



2006/2007 Marketing Department Salary Information
Updated December 17th, 2007

CUMULATIVE -- ALL RESPONDENTS (New York/Washington, DC) **

	Base Salary (2007)				Annual Bonus (2006)			
	Respondents	Average	High	Low	Respondents	Average %	High	Low
CMO	1	\$275,000			0			
Director	15	\$183,089	\$260,000	\$108,000	9	14.8%	31.3%	2.1%
Manager	39	\$114,910	\$200,000	\$64,000	22	8.9%	16.0%	1.8%
Specialist*	23	\$94,809	\$200,000	\$42,500	12	5.4%	11.0%	0.0%
Coordinator	28	\$58,367	\$107,000	\$45,000	17	3.3%	10.3%	0.0%
Assistant	4	\$40,500	\$42,000	\$40,000	1	3.8%		

Firm Size: <200 Lawyers

	Base Salary (2007)				Annual Bonus (2006)			
	Respondents	Average	High	Low	Respondents	Average %	High	Low
CMO	0				0			
Director	2	\$149,000	\$230,000	\$108,000	0			
Manager	0				0			
Specialist*	0				0			
Coordinator	4	\$54,650	\$75,000	\$46,100	3	3.9%	10.0%	0.0%
Assistant	1	\$40,000			0			

Firm Size: 200-599 Lawyers

	Base Salary (2007)				Annual Bonus (2006)			
	Respondents	Average	High	Low	Respondents	Average %	High	Low
CMO	1	\$275,000			0			
Director	5	\$166,650	\$195,000	\$118,250	4	8.5%	15.0%	2.1%
Manager	14	\$97,321	\$135,000	\$64,000	9	7.2%	11.0%	1.8%
Specialist*	8	\$82,238	\$140,000	\$65,000	3	4.7%	9.7%	1.8%
Coordinator	11	\$56,009	\$85,000	\$45,000	6	3.0%	6.4%	0.0%
Assistant	0				0			

Firm Size: 600-999 Lawyers

	Base Salary (2007)				Annual Bonus (2006)			
	Respondents	Average	High	Low	Respondents	Average %	High	Low
CMO	0				0			
Director	3	\$210,000	\$260,000	\$130,000	2	17.0%	31.3%	2.7%
Manager	13	\$119,000	\$163,000	\$95,000	7	9.6%	12.3%	4.0%
Specialist*	6	\$104,250	\$130,000	\$65,000	2	6.9%	11.0%	2.8%
Coordinator	5	\$60,840	\$73,500	\$52,000	3	3.3%	4.0%	2.2%
Assistant	2	\$41,000	\$42,000	\$40,000	0			

Firm Size: 1000-1399 Lawyers

	Base Salary (2007)				Annual Bonus (2006)			
	Respondents	Average	High	Low	Respondents	Average %	High	Low
CMO	0				0			
Director	2	\$163,500	\$177,000	\$150,000	2	19.5%	24.0%	15.0%
Manager	5	\$106,800	\$140,000	\$75,000	4	10.4%	16.0%	2.5%
Specialist*	4	\$78,125	\$105,000	\$42,500	2	5.0%	10.0%	0.0%
Coordinator	4	\$53,844	\$71,875	\$45,000	3	4.0%	10.3%	0.2%
Assistant	1	\$40,000			1	3.8%		

Firm Size: 1400+ Lawyers

	Base Salary (2007)				Annual Bonus (2006)			
	Respondents	Average	High	Low	Respondents	Average %	High	Low
CMO	0				0			
Director	2	\$217,500	\$225,000	\$210,000	0			
Manager	7	\$148,286	\$200,000	\$88,000	2	11.5%	12.9%	10.0%
Specialist*	5	\$116,940	\$200,000	\$80,000	5	5.5%	6.5%	4.8%
Coordinator	4	\$70,000	\$107,000	\$50,000	2	2.4%	4.7%	0.1%
Assistant	0				0			

* The Specialist title includes:

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

** The 110 respondents, with 75% working in New York City offices and 25% working in Washington, DC offices.