

2010 Media Advertising Sales Compensation Survey



Detail Report

Report ID = 2009 Detail MS

2/22/2010 09:27:35 AM

1001 Media Sales Account Executive - Entry

2009 Plan Year

2010 Plan Year

	Base Pay	Sales Incentive/Commissions Earned	Bonus/Non-Sales Variable Cash Earned	Total Targeted Earnings	Total Cash Earned	Base Pay	Sales Incentive/Commissions Targeted	Bonus/Non-Sales Variable Cash Targeted	Total Targeted Earnings
90th Percentile	\$59,000	\$52,388	\$23,250	\$115,800	\$110,411	\$86,750	\$66,560		\$117,238
75th Percentile	\$50,033	\$37,076	\$11,000	\$106,505	\$85,885	\$58,484	\$28,500		\$100,701
50th Percentile	\$43,563	\$27,612	\$8,863	\$101,325	\$73,453	\$47,659	\$28,500		\$75,634
25th Percentile	\$40,299	\$22,569	\$3,606	\$76,000	\$66,620	\$41,328	\$20,212		\$69,116
10th Percentile	\$33,775	\$17,628	\$2,077	\$59,225	\$56,830	\$38,906	\$11,117		\$64,028
Number Of Employees	139	136	13	42	139	139	183	34	188
Employee Weighted Average	\$46,572	\$31,648	\$9,677	\$93,253	\$78,442	\$53,657	\$31,553		\$84,308
Number Of Companies	14	12	5	9	14	16	13	4	14
Company Weighted Average	\$54,138	\$31,716	\$7,402	\$89,704	\$73,820	\$59,883	\$38,582		\$95,571
Actual Incentive Leverage - Average	85.9%	14.1%	100.0%						
Planned Incentive Leverage - Average	64.8%	35.2%	100.0%			73.9%	26.1%	100.0%	
Actual Earnings/Target - Average					102.7%				
Percent of Employees Exceeding Target									
Percent of Companies Providing Sales Incentive		73.6%					86.4%		
Percent of Employees Receiving Sales Incentive		93.5%					90.2%		
Percent of Companies Providing Non-Sales Variable Cash			9.1%					9.1%	
Percent of Employees Receiving Non-Sales Variable Cash			8.1%					9.4%	
Non-Sales Variable Cash Percent of Total Survey Earnings					1.1%				1.3%
Non-Sales Variable Cash Paid to Receiving Employees-Average					3.2%				2.8%
FLSA Status		Percent Exempt:	86.39%			Percent Non-Exempt:	13.61%		
Percent of Total Employee Eligible for LTI		Stock Option:	1.05%		Long Term Cash:	0.52%	Both Stock & Cash:	0.0%	

Empty Cell = No data or insufficient data for analysis.