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**Aquent and AMA Announce
2010 Marketing Salary Survey Results & New Interactive Website**

Survey Finds Marketers Have Guarded Optimism Toward Salary And Resources

CHICAGO – Aquent, the world’s largest talent agency for the marketing and design industry, has partnered with the American Marketing Association (AMA), the largest marketing organization in North America, to conduct their annual salary survey of marketing professionals.

This year’s survey polled 5,298 marketing professionals, from senior level executives to entry-level marketers, across a variety of industries. The average study participant holds more than 10 years’ experience, although precisely 50% were less than 40 years old. More than half of the respondents (53%) saw their salary increase in 2010 compared to the previous year, and 76% of those said their organizations did not initiate a salary freeze in 2010, compared to 47% in 2009.

While there is guarded optimism among marketers, since they are seeing a slight increase rise in compensation and budgets in 2010, and only 16% of respondents strongly agreed they have the necessary staff to meet the organization’s marketing goals.

“Many marketers have started to expand their organization’s capacity by bringing on contract resources ranging from Senior Brand Managers to Data Analytics experts,” said Tracy Sinclair, Aquent’s Marketing Practice Leader. “Our hope is that, as budgets increase, more marketing leaders will be able to take advantage of contract staffing strategies to compensate for the reduced permanent headcount they’ve been working under for some time now.”

The marketing industry is shifting. The survey found that 80% of respondents will increase the use of social media in their marketing initiatives in 2010 with a move away from traditional media vehicles like newspapers, radio, and magazines, facilitating a need for marketers to continually update their skills.

“We hope marketers from across the country will use the website and survey results as a tool for professional development or in their job search,” said Nancy Costopulos, AMA’s Chief Marketing Officer. “And for marketing managers, building and maintaining a strong marketing team is critical for companies to rebuild and grow their business.”

The survey results can be accessed at marketingsalaries.com. This year’s site is completely interactive and has more data available than in previous years. Users can choose a job position and

a geographical location to find out what people are earning across the nation, by seniority level and company size. Aquent and the AMA will also host a webcast on Tuesday, July 27th, 2010, with a panel of experts from the industry to discuss trends seen in the survey results. To register for the webcast, visit <https://cc.readytalk.com/cc/schedule/display.do?udc=a5cp3s53d8rh>.

The survey was conducted by [Inavero](#), a research firm based in Portland, Oregon.

About the AMA

[The American Marketing Association \(AMA\)](#) is the largest marketing association in North America for individuals and organizations who are leading the practice, teaching, and development of marketing worldwide. Our principal roles are:

- **Connecting:** The AMA serves as a conduit to foster knowledge sharing.
- **Informing:** Providing resources, education, career and professional development opportunities.
- **Advancing:** Promoting supporting marketing practice and thought leadership.

Through relevant information, comprehensive education and targeted networking, the AMA assists marketers in deepening their marketing expertise, elevating their careers and ultimately, achieving better results. For more information on the American Marketing Association please visit www.MarketingPower.com.

About Aquent

At [Aquent](#), we pair marketing and design specialists with challenging jobs to create inspired, productive partnerships that produce meaningful work for our client companies and the talent we represent.

That said, we're more than a talent placement company. We're a world-leading innovator in improving the way companies, and talent, work. From pioneering benefits for project-focused designers and marketers, to creating solutions to help companies test-drive talent before hiring them, we are building a worldwide network of subject matter specialists who understand the special needs of marketing niches globally and the world's increased need for specialized talent: both permanently placed talent and project-based talent.

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