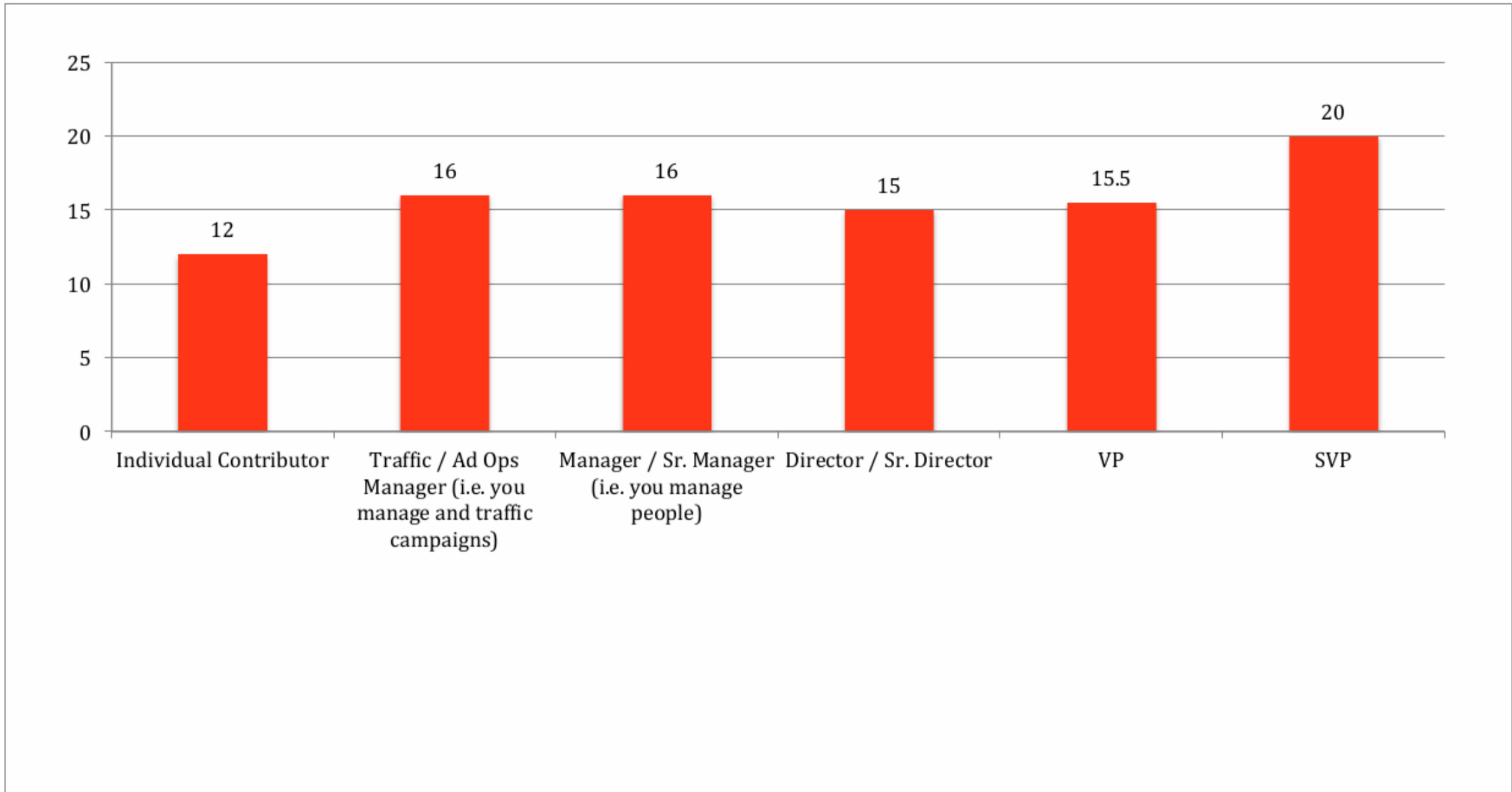
These are the states with the most respondents.

Base and Total Salaries by Number of People Managed



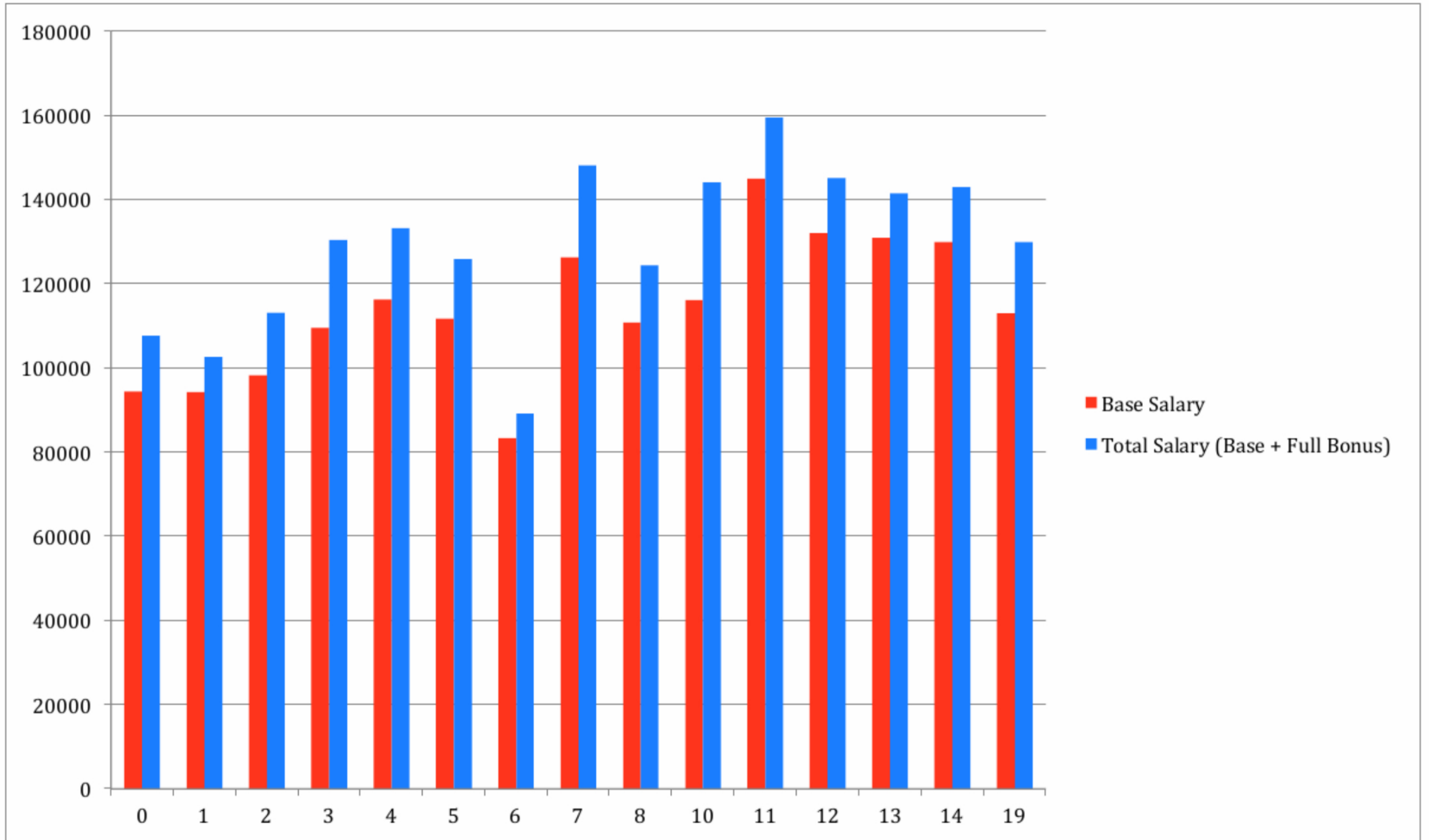
ADD NUMBER OF RESPONDENTS

Vacation Days by Title

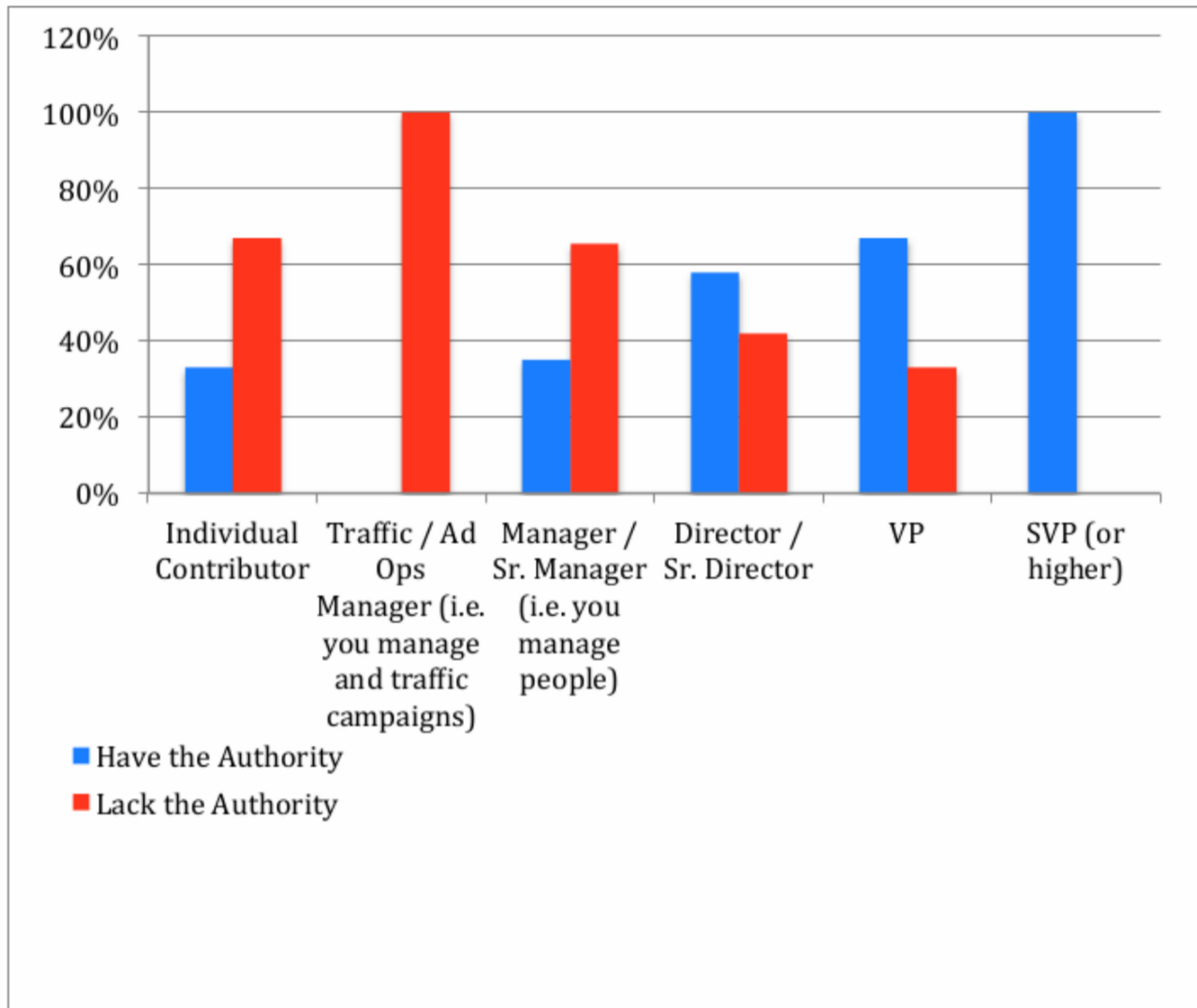


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Base and Total Salaries by Years at Current Company



Authority to Make and Sign Off on Buying Decisions



Title	Have the Authority	Lack the Authority
CEO/President/Managing Director	1	2
Finance Director / CFO	0	16
Head of Operations / COO	10	19
Head of Sales / Commercial Director/ CSO	25	18
IT/Systems / CIO / CTO	6	3
Other (please specify)	3	0

Have You Attended AdMonsters in the Past Year?



	Average Salary	Average Total Salary	Average Bonus
AdMonsters	\$109,838	\$126,034	13.50%
Not AdMonsters	\$101,373	\$116,502	12.60%

Those who attended AdMonsters in 2012 have an **8.4%** higher average base salary than those who did not attend. AdMonsters attendees also received an average bonus **0.9%** higher. So, on average, Monsters received an average total salary **\$9,532** higher than their non-Monster counterparts. Good work!