



2022

ANNUAL AGENCY SURVEY REPORT

SALARIES AND HOURLY RATES



January 24, 2023

Dear Second Wind Members,

For more than 30 years, Second Wind has conducted the *Annual Agency Survey* of its member agencies. The *Annual Survey* offers a fascinating window into the way small to midsize agencies operate, and the issues they face. Watching the data trends year by year helps us to understand where we are today and where we may be headed. Reviewing and comparing your agency's data with the survey results can help you to clarify agency strengths as well as areas for improvement.

Beginning in 2018, Second Wind modified the way it collects and reports data. In lieu of executing a complete *Annual Survey* every year, we now collect salary and hourly rate data every year with operational data being collected every other year.

Traditionally, we have found that the operational portion of the survey does not vary dramatically from year to year, so we anticipate this change will not affect the usefulness and validity of the data. The financial data, however, changes with more regularity, so gathering this each year is essential to the value of the results.

I hope this survey report contributes to the growth and prosperity of your agency in the new year. If you have any questions regarding this information, please call us at 610-374-9093 or email laurie@secondwindonline.com.

Very truly yours,

Laurie Mikes, COO

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AGENCY SUMMARY

1.	Number of owners/partners at your agency:	2	Owners/partners
2.	Number of full time employees at your agency:	23	Employees
3.	Your agency is located in a:	26%	Major city/metro area (pop. over 1,000,000)
		28%	Large city/metro area (pop. 500,000 to 999,999)
		35%	Small city/metro area (pop. 100,000 to 499,999)
		11%	Small town/rural area (pop. less than 100,000)
4.	Your agency is a(n):	55%	S-corporation
		13%	C-corporation
		31%	LLC
		1%	Sole-proprietor
5.	Number of years your agency has been in operation:	1%	1-5 years
		4%	6-10 years
		20%	11-15 years
		19%	16-20 years
		56%	20+ years
6.	Your agency's annual gross sales/billings:	5%	Less than \$999,999
		34%	\$1,000,000 - \$2,999,999
		18%	\$3,000,000 - \$4,999,999
		21%	\$5,000,000 - \$6,999,999
		5%	\$7,000,000 - \$8,999,999
		2%	\$9,000,000 - \$10,999,999
		2%	\$11,000,000 - \$12,999,999
		4%	\$13,000,000 - \$14,999,999
		9%	\$15,000,000+
6.	You consider your agency to be:	85%	Full-service
		15%	Other (<i>pr, media, video production</i>)

6.	Employ a full-time new business person:	27%	yes
7.	New business person is compensated:	42%	Straight salary
		46%	Salary plus commission
		4%	Commission only
		4%	Draw against commission
		4%	Other
8.	New business person average compensation in 2022:	\$ 106,558	
9.	Use a blended hourly rate:	64%	yes
10.	Current blended hourly rate is:	\$ 147	
11.	Bill a special rate for the principal's time	31%	yes
12.	Current principal's rate is:	\$ 245	



SALARIES

2022 NATIONAL AVERAGE SALARIES

<i>Position</i>	<i>Average</i>	<i>Avg. High</i>	<i>Avg. Low</i>
Account Supervisor/Director			
Account Manager/Executive			
Account Planner/Strategist			
Account Coordinator			
Project Manager			
Public Relations Director			
Public Relations Account Executive			
Creative Director			
Assistant Creative Director			
Digital Creative Director			
Art Director			
Senior Designer			
Designer			
Entry-Level Designer			
Production Artist			
Senior Digital Designer			
Digital Designer			
Digital Production Artist			
UX Designer			
UI Designer			
Senior Copywriter			
Copywriter			
Entry-Level Copywriter			
Production Manager			
Traffic Manager			

SALARY INFORMATION IS AVAILABLE IN THE PRINCIPALS' EDITION OF THE SURVEY. PRINCIPALS MAY ACCESS THIS VERSION WITH THEIR LOGIN.

If you are an agency principal and are unable to access the Principals' Edition, please contact memberservices@secondwindonline.com and we will provide you with the proper credentials.

2022 NATIONAL AVERAGE SALARIES

<i>Position</i>	<i>Average</i>	<i>Avg. High</i>	<i>Avg. Low</i>
Proofreader			
Video Producer			
Video Editor			
Chief Executive Officer (CEO)			
Chief Financial Officer (CFO)			
Chief Operating Officer (COO)			
President			
Controller			
Office Manager			
Bookkeeper			
Human Resources Manager			
Marketing Analyst			
Media Buyer			
Traditional Media Planner/Buyer			
Digital Media Planner/Buyer			
Content Strategist			
Content Manager			
Digital Director/Supervisor			
Digital Strategist/Planner			
Digital Coordinator			
Social Media Director			
Social Media Coordinator			
Digital Developer			
Web Developer			

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2022 AVERAGE SALARIES BY MARKET SIZE*

<i>Position</i>	<i>All Markets</i>	<i>Small Town/City</i>	<i>Large City</i>
Account Supervisor/Director			
Account Manager/Executive			
Account Planner/Strategist			
Account Coordinator			
Project Manager			
Public Relations Director			
Public Relations Account Executive			
Creative Director			
Assistant Creative Director			
Digital Creative Director			
Art Director			
Senior Designer			
Designer			
Entry-Level Designer			
Production Artist			
Senior Digital Designer			
Digital Designer			
Digital Production Artist			
UX Designer			
UI Designer			
Senior Copywriter			
Copywriter			
Entry-Level Copywriter			
Production Manager			
Traffic Manager			

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2022 AVERAGE SALARIES BY MARKET SIZE*

<i>Position</i>	<i>All Markets</i>	<i>Small Town/City</i>	<i>Large City</i>
Proofreader			
Video Producer			
Video Editor			
Chief Executive Officer (CEO)			
Chief Financial Officer (CFO)			
Chief Operating Officer (COO)			
President			
Controller			
Office Manager			
Bookkeeper			
Human Resources Manager			
Marketing Assistant			
Media Buyer			
Traditional Media Planner/Buyer			
Digital Media Planner/Buyer			
Content Strategist			
Content Manager			
Digital Director/Supervisor			
Digital Strategist/Planner			
Digital Coordinator			
Social Media Director			
Social Media Coordinator			
Digital Developer			
Web Developer			

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* *Small Town/Small City (less than 500,000 area population)
Large City/Major City (500,000+ area population)*

2022 AVERAGE SALARIES BY AGENCY SIZE

<i>Position</i>	<i>All Agencies</i>	<i>< \$5 Million in Billings</i>	<i>\$5 Million+ in Billings</i>
Account Supervisor/Director			
Account Manager/Executive			
Account Planner/Strategist			
Account Coordinator			
Project Manager			
Public Relations Director			
Public Relations Account Executive			
Creative Director			
Assistant Creative Director			
Digital Creative Director			
Art Director			
Senior Designer			
Designer			
Entry-Level Designer			
Production Artist			
Senior Digital Designer			
Digital Designer			
Digital Production Artist			
UX Designer			
UI Designer			
Senior Copywriter			
Copywriter			
Entry-Level Copywriter			
Production Manager			
Traffic Manager			

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2022 AVERAGE SALARIES BY AGENCY SIZE

<i>Position</i>	<i>All Agencies</i>	<i>< \$5 Million in Billings</i>	<i>\$5 Million+ in Billings</i>
Proofreader			
Video Producer			
Video Editor			
Chief Executive Officer (CEO)			
Chief Financial Officer (CFO)			
Chief Operating Officer (COO)			
President			
Controller			
Office Manager			
Bookkeeper			
Human Resources Manager			
Marketing Assistant			
Media Buyer			
Traditional Media Planner/Buyer			
Digital Media Planner/Buyer			
Content Strategist			
Content Manager			
Digital Director/Supervisor			
Digital Strategist/Planner			
Digital Coordinator			
Social Media Director			
Social Media Coordinator			
Digital Developer			
Web Developer			

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HOURLY RATES

2022 NATIONAL AVERAGE HOURLY RATES

<i>Position</i>	<i>Average</i>	<i>Avg. High</i>	<i>Avg. Low</i>
Account Service	\$ 148	\$ 184	\$ 112
Account Planning/Strategy	156	189	122
Research	146	181	111
Public Relations	153	185	121
Art Direction	156	190	122
Creative/Design	154	189	118
Production	137	169	104
Digital Design	147	173	120
Digital Production	148	174	121
UX Design	154	182	127
UI Design	155	183	126
Copywriting	145	169	120
Proofreading	124	151	97
Video Production	157	190	123
Video Editing	154	187	120
Project Management	136	167	106
Estimating	137	166	108
Administrative/Clerical	120	159	81
Traditional Media Planning/Buying	139	174	104
Digital Media Planning/Buying	145	171	119
Reporting and Analytics	142	169	114
Digital Strategy	164	198	129
SEO Facilitation	149	173	124
SEM Facilitation	149	177	121
Social Media Facilitation	145	170	119
Content Development	144	168	121
Web Development	157	184	129

2022 AVERAGE HOURLY RATES BY MARKET SIZE*

Position	All Markets	Small Town/City	Large City
Account Service	\$ 148	\$ 142	\$ 152
Account Planning/Strategy	156	154	158
Research	146	140	150
Public Relations	153	147	157
Art Direction	156	161	153
Creative/Design	154	153	154
Production	137	126	147
Digital Design	147	139	154
Digital Production	148	141	153
UX Design	154	149	159
UI Design	155	149	159
Copywriting	145	139	149
Proofreading	124	123	125
Video Production	157	153	160
Video Editing	154	146	162
Project Management	136	128	144
Estimating	137	129	145
Administrative/Clerical	120	113	127
Traditional Media Planning/Buying	139	128	151
Digital Media Planning/Buying	145	138	153
Reporting and Analytics	142	141	142
Digital Strategy	164	153	172
SEO Facilitation	149	138	160
SEM Facilitation	149	138	160
Social Media Facilitation	145	138	150
Content Development	144	138	150
Web Development	157	152	161

* Small Town/Small City (less than 500,000 area population)
Large City/Major City (500,000+ area population)

2022 AVERAGE HOURLY RATES BY AGENCY SIZE

Position	All Agencies	< \$5 Million in Billings	\$5 Million+ in Billings
Account Service	\$ 148	\$ 149	\$ 146
Account Planning/Strategy	156	152	161
Research	146	150	140
Public Relations	153	158	147
Art Direction	156	155	157
Creative/Design	154	149	159
Production	137	139	135
Digital Design	147	144	150
Digital Production	148	151	144
UX Design	154	156	152
UI Design	155	156	153
Copywriting	145	144	146
Proofreading	124	130	117
Video Production	157	152	162
Video Editing	154	151	157
Project Management	136	139	132
Estimating	137	142	131
Administrative/Clerical	120	129	110
Traditional Media Planning/Buying	139	136	142
Digital Media Planning/Buying	145	144	146
Reporting and Analytics	142	143	141
Digital Strategy	164	167	159
SEO Facilitation	149	150	148
SEM Facilitation	149	154	145
Social Media Facilitation	145	146	143
Content Development	144	144	145
Web Development	157	157	156



FREELANCER RATES

2022 NATIONAL AVERAGE FREELANCER RATES*

Position	All Agencies
Creative/Design	\$ 77
Digital Design	73
Copywriting	77
Production	71
Proofreading	48
Traditional Media Planning/Buying	72
Digital Media Planning/Buying	74
Public Relations	87
SEO Facilitation	89
SEM Facilitation	89
Social Media Facilitation	72
Digital Production	89
Content Development	77
Web Development	79
Video Production	118
Video Editing	119



SECOND WIND

The Second Wind *Annual Agency Survey* polls member advertising agencies, design studios and public relations firms to gather comparative data for our members' exclusive use.

Total respondents were 105. Not all respondents supplied answers for all questions.

No figures herein are intended to be taken as implied standards, but are supplied for review and comparison.

Please call Second Wind at 610-374-9093 or email laurie@secondwindonline.com with any questions.