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National Survey of Graphic Design Salaries & Billing Practices

Conducted by the Association of Registered
Graphic Designers of Ontario (RGD Ontario)

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Contents

4 Introduction

- 6 About the Organizers
- 8 Method

9 Main Findings

- 10 About Respondents
- 12 About Respondents' Employers
- 13 About Freelance Work
- 16 About Solo Designer Firms
- 18 About Firms Owned by Respondents
- 20 About Project Fees

22 2006 Compensation

- 23 Median Salary Changes
- 24 About Benefits & Compensation
- 34 Position Descriptions

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INTRODUCTION

As part of its mandate to serve the best interests of both the graphic design industry and the public, the Association of Registered Graphic Designers of Ontario (RGD Ontario) conducts a biannual national survey on salaries, project fees and billing practices in the Canadian graphic design industry.

This survey was conducted by Research Dimensions Ltd. on behalf of RGD Ontario and its partner AQUENT, in cooperation with the Society of Graphic Designers of Canada (GDC) and the Société des designers graphiques du Québec (SDGQ).

This is the fourth time a survey of this nature has been conducted in Canada by this Association. Previous surveys were conducted in 2005 (results published in 2006), 2003 (results published in 2004) and 2001 (results published in 2002).

About the Organizers

About the Association of Registered Graphic Designers of Ontario

The Association of Registered Graphic Designers of Ontario (RGD Ontario) is the professional body for graphic designers in Ontario. RGD Ontario grants graphic design professionals who qualify the right to the exclusive use of the designations Registered Graphic Designer and R.G.D.

A Registered Graphic Designer is a graphic design practitioner, manager or educator who has met the Association's qualification criteria and has been granted the right to use these professional designations. No one else may use these designations.

RGD Ontario serves the graphic design industry and the public as it works to:

- ▶ Establish and promote standards of knowledge, skill and ethics for graphic designers.
- ▶ Provide a unified and credible voice for graphic designers when lobbying business, government and educational institutions with respect to issues affecting designers.
- ▶ Denote a quality signal to buyers of graphic design services, helping them to identify industry professionals.
- ▶ Provide members with the backing and support of a recognized and legislated professional organization.
- ▶ Heighten awareness of the profession and the value of graphic design as a strategic business tool.
- ▶ Provide a forum for the exchange of information and knowledge within the design community.
- ▶ Advise members of developments in laws and practices related to graphic design.
- ▶ Assist to improve standards of education.
- ▶ Foster liaison with other design organizations and allied professions.

RGD Ontario represents over 3,200 members providing these programs and services and more:

Spec Work Advocacy – Under the Rules of Professional Conduct, members are prohibited from engaging in spec work. We challenge all spec work competitions and have succeeded in having rules amended on many occasions.

Communications – Electronic newsletters provide updates on RGD Ontario programs and events, design news and events, book reviews and industry articles.

Member Promotion – RGD Ontario publications, exhibitions and presentations celebrate the work of members and promote graphic design to business and the public.

DesignThinkers – Canada's premier annual graphic design conference features over 800 attendees, two days of presentations, speakers, social events, exhibits and tours.

Design at Work – This annual juried competition showcases the value graphic design brings to business through a book of case studies sent to buyers of design.

The Business of Graphic Design: A Professional's Handbook – RGD Ontario publishes this comprehensive guide to maintaining a graphic design business in Ontario.

PST Advocacy – RGD Ontario is working to clarify PST rules as applied to graphic design and has developed materials to help designers understand the current rules.

Professional Development – Full-day events increase the proficiency of creative professionals in all areas of design and business.

Mentorship – This program connects designers to assist in the development of the necessary skills to enter into or continue on a professional career in graphic design.

Annual Student Awards – Since the program began, RGD Ontario has awarded more than \$100,000 in cash awards, sponsored by industry partners.

About the Society of Graphic Designers of Canada

The Society of Graphic Designers of Canada (GDC) is Canada's national graphic design association. A member-based organization, GDC comprises design professionals, educators, administrators, students and associates in communications, marketing, media and design-related fields.

The Society has been an advocate, voice and resource for Canada's graphic design profession since 1956. The GDC maintains a national certified body of graphic designers and promotes high standards of graphic design and ethical business practices, for the benefit of Canadian industry, commerce, public service and education.

Through the media, publications, seminars, events, conferences and exhibits, the GDC builds awareness of graphic design and its essential role in business and society.

There are currently nine GDC Chapters with over 1,000 members across Canada. The GDC communications network facilitates a national, ongoing exchange of ideas and information for designers and students.

GDC is a member of the International Council of Graphic Design Associations (Icograda), the worldwide non-governmental body representing the graphic design profession. This provides GDC members with the opportunity for international recognition, professional development and a global perspective on graphic design.

The GDC was founded in 1956, became a national association in 1974 and was granted a Federal Charter in 1976. In 1996 the GDC's Ontario Chapters joined together to form RGD Ontario under an Act of the Ontario Legislature. The Société des Designers Graphiques du Québec (SDGQ), representing graphic designers in the province of Quebec, is closely allied with the GDC as is the University & College Designers Association (UCDA) which represents graphic designers engaged with North America's universities and colleges.

La Société des designers graphiques du Québec

La Société des designers graphiques du Québec (SDGQ) is dedicated to promoting graphic design and contributing to its members' professional and economic development.

Among the SDGQ's role and responsibilities are to:

- ▶ Demystify the graphic design profession and clarify its contribution to society.
- ▶ Raise awareness of graphic design and its professionals.
- ▶ Contribute to the profession's evolution to benefit SDGQ members, their clients and the general public.
- ▶ Play a role in the ongoing training and development of SDGQ members by providing information in publications, conferences, workshops and trade shows.
- ▶ Establish partnerships and work closely with organizations associated with the profession.
- ▶ Organize and oversee competitions to promote excellence in graphic design in Quebec.
- ▶ Serve as an advocate for SDGQ members in dealing with government agencies and the educational system.
- ▶ Take a stand on issues that affect the graphic design profession.

Method

Distribution

An online survey in both French and English was promoted via advertising in the May/June edition of *Applied Arts* and the May/June edition of *Design Edge*, as well as in both organizations' email newsletters. In addition, a series of post-cards was distributed to 10,000 graphic designers across Canada, including to the members of RGD Ontario, GDC and SDGQ. These organizations also announced the survey on their websites and email bulletins. A "refer a friend" program was created whereby designers who completed the survey were asked if they knew others in the design industry who could complete the survey. If yes, they were provided with an email invitation that they could send to their colleagues. When accessing the survey online, special passwords were issued to those who started the survey and wanted to return later to complete it.

Return

Just under 1,900 questionnaires were completed from all parts of Canada as follows:

	RECEIVED	%
Alberta	96	5.1%
BC	310	16.6%
Manitoba	46	2.5%
New Brunswick	14	0.7%
Newfoundland/Labrador	3	0.2%
Nova Scotia	35	1.9%
Ontario	1,164	62.3%
PEI	7	0.4%
Quebec	163	8.7%
Saskatchewan	25	1.3%
Yukon/Northwest Territories	5	0.3%
Total	1,868	100.0%

Caveat: Use of Data

Because of the modest response rate achieved in some regions and among some job titles, these data should not be viewed as a nationally representative statistical sample of all graphic design professionals. It does provide a current reflection of what some in the design profession are currently earning.

The Salary and Total Compensation information is reported in terms of high, low, average and median (or middle) values for each job position. The information is also split out by several variables (Region, City, Gender, Education, Experience, Organization Size and Organization Type) where applicable. *Caution should be applied in interpreting the results where the number of respondents is very small.*



About Respondents

▶ Three-in-five (62%) are not a member of RGD Ontario, GDC or SDGQ. One-quarter (25%) are members of RGD Ontario.

▶ Three-in-ten (29%) have been working in the industry for less than 5 years. The average experience is approximately 10 years.

▶ An equal number of men and women participated.

▶ Two-thirds (67%) of respondents are employees in a design firm, corporation, ad agency, education institution or government.

▶ Corporate identity/branding and advertising design are the areas of work most designers have been involved in during the last year. Seven-in-ten designers say they have done work in those areas.

▶ The next most frequently mentioned areas are corporate collateral, print production and web design.

Areas Involved in During the Last Year

	TOTAL	PURE DESIGNERS	ALL OTHERS
Corporate identity/branding	70%	70%	43%
Advertising design	69%	69%	48%
Print production	64%	63%	56%
Corporate collateral	66%	66%	40%
Web design	63%	63%	60%
Project management	48%	46%	54%
Information design (charts, graphs)	50%	50%	29%
Illustration	44%	45%	28%
Publication design	41%	41%	21%
Website production	42%	41%	58%
Marketing communications	42%	42%	39%
Direct mail design	42%	42%	30%
Photography	39%	40%	31%
Exhibit/tradeshows booth design	40%	40%	25%
Signage and wayfinding	39%	40%	21%
Point of purchase displays	34%	34%	25%
Packaging design	30%	31%	19%
Proof-reading	32%	32%	42%
Copywriting/editing	24%	24%	30%
Multimedia design	28%	29%	27%
Marketing	31%	30%	36%
Annual report design	28%	27%	15%
Brand consulting	30%	29%	25%
Book design	26%	26%	12%
Communications strategy	26%	26%	27%
Information architecture	18%	18%	25%
Teaching	15%	15%	20%
Retail/interior design	12%	12%	1%
Market research	11%	11%	16%
Type/font design	9%	9%	3%
Broadcast design	7%	8%	3%
Base	1,790	1,570	122

Educational Background

		20	40	60	80	100
3 year graphic design diploma/degree	34%					
4 year graphic design diploma/degree	21%					
2 year graphic design diploma/degree	14%					
Undergraduate university (other)	13%					
Other college degree/diploma	12%					
Selected course in design	12%					
Diploma/degree in fine art	9%					
1 year degree/diploma	9%					
Partial degree/college	6%					
Self-taught/apprentice	5%					
Master's degree	4%					
Other mentions	1%					
Base	1,868					

Professional Design Association Membership

		20	40	60	80	100
RGD Ontario	25%					
GDC	13%					
SDGQ	1%					
None of them	62%					
Base	1,868					

Employment Environment

		20	40	60	80	100
Principal/owner/partner of a design/consulting business with three or more people	7%					
Solo designer with own business	11%					
Freelance designer	11%					
Employee in a design firm or ad agency	31%					
Employee in a corporation, education institution or government	36%					
Not currently employed for 30 hours per week or more in the design industry	4%					

Length of Time Working in Graphic Design Industry

		20	40	60	80	100
Less than 2 years	10%					
2 to 4 years	19%					
5 to 9 years	27%					
10 to 15 years	22%					
16 to 25 years	16%					
26 years or more	6%					
Average	10.4 Years					
Base	1,868					

Job Title

		20	40	60	80	100
Senior Graphic Designer	20%					
Intermediate Graphic Designer	15%					
Freelance Designer (main position)	12%					
Solo Designer	11%					
Junior Graphic Designer	8%					
Art Director	8%					
Creative/Design Director	7%					
Owner, Partner, Principal	7%					
Design/Project Manager	4%					
Print Production Manager	3%					
Web Developer	1%					
Web Producer/Manager	1%					
Graphic Design Educator	1%					
Brand Strategist/Consultant	1%					
Office Manager	1%					
Copywriter	>.5%					
Database/Systems Administrator	>.5%					
Business Dev./Salesperson	>.5%					
Base	1,802					

About Respondents' Employers

► One-in-ten respondents indicate they are solo designers with their own business (11%) and a similar number (11%) are full-time freelance designers.

► Those who are not solo designers or full-time freelance designers represent varied work environments – 25% work at large corporations, 21% in graphic design firms, 13% in communications/marketing firms and 10% in an advertising agency.

► Two-in-five of all designers participating (43%) have been with the same company for the past 5 years.

► Two-in-five (42%) work in an organization with less than 10 full-time employees.

Organization Currently Employed With		20	40	60	80	100
Large corporation	25%					
Graphic design firm	21%					
Communications/marketing firm	13%					
Advertising agency	10%					
Government	6%					
Educational institution	5%					
Small/medium company	4%					
IT/web development firm	4%					
Publishing house	4%					
Not-for-profit company	4%					
Film house or printer	2%					
Solo design firm	1%					
Company selling or marketing to design professionals	1%					
Base	1,386					

Number of Times Changed Companies in the Last 5 Years		20	40	60	80	100
Never	43%					
Once	23%					
Twice	16%					
Three times	11%					
Four times	4%					
Five or more times	4%					
Average	1.3 times					

Number of Full-time Employees During 2006		20	40	60	80	100
One	18%					
2-4	12%					
5-9	12%					
10-15	7%					
16-25	6%					
26-35	5%					
36-45	3%					
46 or more	37%					
Average	24.9					
Base	1,802					

Number of Part-time/Freelance Employees During 2006		20	40	60	80	100
None	21%					
One	15%					
2-4	31%					
5-9	12%					
10-15	4%					
16-25	2%					
26 or more	15%					
Average	7.4					
Base	1,802					

About Freelance Work

▶ Approximately one-half (47%) of designers indicate they do freelance work in addition to their regular job.

▶ Three-in-five (60%) say they spend 5 hours per week or less doing freelance work; the average is 7.0 hours.

▶ Income from part-time freelance work ranged from \$0 to \$80,000; the average was \$7,264 and the median was \$3,500.

▶ Rates charged by designers who do freelance work in addition to their regular job tend to be slightly higher than those charged by designers who do freelance work on a full-time basis.

2006 Income From Freelance

		20	40	60	80	100
Less than \$1,000	13%	■				
\$1,000–\$2,999	22%	■				
\$3,000–\$4,999	12%	■				
\$5,000–\$6,999	14%	■				
\$7,000–\$9,999	8%	■				
\$10,000–\$19,999	14%	■				
\$20,000–\$29,999	5%	■				
\$30,000+	5%	■				
None	7%	■				
High	\$80,000					
Low	\$0					
Median	\$3,500					
Average	\$7,264					
Base	738					

Median Income Based on Average Number of Hours Freelance Per Week

		3K	6K	9K	12K	15K
1 hour or less	\$1,000	■				
2 hours	\$2,850	■				
3 hours	\$3,000	■				
4 hours	\$5,000	■				
5 hours	\$3,000	■				
6 to 9 hours	\$5,000	■				
10 to 11 hours	\$4,000	■				
12 to 19 hours	\$8,000	■				
20 hours or more	\$15,000	■				
Base	736					

Average Number of Hours Per Week Spent on Freelance Work

		20	40	60	80	100
1 hour or less	14%	■				
2 hours	14%	■				
3 hours	7%	■				
4 hours	7%	■				
5 hours	18%	■				
6 to 9 hours	10%	■				
10 to 11 hours	14%	■				
12 to 19 hours	8%	■				
20 hours or more	8%	■				
Average	7.0 hours					
Base	740					

About Freelance Work

Full-time Freelance Billing Rates	HIGH	LOW	AVG	MEDIAN	# RESP
Creative/Design Direction	\$175	\$20	\$55	\$50	126
Less than 5 years experience	\$100	\$20	\$43	\$40	39
5–15 years experience	\$175	\$20	\$57	\$50	65
16 years or more	\$125	\$30	\$72	\$70	22
Art Direction	\$200	\$20	\$55	\$50	109
Less than 5 years experience	\$200	\$20	\$44	\$35	36
5–15 years experience	\$175	\$20	\$58	\$50	54
16 years or more	\$125	\$45	\$69	\$65	19
Design/Project Management	\$175	\$20	\$52	\$50	101
Less than 5 years experience	\$60	\$20	\$34	\$33	32
5–15 years experience	\$175	\$20	\$59	\$50	53
16 years or more	\$100	\$25	\$62	\$58	16
Graphic Design	\$175	\$20	\$48	\$45	184
Less than 5 years experience	\$100	\$20	\$39	\$35	62
5–15 years experience	\$175	\$20	\$50	\$45	93
16 years or more	\$125	\$25	\$62	\$55	29
Brand Strategy/Consulting	\$175	\$20	\$55	\$50	69
Less than 5 years experience	\$80	\$20	\$41	\$35	22
5–15 years experience	\$175	\$20	\$58	\$50	39
16 years or more	\$125	\$50	\$83	\$95	8
Web Design	\$175	\$20	\$51	\$50	114
Less than 5 years experience	\$65	\$20	\$39	\$38	42
5–15 years experience	\$175	\$20	\$55	\$50	58
16 years or more	\$125	\$40	\$70	\$60	14
Print Production Management	\$175	\$20	\$49	\$40	83
Less than 5 years experience	\$60	\$20	\$36	\$35	19
5–15 years experience	\$175	\$21	\$51	\$40	49
16 years or more	\$125	\$23	\$61	\$50	15
Copywriting	\$150	\$20	\$51	\$48	36
Less than 5 years experience	\$70	\$20	\$39	\$30	10
5–15 years experience	\$150	\$20	\$52	\$45	23
16 years or more	\$125	\$60	\$87	\$75	3
File Preparation	\$175	\$20	\$43	\$35	93
Less than 5 years experience	\$75	\$20	\$35	\$30	26
5–15 years experience	\$175	\$20	\$45	\$38	52
16 years or more	\$85	\$23	\$48	\$50	15
Art Direction & Supervision of Photography & Illustration	\$175	\$20	\$58	\$50	72
Less than 5 years experience	\$80	\$20	\$39	\$38	18
5–15 years experience	\$175	\$20	\$63	\$55	40
16 years or more	\$125	\$35	\$66	\$64	14
Web Programming	\$175	\$20	\$52	\$50	60
Less than 5 years experience	\$80	\$20	\$38	\$30	22
5–15 years experience	\$175	\$20	\$58	\$50	33
16 years or more	\$100	\$40	\$70	\$60	5
Illustration	\$200	\$20	\$55	\$50	92
Less than 5 years experience	\$150	\$20	\$40	\$35	34
5–15 years experience	\$200	\$20	\$64	\$50	43
16 years or more	\$150	\$23	\$66	\$50	15
Photography	\$200	\$20	\$55	\$50	63
Less than 5 years experience	\$75	\$20	\$40	\$38	22
5–15 years experience	\$200	\$20	\$59	\$50	33
16 years or more	\$150	\$45	\$82	\$68	8
Marketing Management	\$175	\$20	\$55	\$43	34
Less than 5 years experience	\$50	\$20	\$33	\$28	8
5–15 years experience	\$175	\$30	\$59	\$43	22
16 years or more	\$125	\$50	\$81	\$75	4

Part-time Freelance Billing Rates	HIGH	LOW	AVG	MEDIAN	# RESP
Creative/Design Direction	\$250	\$20	\$67	\$60	429
Less than 5 years experience	\$200	\$20	\$51	\$50	103
5–15 years experience	\$250	\$20	\$69	\$60	245
16 years or more	\$250	\$20	\$81	\$75	81
Art Direction	\$210	\$20	\$68	\$60	350
Less than 5 years experience	\$200	\$20	\$53	\$50	81
5–15 years experience	\$210	\$20	\$70	\$65	203
16 years or more	\$200	\$20	\$80	\$75	66
Design/Project Management	\$200	\$20	\$62	\$55	315
Less than 5 years experience	\$200	\$20	\$52	\$45	83
5–15 years experience	\$200	\$20	\$63	\$60	177
16 years or more	\$180	\$30	\$73	\$75	55
Graphic Design	\$300	\$20	\$56	\$50	624
Less than 5 years experience	\$200	\$20	\$45	\$40	184
5–15 years experience	\$300	\$20	\$59	\$50	347
16 years or more	\$200	\$20	\$68	\$70	93
Brand Strategy/Consulting	\$250	\$20	\$67	\$60	229
Less than 5 years experience	\$150	\$20	\$52	\$50	63
5–15 years experience	\$250	\$20	\$70	\$65	133
16 years or more	\$250	\$23	\$85	\$85	33
Web Design	\$180	\$20	\$58	\$50	369
Less than 5 years experience	\$180	\$20	\$50	\$45	125
5–15 years experience	\$165	\$20	\$60	\$55	207
16 years or more	\$100	\$25	\$70	\$75	37
Print Production Management	\$190	\$20	\$57	\$50	261
Less than 5 years experience	\$100	\$20	\$46	\$40	62
5–15 years experience	\$190	\$20	\$57	\$50	153
16 years or more	\$130	\$30	\$72	\$75	46
Copywriting	\$150	\$20	\$60	\$50	147
Less than 5 years experience	\$100	\$20	\$50	\$50	41
5–15 years experience	\$120	\$20	\$60	\$50	78
16 years or more	\$150	\$20	\$74	\$75	28
File Preparation	\$190	\$20	\$54	\$50	272
Less than 5 years experience	\$100	\$20	\$45	\$40	64
5–15 years experience	\$190	\$20	\$56	\$50	161
16 years or more	\$100	\$20	\$62	\$60	47
Art Direction & Supervision of Photography & Illustration	\$175	\$20	\$67	\$60	235
Less than 5 years experience	\$175	\$20	\$57	\$50	58
5–15 years experience	\$150	\$20	\$66	\$65	134
16 years or more	\$150	\$20	\$81	\$75	43
Web Programming	\$230	\$20	\$62	\$50	172
Less than 5 years experience	\$230	\$20	\$57	\$45	56
5–15 years experience	\$150	\$20	\$62	\$60	99
16 years or more	\$100	\$40	\$71	\$75	17
Illustration	\$150	\$20	\$60	\$50	232
Less than 5 years experience	\$150	\$20	\$49	\$50	69
5–15 years experience	\$150	\$20	\$61	\$50	123
16 years or more	\$150	\$30	\$77	\$75	40
Photography	\$200	\$20	\$60	\$50	166
Less than 5 years experience	\$200	\$20	\$58	\$50	45
5–15 years experience	\$150	\$20	\$60	\$50	94
16 years or more	\$125	\$20	\$63	\$60	27
Marketing Management	\$250	\$20	\$69	\$65	111
Less than 5 years experience	\$150	\$20	\$59	\$50	28
5–15 years experience	\$200	\$20	\$65	\$60	62
16 years or more	\$250	\$30	\$95	\$90	21

About Solo Designer Firms

► One-third (35%) of solo design firms report income less than \$30,000 in 2006. The range of income was \$0 to \$220,000. The average income was \$47,592 and the median was \$40,000.

► Among solo designers who worked 1,000 hours or more (63% of solo designer respondents), the average income was \$60,088.

► On average, solo designers worked 1,299 hours to earn this income.

► Almost one-half (45%) of solo designers who worked less than 500 hours report they also do freelance work.

► One-in-ten (11%) solo designers said they spent no time on new business development in 2006; the average was 147 hours (4 weeks).

► Billable rates for services offered by solo designers range from \$20 to \$250.

Income*—Solo Designer Firm

*Defined as billings less business related expenditures		20	40	60	80	100
Less than \$30,000	35%	■				
\$30,000 to \$39,999	14%	■				
\$40,000 to \$49,999	10%	■				
\$50,000 to \$59,999	9%	■				
\$60,000 to \$69,999	8%	■				
\$70,000 to \$99,999	14%	■				
\$100,000 or more	10%	■				
High	\$220,000					
Low	\$0					
Median	\$40,000					
Average	\$47,592					
Base	204					

Income*—Solo Designer Firm (Designers who work 1,000 hours or more)

*Defined as billings less business related expenditures		20	40	60	80	100
Less than \$30,000	16%	■				
\$30,000 to \$39,999	16%	■				
\$40,000 to \$49,999	13%	■				
\$50,000 to \$59,999	12%	■				
\$60,000 to \$69,999	9%	■				
\$70,000 to \$99,999	21%	■				
\$100,000 or more	13%	■				
High	\$220,000					
Low	\$1,500					
Median	\$50,000					
Average	\$60,088					
Base	129					

Time Spent on New Business Development – Solo Designer Firm

		20	40	60	80	100
Less than 25 hours	21%	■				
25 to 49 hours	14%	■				
50 to 99 hours	15%	■				
100 to 149 hours	15%	■				
150 to 199 hours	7%	■				
200 to 499 hours	10%	■				
500 hours or more	8%	■				
None	11%	■				
Average	147 hours					
Base	205					

Solo Designer Firm Billing Rates	HIGH	LOW	AVG	MEDIAN	# RESP
Creative/Design Direction	\$250	\$20	\$83	\$75	180
Less than 5 years experience	\$75	\$20	\$49	\$55	17
5–15 years experience	\$200	\$30	\$78	\$75	87
16 years or more	\$250	\$35	\$95	\$85	76
Art Direction	\$200	\$20	\$80	\$75	164
Less than 5 years experience	\$75	\$20	\$51	\$55	16
5–15 years experience	\$200	\$30	\$78	\$75	77
16 years or more	\$200	\$35	\$90	\$85	71
Design/Project Management	\$150	\$20	\$75	\$75	157
Less than 5 years experience	\$120	\$20	\$54	\$55	14
5–15 years experience	\$150	\$25	\$70	\$75	79
16 years or more	\$150	\$25	\$84	\$80	64
Graphic Design	\$200	\$25	\$75	\$75	188
Less than 5 years experience	\$85	\$25	\$51	\$50	19
5–15 years experience	\$200	\$25	\$72	\$70	92
16 years or more	\$200	\$25	\$84	\$75	77
Brand Strategy/Consulting	\$250	\$30	\$82	\$75	127
Less than 5 years experience	\$120	\$35	\$53	\$43	12
5–15 years experience	\$200	\$30	\$78	\$75	63
16 years or more	\$250	\$38	\$94	\$91	52
Web Design	\$200	\$25	\$77	\$75	140
Less than 5 years experience	\$200	\$35	\$64	\$55	15
5–15 years experience	\$150	\$25	\$72	\$70	71
16 years or more	\$150	\$38	\$88	\$80	54
Print Production Management	\$150	\$20	\$70	\$75	148
Less than 5 years experience	\$65	\$20	\$47	\$40	13
5–15 years experience	\$150	\$25	\$66	\$70	71
16 years or more	\$125	\$25	\$78	\$75	64
Copywriting	\$150	\$20	\$75	\$75	77
Less than 5 years experience	\$65	\$35	\$47	\$40	5
5–15 years experience	\$150	\$20	\$66	\$65	38
16 years or more	\$150	\$40	\$91	\$88	34
File Preparation	\$150	\$20	\$67	\$70	145
Less than 5 years experience	\$70	\$25	\$51	\$60	11
5–15 years experience	\$150	\$20	\$64	\$65	67
16 years or more	\$125	\$25	\$73	\$75	67
Art Direction & Supervision of Photography & Illustration	\$175	\$25	\$77	\$75	139
Less than 5 years experience	\$75	\$30	\$49	\$45	10
5–15 years experience	\$175	\$25	\$71	\$75	64
16 years or more	\$150	\$35	\$87	\$80	65
Web Programming	\$150	\$20	\$69	\$70	72
Less than 5 years experience	\$90	\$35	\$56	\$60	7
5–15 years experience	\$150	\$20	\$67	\$69	40
16 years or more	\$150	\$38	\$77	\$75	25
Illustration	\$200	\$25	\$76	\$75	97
Less than 5 years experience	\$65	\$25	\$48	\$48	8
5–15 years experience	\$200	\$30	\$72	\$68	48
16 years or more	\$150	\$35	\$86	\$80	41
Photography	\$200	\$20	\$77	\$75	75
Less than 5 years experience	\$125	\$20	\$75	\$83	8
5–15 years experience	\$200	\$25	\$71	\$68	36
16 years or more	\$150	\$40	\$84	\$75	31
Marketing Management	\$250	\$25	\$79	\$75	56
Less than 5 years experience	\$60	\$30	\$44	\$40	7
5–15 years experience	\$175	\$25	\$77	\$75	25
16 years or more	\$250	\$40	\$93	\$85	24

About Firms Owned by Respondents

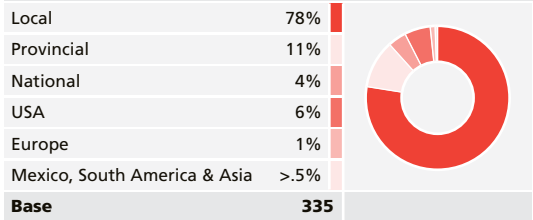
▶ Billing rates at design firms with three or more employees range from a low of around \$20 to a high of \$350.

▶ One-half (54%) the firms had less than \$100,000 in billings in 2006.

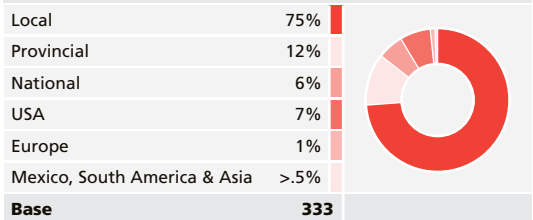
▶ Partner/principals and solo designers are reasonably optimistic about the year ahead – seven-in-ten (69%) expect billings will increase in 2007 while 12% expect their billings will decrease.

▶ The distribution of clients among local, regional, provincial, national, USA, Europe and Mexico, South America and Asia is not expected to change very much from 2005 to 2007. The bulk of the work (about three-quarters) is from local clients.

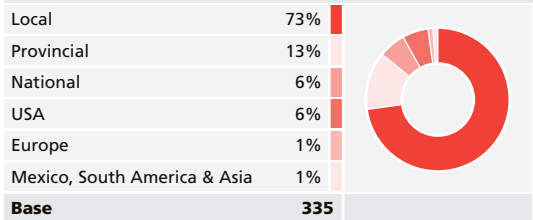
Client Allocations – 2005



Client Allocations – 2006



Projected Client Allocations – 2007



Billing Rates by Job Title

	HIGH	LOW	AVG	MEDIAN	# RESP	2005 MEDIAN	2003 MEDIAN	2001 MEDIAN
Owner, Partner, Principal	\$350	\$30	\$123	\$110	114	\$100	\$120	\$100
Creative/Design Director	\$350	\$33	\$134	\$120	53	\$100	\$125	\$120
Art Director	\$300	\$20	\$111	\$100	36	\$100	\$100	\$100
Design/Project Manager	\$175	\$28	\$105	\$100	41	\$100	\$95	\$100
Senior Graphic Designer	\$225	\$22	\$101	\$100	63	\$85	\$90	\$90
Intermediate Graphic Designer	\$175	\$37	\$98	\$100	45	\$80	\$90	\$80
Junior Graphic Designer	\$140	\$30	\$84	\$85	37	\$75	\$70	\$60
Print Production Manager	\$250	\$30	\$101	\$95	23	\$85	\$100	\$80
Copywriter	\$250	\$35	\$104	\$98	32	\$80	\$110	\$90
Web Developer	\$175	\$25	\$94	\$100	45	\$100	\$85	\$90
Database/Systems Administrator	\$160	\$45	\$98	\$98	10	\$100	n/a	n/a
Web Producer/ Manager	\$175	\$20	\$103	\$100	13	\$85	\$85	\$100
Brand Strategist/ Consultant	\$350	\$75	\$152	\$125	21	\$125	\$150	\$150

Billings – Year 2006

		20	40	60	80	100
Less than \$50,000	27%	}				
\$50,000 - \$99,999	27%	} 54%				
\$100,000 - \$199,999	13%					
\$200,000 - \$499,999	18%					
\$500,000 - \$999,999	8%					
\$1,000,000 - \$1,999,999	3%					
\$2,000,000 - \$3,000,000	2%					
More than \$3,000,000	2%					
Average	\$360,630					
Base	335					

Expected Billing Changes in 2007

Increase more than 50%	9%	
Increase 26–50%	21%	
Increase <10%	39%	
Same	20%	
Decrease <25%	8%	
Decrease 26–50%	2%	
Decrease more than 50%	1%	
Average	16.5% Increase	
Base	335	

About Project Fees

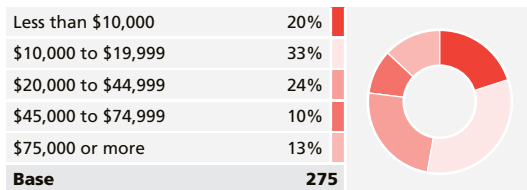
To estimate project fees, respondents were asked to indicate a fee range for the projects described. They were not asked to include reimbursable and out-of-pocket expenses incurred.

Averages for Project Fees

	# FIRMS	AVG
Large-scale corporate identity design	275	\$33,340
Stand-alone corporate identity design	321	\$5,620
Package design	225	\$16,430
Magazine design	254	\$19,530
Newsletter design	304	\$3,900
Brochure design	318	\$5,560
Website design	274	\$11,830
Annual report design	251	\$21,980
Presentation design	257	\$5,000

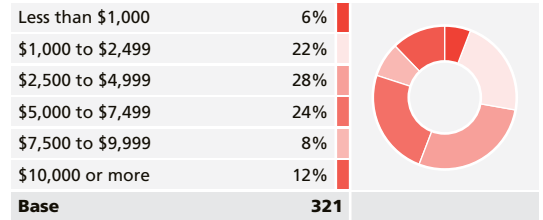
Large-Scale Corporate Identity Design

Large-scale comprehensive corporate identity design project for a company with annual revenues between \$5 to \$10 million. Services to include comprehensive research, consultation and audit of company's existing identity; design of an integrated identity system including links to divisions and affiliates; presentation of 2 to 5 concepts, applications to stationery, website and other communications formats, graphic standards manual and client consultation.



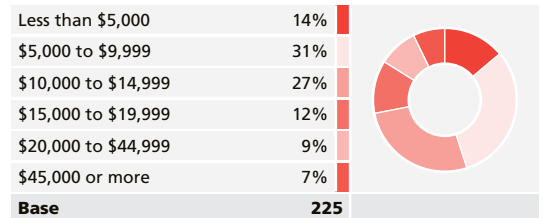
Stand-Alone Corporate Identity Design

Corporate logo design project for a company with annual revenues below \$1 million. Services to include research and design of primary logo identity; presentation of 2 to 3 concepts, design of stationery set (business cards, letterhead, envelopes) and client consultation regarding other applications to corporate materials.



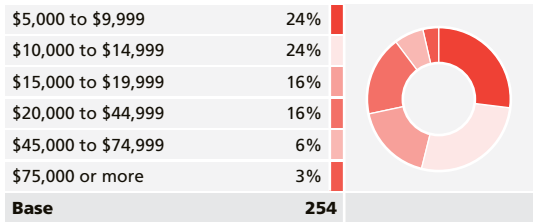
Package Design

Retail package design for a food/beverage product for national distribution by a client with annual revenues of \$1 to \$5 million. Services to include a design audit, 2 to 3 concepts, art direction and coordination of illustration or photography; comprehensive layout, final art and supervision of production.



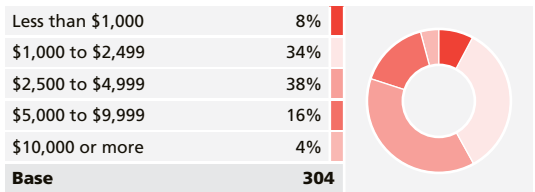
Magazine Design

Initial design of a new general interest 4-colour consumer magazine of 40 to 50 pages with circulation to under 1 million. Services to include 2 to 3 concepts showing layout of major design elements and consultations with editors/publishers to establish creative and workable design solutions for the publication.



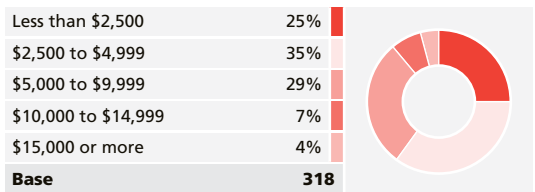
Newsletter Design

Initial design of a corporate in-house newsletter of 4 to 10 pages with circulation under 2,000. Services to include 2 to 3 concepts, art direction and coordination of illustration and/or photography; comprehensive layout, final art and supervision of production on a per issue basis.



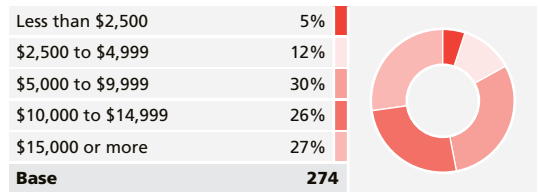
Brochure Design

Design of a 4 to 10 page corporate brochure with print run of less than 10,000 copies. Services to include 2 to 3 concepts for a 4-colour design with art direction and coordination of illustration and/or photography, comprehensive layout, final art and supervision of production.



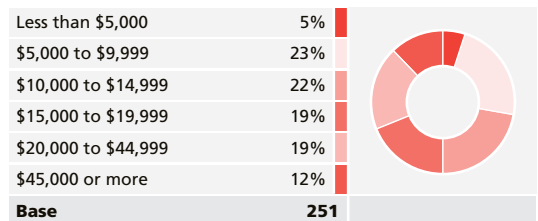
Website Design

Website design of 25 to 50 pages for a client with revenues under \$2 million. Services to include presentation of 2 to 3 concepts, art direction and coordination of illustration and/or photography, comprehensive layout, final art and production.



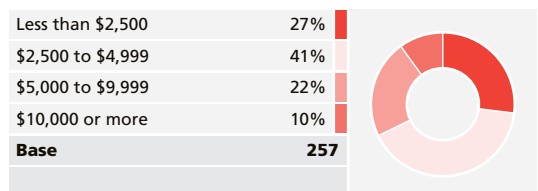
Annual Report Design

Design of an annual report of 30 to 40 pages including 10 pages of financial information, photographs and text for a client with revenues under \$10 million. Services to include presentation of 2 to 3 concepts, art direction and coordination of illustration and/or photography, comprehensive layout, final art and supervision of production.



Presentation Design

Design of materials for a presentation including a main theme logo design and 20 to 25 slides. Services to include art direction and coordination of illustration and/or photography and production of the final presentation.



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Median Salary Changes

	2006 MEDIAN	# RESP	2004 MEDIAN	# RESP	2002 MEDIAN	# RESP	2000 MEDIAN	# RESP
Owner, Partner, Principal	\$65,000	125	\$60,000	74	\$70,000	104	\$62,000	138
Creative/Design Director	\$75,000	109	\$72,000	78	\$65,000	70	\$60,000	95
Art Director	\$56,000	125	\$48,500	111	\$52,000	79	\$50,000	92
Design/Project Manager	\$52,250	74	\$52,000	41	\$54,600	38	\$54,000	46
Senior Graphic Designer	\$50,000	346	\$45,000	218	\$46,000	183	\$46,000	153
Graphic Design Educator	\$70,000	13	\$67,000	10	\$58,000	13	\$63,000	21
Intermediate Graphic Designer	\$39,000	258	\$36,800	142	\$37,000	126	\$36,360	94
Junior Graphic Designer	\$32,000	123	\$30,000	74	\$30,000	50	\$27,000	18
Freelance Designer	\$40,000	160	\$40,040	71	\$45,000	28	n/a	n/a
Print Production Manager	\$51,000	41	\$52,000	31	\$55,000	26	\$48,000	37
Web Developer	\$50,000	23	\$51,000	19	\$45,000	15	\$44,000	12
Web Producer/Manager	\$52,500	22	\$53,000	15	\$64,000	9	\$45,000	12
Brand Strategist/Consultant	\$70,000	12	\$60,000	5	\$65,000	5	\$80,000	5
Office Manager	\$44,000	9	\$50,000	3	\$38,000	2	\$50,000	12

About Benefits & Compensation

► On average, designers worked 41 hours per week.

► Only one-quarter (26%) of designers are paid overtime. Approximately one-third of Senior, Intermediate and Junior Designers receive overtime compensation.

► The most frequently offered benefits are paid vacations, paid sick leave, dental insurance and family coverage medical insurance.

► On average, designers took just under three (2.7) weeks vacation in 2006.

Percent Within Each Job Title Receiving Overtime Compensation

Senior Graphic Designer	37%
Intermediate Graphic Designer	37%
Junior Graphic Designer	33%
Freelance Designer (full time)	24%
Design/Project Manager	17%
Art Director	16%
Creative/Design Director	16%
Web Producer/ Manager	14%
Graphic Design Educator	14%
Print Production Manager	13%
Web Developer	12%
Owner, Partner, Principal	7%
Base	414

Average Number of Hours Worked

		20	40	60	80	100
30-35	17%					
36-40	44%					
41-50	31%					
51-60	5%					
60+	2%					
Average	40.9					
Base	1,597					

Overtime Compensation

Yes	26%	
No	74%	
Base	1,597	
Yes – <i>Straight pay</i>	28%	
Yes – <i>More than straight pay</i>	30%	
Yes – <i>Time off in lieu</i>	12%	
Yes – <i>Combination of the above</i>	30%	
Base	414	

Vacation Taken in 2006

		20	40	60	80	100
One week	10%					
Two weeks	30%					
Three weeks	26%					
Four weeks	14%					
Five weeks	4%					
Six weeks or more	5%					
None	11%					
Average	2.7					
Base	1,802					

Benefits Provided

	DESIGN STUDIO	IN-HOUSE	IT / WEB DEV.	OTHER
Paid vacations	82%	92%	87%	91%
Paid sick leave	68%	84%	78%	83%
Dental insurance or group plan	52%	84%	72%	77%
Medical insurance – family coverage	41%	78%	56%	66%
Life insurance	36%	66%	43%	58%
Long-term disability insurance	30%	68%	44%	57%
Short-term disability insurance	28%	57%	44%	48%
Mileage reimbursement	36%	39%	22%	40%
Medical insurance – individual coverage	39%	59%	48%	51%
Paid personal time off	36%	44%	56%	45%
Education/professional development funding	29%	48%	28%	44%
Parking	27%	41%	30%	31%
Bonuses	37%	46%	43%	29%
Professional member dues	20%	20%	11%	24%
Lounge/relaxation space	21%	22%	22%	21%
Defined benefit (pension) retirement plan	2%	35%	4%	30%
Parental leave	10%	36%	17%	28%
Defined contribution retirement plan	5%	36%	11%	21%
Employee assistance or wellness program	5%	40%	22%	32%
Car phone or cell phone	15%	11%	13%	14%
Workout/exercise facilities	8%	23%	15%	20%
Profit sharing	15%	16%	17%	11%
Company car or allowance	6%	4%	4%	6%
Stock options	2%	22%	13%	7%
Other retirement plan	3%	10%	0%	5%
Child or elder care	1%	3%	2%	3%
Base	286	435	54	596

Owner, Partner, Principal

2006 SALARY

	HIGH	LOW	AVG	MED	# RESP
National	\$350,000	\$20,000	\$78,992	\$65,000	125
Region					
BC	\$165,000	\$25,000	\$73,387	\$65,000	31
Alberta	\$82,000	\$35,000	\$51,571	\$50,000	7
Prairies	\$180,000	\$20,000	\$65,500	\$52,500	8
Ontario	\$350,000	\$30,000	\$87,943	\$70,000	70
Eastern	\$200,000	\$45,000	\$79,364	\$65,000	11
Northern	\$75,000	\$40,000	\$56,750	\$56,000	4
Central (excl. GTA)	\$120,000	\$40,000	\$66,800	\$65,000	10
Southwestern	\$150,000	\$40,000	\$68,333	\$50,000	6
Quebec	\$85,000	\$24,000	\$58,500	\$67,500	8
Atlantic	\$90,000	\$90,000	\$90,000	\$90,000	1
City					
GTA	\$350,000	\$30,000	\$102,000	\$90,000	39
Ottawa/Hull	\$200,000	\$45,000	\$84,222	\$68,000	9
Vancouver	\$165,000	\$25,000	\$76,522	\$65,000	23
Montreal	\$85,000	\$24,000	\$50,600	\$43,000	5
Edmonton	\$82,000	\$50,000	\$66,000	\$66,000	2
Calgary	\$65,000	\$35,000	\$44,750	\$39,500	4
Gender					
Female	\$180,000	\$26,000	\$67,400	\$65,000	35
Male	\$350,000	\$20,000	\$83,500	\$68,000	90
Organization Size					
2-4	\$240,000	\$24,000	\$65,288	\$60,000	52
5-9	\$150,000	\$20,000	\$71,220	\$65,000	41
10-15	\$180,000	\$52,000	\$100,818	\$75,000	11
16-25	\$350,000	\$56,000	\$198,714	\$170,000	7
26-45	\$150,000	\$95,000	\$121,667	\$120,000	3
46+	\$125,000	\$50,000	\$88,333	\$90,000	3
Organization Type					
Design Studio	\$350,000	\$20,000	\$76,311	\$65,000	74
Other Creative Studio	\$350,000	\$25,000	\$84,404	\$72,000	47
Other	\$95,000	\$55,000	\$70,000	\$60,000	3
Education					
3/4 yr Diploma or Degree in Graphic Design	\$350,000	\$24,000	\$74,358	\$65,000	53
All Others	\$350,000	\$20,000	\$82,403	\$66,500	72
Experience					
Less than 5 years	\$52,000	\$26,000	\$36,500	\$34,000	4
5-15 years	\$350,000	\$24,000	\$66,250	\$55,500	44
16+ years	\$350,000	\$20,000	\$88,481	\$75,000	77

2006 COMPENSATION

	HIGH	LOW	AVG	MED	# RESP
National	\$350,000	\$24,000	\$89,546	\$75,000	125
Region					
BC	\$180,000	\$30,000	\$83,613	\$70,000	31
Alberta	\$100,000	\$39,000	\$63,629	\$52,000	7
Prairies	\$270,000	\$25,000	\$86,375	\$56,000	8
Ontario	\$350,000	\$30,000	\$98,026	\$84,000	70
Eastern	\$200,000	\$45,000	\$88,527	\$70,000	11
Northern	\$145,000	\$60,000	\$89,000	\$75,500	4
Central (excl. GTA)	\$120,000	\$40,000	\$72,300	\$67,500	10
Southwestern	\$150,000	\$40,000	\$73,667	\$56,000	6
Quebec	\$95,000	\$24,000	\$64,125	\$75,000	8
Atlantic	\$90,000	\$90,000	\$90,000	\$90,000	1
City					
GTA	\$350,000	\$30,000	\$111,974	\$98,000	39
Ottawa/Hull	\$200,000	\$45,000	\$94,867	\$70,000	9
Vancouver	\$180,000	\$30,000	\$85,087	\$75,000	23
Montreal	\$95,000	\$24,000	\$52,600	\$43,000	5
Edmonton	\$82,000	\$50,000	\$66,000	\$66,000	2
Calgary	\$100,000	\$39,000	\$65,350	\$61,200	4
Gender					
Female	\$270,000	\$26,000	\$78,177	\$65,000	35
Male	\$350,000	\$24,000	\$93,967	\$83,500	90
Organization Size					
2-4	\$240,000	\$24,000	\$71,138	\$65,000	52
5-9	\$175,000	\$25,000	\$84,488	\$85,000	41
10-15	\$270,000	\$70,000	\$127,727	\$102,000	11
16-25	\$350,000	\$56,000	\$209,429	\$180,000	7
26-45	\$150,000	\$140,000	\$145,000	\$145,000	3
46+	\$135,000	\$50,000	\$91,667	\$90,000	3
Organization Type					
Design Studio	\$350,000	\$24,000	\$83,424	\$70,000	74
Other Creative Studio	\$350,000	\$30,000	\$99,889	\$90,000	47
Other	\$145,000	\$60,000	\$91,667	\$70,000	3
Education					
3/4 yr Diploma or Degree in Graphic Design	\$350,000	\$24,000	\$83,140	\$70,000	53
All Others	\$350,000	\$25,000	\$94,261	\$80,000	72
Experience					
Less than 5 years	\$82,000	\$26,000	\$46,500	\$39,000	4
5-15 years	\$350,000	\$24,000	\$73,955	\$60,000	44
16+ years	\$350,000	\$25,000	\$100,691	\$90,000	77

Creative/Design Director

2006 SALARY

	HIGH	LOW	AVG	MED	# RESP
National	\$220,000	\$25,500	\$73,392	\$75,000	109
Region					
BC	\$78,000	\$26,000	\$52,550	\$54,500	10
Alberta	\$85,000	\$40,000	\$69,600	\$75,000	5
Prairies	\$120,000	\$42,000	\$79,250	\$77,500	4
Ontario	\$220,000	\$28,000	\$77,357	\$75,000	77
<i>Eastern</i>	<i>\$125,000</i>	<i>\$41,800</i>	<i>\$72,765</i>	<i>\$62,130</i>	<i>4</i>
<i>Northern</i>	<i>\$80,000</i>	<i>\$38,000</i>	<i>\$61,500</i>	<i>\$64,000</i>	<i>4</i>
<i>Central (excl. GTA)</i>	<i>\$78,500</i>	<i>\$32,000</i>	<i>\$60,625</i>	<i>\$62,750</i>	<i>8</i>
<i>Southwestern</i>	<i>\$83,000</i>	<i>\$28,000</i>	<i>\$54,479</i>	<i>\$53,457</i>	<i>4</i>
Quebec	\$110,000	\$25,500	\$67,100	\$75,000	9
Atlantic	\$90,000	\$28,800	\$62,200	\$65,000	4
City					
GTA	\$220,000	\$30,000	\$82,746	\$78,000	57
Ottawa/Hull	\$125,000	\$66,000	\$95,500	\$95,500	2
Vancouver	\$78,000	\$26,000	\$54,313	\$54,750	8
Montreal	\$110,000	\$34,400	\$74,914	\$75,000	7
Edmonton	\$40,000	\$40,000	\$40,000	\$40,000	1
Calgary	\$80,000	\$68,000	\$74,333	\$75,000	3
Gender					
Female	\$110,000	\$32,000	\$68,976	\$72,500	42
Male	\$220,000	\$25,500	\$76,159	\$75,000	67
Organization Size					
2-4	\$75,000	\$28,000	\$42,000	\$32,000	7
5-9	\$120,000	\$25,500	\$56,364	\$50,000	11
10-15	\$90,000	\$28,800	\$63,883	\$69,500	12
16-25	\$100,000	\$35,000	\$63,251	\$58,260	9
26-45	\$160,000	\$55,000	\$85,450	\$75,000	10
46+	\$220,000	\$34,400	\$82,209	\$77,000	59
Organization Type					
Design Studio	\$135,000	\$30,000	\$63,292	\$54,000	13
In-House Design Department	\$135,000	\$26,000	\$72,210	\$72,500	48
Other Creative Studio	\$220,000	\$25,500	\$81,825	\$76,000	40
Other	\$80,000	\$28,800	\$54,725	\$56,000	8
Education					
3/4 yr Diploma or Degree in Graphic Design	\$160,000	\$25,500	\$71,180	\$75,000	55
All Others	\$220,000	\$26,000	\$75,644	\$72,500	54
Experience					
Less than 5 years	\$80,000	\$22,500	\$40,209	\$35,000	11
5-15 years	\$140,000	\$26,000	\$66,684	\$62,500	51
16+ years	\$220,000	\$30,000	\$88,436	\$80,000	47

2006 COMPENSATION

	HIGH	LOW	AVG	MED	# RESP
National	\$240,000	\$25,900	\$79,835	\$77,000	109
Region					
BC	\$96,720	\$26,000	\$55,552	\$54,750	10
Alberta	\$95,000	\$45,000	\$78,600	\$85,000	5
Prairies	\$120,000	\$42,000	\$79,250	\$77,500	4
Ontario	\$240,000	\$30,000	\$83,759	\$79,000	77
<i>Eastern</i>	<i>\$150,000</i>	<i>\$42,300</i>	<i>\$79,140</i>	<i>\$62,130</i>	<i>4</i>
<i>Northern</i>	<i>\$81,000</i>	<i>\$38,000</i>	<i>\$61,750</i>	<i>\$64,001</i>	<i>4</i>
<i>Central (excl. GTA)</i>	<i>\$107,000</i>	<i>\$33,500</i>	<i>\$72,563</i>	<i>\$72,500</i>	<i>8</i>
<i>Southwestern</i>	<i>\$88,000</i>	<i>\$30,000</i>	<i>\$56,229</i>	<i>\$53,457</i>	<i>4</i>
Quebec	\$115,000	\$25,900	\$72,033	\$75,000	9
Atlantic	\$180,000	\$28,800	\$84,700	\$65,000	4
City					
GTA	\$240,000	\$30,000	\$89,131	\$80,000	57
Ottawa/Hull	\$150,000	\$66,000	\$108,000	\$108,000	2
Vancouver	\$96,720	\$26,000	\$57,440	\$54,750	8
Montreal	\$115,000	\$34,900	\$80,843	\$90,000	7
Edmonton	\$45,000	\$45,000	\$45,000	\$45,000	1
Calgary	\$85,000	\$83,000	\$84,333	\$85,000	3
Gender					
Female	\$115,000	\$36,000	\$73,885	\$75,001	42
Male	\$240,000	\$25,900	\$83,565	\$78,000	67
Organization Size					
2-4	\$75,000	\$28,000	\$43,643	\$33,500	7
5-9	\$120,000	\$25,900	\$58,900	\$50,000	11
10-15	\$180,000	\$28,800	\$73,675	\$72,000	12
16-25	\$115,000	\$37,900	\$67,551	\$58,260	9
26-45	\$164,000	\$55,000	\$92,970	\$92,500	10
46+	\$240,000	\$34,900	\$89,498	\$80,000	59
Organization Type					
Design Studio	\$195,000	\$30,000	\$70,946	\$56,500	13
In-House Design Department	\$165,000	\$26,000	\$78,096	\$76,051	48
Other Creative Studio	\$240,000	\$25,900	\$88,955	\$83,500	40
Other	\$98,000	\$28,800	\$59,119	\$56,125	8
Education					
3/4 yr Diploma or Degree in Graphic Design	\$195,000	\$25,900	\$78,470	\$77,000	55
All Others	\$240,000	\$26,000	\$81,226	\$75,000	54
Experience					
Less than 5 years	\$92,000	\$25,900	\$42,214	\$36,000	11
5-15 years	\$195,000	\$26,000	\$72,754	\$70,000	51
16+ years	\$240,000	\$30,000	\$96,324	\$85,000	47

Art Director

2006 SALARY

	HIGH	LOW	AVG	MED	# RESP
National	\$120,000	\$26,000	\$57,122	\$56,000	125
Region					
BC	\$78,000	\$37,000	\$57,822	\$61,000	9
Alberta	\$60,000	\$35,000	\$44,300	\$42,000	5
Prairies	\$67,000	\$45,000	\$58,667	\$64,000	3
Ontario	\$120,000	\$26,000	\$60,549	\$58,000	82
<i>Eastern</i>	<i>\$75,000</i>	<i>\$52,000</i>	<i>\$60,200</i>	<i>\$57,000</i>	<i>5</i>
<i>Northern</i>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>	<i>n/a</i>
<i>Central (excl. GTA)</i>	<i>\$88,000</i>	<i>\$42,500</i>	<i>\$60,300</i>	<i>\$56,000</i>	<i>5</i>
<i>Southwestern</i>	<i>\$68,000</i>	<i>\$35,000</i>	<i>\$52,750</i>	<i>\$54,000</i>	<i>4</i>
Quebec	\$85,000	\$27,800	\$48,468	\$44,500	22
Atlantic	\$65,000	\$26,000	\$47,750	\$50,000	4
City					
GTA	\$120,000	\$26,000	\$61,052	\$59,000	68
Ottawa/Hull	\$75,000	\$52,000	\$60,200	\$57,000	5
Vancouver	\$78,000	\$37,000	\$60,300	\$61,700	8
Montreal	\$85,000	\$28,000	\$49,100	\$47,000	15
Edmonton	\$48,000	\$36,500	\$42,250	\$42,250	2
Calgary	\$60,000	\$35,000	\$45,667	\$42,000	3
Gender					
Female	\$88,000	\$28,000	\$53,702	\$51,600	55
Male	\$120,000	\$26,000	\$59,809	\$57,500	70
Organization Size					
2-4	\$44,000	\$26,000	\$37,500	\$38,500	6
5-9	\$100,000	\$26,000	\$49,950	\$45,000	10
10-15	\$72,500	\$28,000	\$48,455	\$47,000	11
16-25	\$67,000	\$35,000	\$46,064	\$45,000	14
26-45	\$85,000	\$27,800	\$59,282	\$60,000	17
46+	\$120,000	\$30,000	\$63,096	\$63,000	63
Organization Type					
Design Studio	\$60,000	\$42,000	\$52,250	\$52,500	8
In-House Design Department	\$120,000	\$26,000	\$59,108	\$60,000	54
Other Creative Studio	\$100,000	\$28,000	\$56,841	\$55,000	54
Other	\$85,000	\$35,000	\$50,167	\$47,000	6
Education					
3/4 yr Diploma or Degree in Graphic Design	\$120,000	\$26,000	\$55,139	\$55,000	77
All Others	\$115,000	\$35,000	\$60,302	\$60,000	48
Experience					
Less than 5 years	\$52,000	\$26,000	\$36,175	\$36,000	16
5-15 years	\$120,000	\$35,000	\$57,550	\$55,000	88
16+ years	\$115,000	\$47,000	\$71,286	\$66,000	21

Design/Project Manager

2006 SALARY

	HIGH	LOW	AVG	MED	# RESP
National	\$100,000	\$21,000	\$53,047	\$52,250	74
Region					
BC	\$70,000	\$26,000	\$49,556	\$51,000	18
Alberta	\$84,000	\$37,000	\$57,000	\$50,000	3
Prairies	\$38,000	\$38,000	\$38,000	\$38,000	1
Ontario	\$100,000	\$21,000	\$54,178	\$55,000	45
<i>Eastern</i>	<i>\$63,000</i>	<i>\$21,000</i>	<i>\$40,643</i>	<i>\$40,000</i>	<i>7</i>
<i>Northern</i>	<i>\$52,900</i>	<i>\$38,308</i>	<i>\$45,604</i>	<i>\$45,604</i>	<i>2</i>
<i>Central (excl. GTA)</i>	<i>\$40,000</i>	<i>\$40,000</i>	<i>\$40,000</i>	<i>\$40,000</i>	<i>1</i>
<i>Southwestern</i>	<i>\$68,000</i>	<i>\$44,000</i>	<i>\$56,000</i>	<i>\$56,000</i>	<i>2</i>
Quebec	\$84,000	\$34,000	\$59,000	\$59,000	2
Atlantic	\$85,000	\$28,000	\$53,700	\$52,500	5
City					
GTA	\$100,000	\$26,000	\$57,888	\$56,000	33
Ottawa/Hull	\$48,000	\$27,000	\$38,333	\$40,000	3
Vancouver	\$70,000	\$26,000	\$47,429	\$48,500	14
Montreal	\$84,000	\$84,000	\$84,000	\$84,000	1
Edmonton	\$37,000	\$37,000	\$37,000	\$37,000	1
Calgary	\$84,000	\$84,000	\$84,000	\$84,000	1
Gender					
Female	\$100,000	\$21,000	\$50,965	\$52,000	51
Male	\$100,000	\$24,000	\$57,666	\$56,000	23
Organization Size					
2-4	\$70,000	\$50,000	\$56,000	\$52,000	4
5-9	\$52,000	\$24,000	\$33,800	\$31,500	6
10-15	\$100,000	\$21,000	\$46,000	\$36,000	7
16-25	\$70,000	\$40,000	\$51,900	\$52,500	5
26-45	\$100,000	\$27,000	\$51,789	\$47,000	8
46+	\$85,000	\$34,000	\$57,760	\$59,000	42
Organization Type					
Design Studio	\$100,000	\$26,000	\$49,391	\$42,000	11
In-House Design Department	\$85,000	\$28,000	\$55,121	\$55,000	43
Other Creative Studio	\$84,000	\$24,000	\$51,923	\$52,000	13
Other	\$100,000	\$21,000	\$51,833	\$50,000	6
Education					
3/4 yr Diploma or Degree in Graphic Design	\$85,000	\$21,000	\$50,761	\$49,500	28
All Others	\$100,000	\$26,000	\$54,439	\$52,700	46
Experience					
Less than 5 years	\$70,000	\$21,000	\$38,072	\$37,400	18
5-15 years	\$100,000	\$26,000	\$54,403	\$54,000	39
16+ years	\$100,000	\$34,000	\$65,794	\$68,000	17

Senior Graphic Designer

2006 SALARY

	HIGH	LOW	AVG	MED	# RESP
National	\$90,000	\$23,040	\$50,515	\$50,000	346
Region					
BC	\$90,000	\$30,000	\$52,157	\$50,000	40
Alberta	\$66,000	\$30,000	\$44,301	\$43,900	20
Prairies	\$80,000	\$26,500	\$43,270	\$40,600	22
Ontario	\$90,000	\$25,000	\$52,899	\$52,000	222
<i>Eastern</i>	\$77,000	\$27,000	\$51,129	\$50,000	32
<i>Northern</i>	\$57,785	\$25,000	\$38,498	\$35,000	9
<i>Central (excl. GTA)</i>	\$65,000	\$37,000	\$48,452	\$48,000	17
<i>Southwestern</i>	\$65,000	\$32,340	\$48,148	\$48,000	19
Quebec	\$58,000	\$23,040	\$41,439	\$44,000	27
Atlantic	\$59,000	\$28,000	\$44,335	\$43,000	12
City					
GTA	\$90,000	\$27,000	\$55,327	\$54,000	145
Ottawa/Hull	\$77,000	\$27,000	\$51,094	\$50,000	32
Vancouver	\$90,000	\$30,000	\$52,951	\$50,000	35
Montreal	\$56,000	\$25,000	\$41,553	\$45,000	19
Edmonton	\$66,000	\$30,720	\$45,440	\$46,000	8
Calgary	\$62,000	\$30,000	\$42,438	\$41,250	8
Gender					
Female	\$84,000	\$23,040	\$49,207	\$49,500	184
Male	\$90,000	\$25,000	\$52,000	\$51,550	162
Organization Size					
2-4	\$72,000	\$25,000	\$41,048	\$40,000	31
5-9	\$70,000	\$23,040	\$43,763	\$44,500	44
10-15	\$80,000	\$30,000	\$47,751	\$45,000	27
16-25	\$72,000	\$35,000	\$52,741	\$50,000	17
26-45	\$73,000	\$30,240	\$52,576	\$50,000	34
46+	\$90,000	\$25,000	\$53,343	\$52,000	191
Organization Type					
Design Studio	\$90,000	\$25,500	\$49,173	\$46,500	64
In-House Design Department	\$85,000	\$27,500	\$51,724	\$52,000	185
Other Creative Studio	\$90,000	\$23,040	\$50,321	\$49,000	74
Other	\$72,000	\$25,000	\$45,546	\$45,000	20
Education					
3/4 yr Diploma or Degree in Graphic Design	\$90,000	\$23,040	\$51,533	\$51,500	185
All Others	\$85,000	\$25,000	\$49,344	\$48,000	161
Experience					
Less than 5 years	\$73,000	\$25,000	\$40,737	\$41,000	41
5-15 years	\$90,000	\$23,040	\$50,794	\$50,000	235
16+ years	\$79,000	\$27,000	\$55,302	\$55,000	70

Graphic Design Educator

2006 SALARY

	HIGH	LOW	AVG	MED	# RESP
National	\$87,500	\$30,000	\$65,404	\$70,000	13
Region					
BC	\$76,000	\$30,000	\$53,000	\$53,000	2
Alberta	\$70,000	\$36,000	\$53,000	\$53,000	2
Prairies	n/a	n/a	n/a	n/a	n/a
Ontario	\$87,500	\$30,000	\$72,071	\$78,000	7
<i>Eastern</i>	\$80,000	\$67,000	\$74,667	\$77,000	3
<i>Northern</i>	n/a	n/a	n/a	n/a	n/a
<i>Central (excl. GTA)</i>	\$78,000	\$78,000	\$78,000	\$78,000	1
<i>Southwestern</i>	n/a	n/a	n/a	n/a	n/a
Quebec	n/a	n/a	n/a	n/a	n/a
Atlantic	\$67,750	\$66,000	\$66,875	\$66,875	2
City					
GTA	\$87,500	\$30,000	\$67,500	\$85,000	3
Ottawa/Hull	\$67,000	\$67,000	\$67,000	\$67,000	1
Vancouver	n/a	n/a	n/a	n/a	n/a
Montreal	n/a	n/a	n/a	n/a	n/a
Edmonton	\$70,000	\$36,000	\$53,000	\$53,000	2
Calgary	n/a	n/a	n/a	n/a	n/a
Gender					
Female	\$87,500	\$30,000	\$62,708	\$68,875	6
Male	\$80,000	\$30,000	\$67,714	\$76,000	7
Organization Size					
2-4	n/a	n/a	n/a	n/a	n/a
5-9	n/a	n/a	n/a	n/a	n/a
10-15	n/a	n/a	n/a	n/a	n/a
16-25	\$30,000	\$30,000	\$30,000	\$30,000	1
26-45	n/a	n/a	n/a	n/a	n/a
46+	\$87,500	\$30,000	\$68,354	\$73,000	12
Education					
3/4 yr Diploma or Degree in Graphic Design	\$87,500	\$30,000	\$65,656	\$73,000	8
All Others	\$85,000	\$30,000	\$65,000	\$67,000	5
Experience					
Less than 5 years	\$36,000	\$36,000	\$36,000	\$36,000	1
5-15 years	\$87,500	\$30,000	\$58,100	\$67,000	5
16+ years	\$85,000	\$66,000	\$74,821	\$77,000	7

Intermediate Designer

2006 SALARY

	HIGH	LOW	AVG	MED	# RESP
National	\$72,000	\$20,000	\$39,794	\$39,000	258
Region					
BC	\$72,000	\$26,000	\$43,542	\$42,600	39
Alberta	\$52,000	\$25,200	\$37,296	\$37,000	17
Prairies	\$50,280	\$26,400	\$34,299	\$32,000	19
Ontario	\$70,000	\$21,735	\$40,354	\$40,000	155
<i>Eastern</i>	\$56,000	\$26,000	\$37,153	\$37,000	19
<i>Northern</i>	\$44,500	\$21,735	\$30,647	\$26,000	5
<i>Central (excl. GTA)</i>	\$48,750	\$31,000	\$38,142	\$35,500	13
<i>Southwestern</i>	\$65,000	\$25,000	\$41,353	\$38,750	18
Quebec	\$50,000	\$23,000	\$35,355	\$36,000	19
Atlantic	\$59,000	\$20,000	\$36,688	\$35,000	8
City					
GTA	\$70,000	\$25,000	\$41,555	\$40,000	100
Ottawa/Hull	\$56,000	\$28,000	\$37,306	\$37,000	16
Vancouver	\$72,000	\$30,000	\$44,879	\$42,900	32
Montreal	\$42,000	\$23,000	\$35,614	\$36,000	11
Edmonton	\$52,000	\$25,200	\$36,419	\$34,563	12
Calgary	\$45,000	\$33,000	\$39,400	\$40,000	5
Gender					
Female	\$72,000	\$20,000	\$39,946	\$40,000	157
Male	\$70,040	\$21,735	\$39,558	\$37,595	101
Organization Size					
2-4	\$50,000	\$26,000	\$34,161	\$35,000	28
5-9	\$63,000	\$20,000	\$37,203	\$37,500	41
10-15	\$50,000	\$23,000	\$36,196	\$35,500	20
16-25	\$65,000	\$25,000	\$40,150	\$40,000	20
26-45	\$57,000	\$25,200	\$38,329	\$35,000	21
46+	\$72,000	\$24,000	\$42,703	\$42,000	127
Organization Type					
Design Studio	\$64,000	\$20,000	\$38,853	\$38,000	55
In-House Design Department	\$72,000	\$24,000	\$41,086	\$40,000	132
Other Creative Studio	\$70,000	\$21,735	\$39,409	\$38,000	48
Other	\$60,000	\$25,000	\$35,568	\$35,000	20
Education					
3/4 yr Diploma or Degree in Graphic Design	\$72,000	\$21,735	\$39,449	\$38,754	179
All Others	\$70,040	\$20,000	\$40,576	\$39,000	79
Experience					
Less than 5 years	\$72,000	\$20,000	\$37,529	\$37,000	131
5-15 years	\$70,040	\$24,000	\$41,861	\$40,000	121
16+ years	\$65,000	\$38,000	\$47,583	\$45,250	6

Junior Graphic Designer

2006 SALARY

	HIGH	LOW	AVG	MED	# RESP
National	\$57,000	\$20,000	\$32,510	\$32,000	123
Region					
BC	\$48,000	\$21,000	\$34,518	\$36,500	18
Alberta	\$48,000	\$24,000	\$35,900	\$33,500	7
Prairies	\$30,000	\$28,000	\$29,000	\$29,000	2
Ontario	\$57,000	\$20,000	\$32,051	\$32,000	87
<i>Eastern</i>	\$30,000	\$22,000	\$28,000	\$30,000	6
<i>Northern</i>	\$24,000	\$22,000	\$23,000	\$23,000	3
<i>Central (excl. GTA)</i>	\$38,000	\$27,000	\$32,000	\$31,500	4
<i>Southwestern</i>	\$41,600	\$20,000	\$30,325	\$30,000	8
Quebec	\$45,000	\$30,000	\$34,640	\$34,000	5
Atlantic	\$26,000	\$20,000	\$23,833	\$25,500	3
City					
GTA	\$57,000	\$20,000	\$33,043	\$32,750	66
Ottawa/Hull	\$30,000	\$22,000	\$28,000	\$30,000	6
Vancouver	\$48,000	\$25,000	\$36,266	\$37,500	14
Montreal	\$45,000	\$34,000	\$39,500	\$39,500	2
Edmonton	\$46,800	\$27,000	\$34,325	\$31,750	4
Calgary	\$48,000	\$24,000	\$36,000	\$36,000	2
Gender					
Female	\$48,000	\$20,000	\$32,347	\$32,000	85
Male	\$57,000	\$22,000	\$32,876	\$31,000	38
Organization Size					
2-4	\$38,600	\$20,000	\$30,179	\$30,000	20
5-9	\$57,000	\$20,000	\$30,761	\$30,000	23
10-15	\$40,000	\$22,000	\$30,549	\$30,000	16
16-25	\$40,000	\$26,000	\$32,444	\$34,000	9
26-45	\$41,600	\$25,000	\$32,440	\$30,000	15
46+	\$46,800	\$26,520	\$35,306	\$35,000	37
Organization Type					
Design Studio	\$57,000	\$21,000	\$32,785	\$31,000	37
In-House Design Department	\$46,800	\$25,500	\$33,963	\$33,000	46
Other Creative Studio	\$41,200	\$20,000	\$30,770	\$30,000	23
Other	\$40,000	\$20,000	\$30,393	\$31,750	14
Education					
3/4 yr Diploma or Degree in Graphic Design	\$57,000	\$20,000	\$32,927	\$32,000	97
All Others	\$48,000	\$20,000	\$30,955	\$30,000	26
Experience					
Less than 5 years	\$57,000	\$20,000	\$32,564	\$32,000	117
5-15 years	\$41,200	\$24,000	\$31,467	\$30,500	6
16+ years	n/a	n/a	n/a	n/a	n/a

Freelance Designer

2006 SALARY

	HIGH	LOW	AVG	MED	# RESP
National	\$160,000	\$20,000	\$45,835	\$40,000	160
Region					
BC	\$125,000	\$21,000	\$45,094	\$42,000	40
Alberta	\$150,000	\$25,000	\$58,333	\$42,500	6
Prairies	\$25,000	\$25,000	\$25,000	\$25,000	1
Ontario	\$120,000	\$20,000	\$45,329	\$41,000	83
Eastern	\$75,000	\$30,000	\$52,500	\$50,000	6
Northern	\$35,000	\$35,000	\$35,000	\$35,000	1
Central (excl. GTA)	\$68,000	\$30,000	\$45,529	\$40,750	10
Southwestern	\$60,000	\$20,000	\$35,200	\$35,000	5
Quebec	\$160,000	\$20,000	\$48,174	\$38,768	26
Atlantic	\$50,000	\$28,000	\$35,000	\$31,000	4
City					
GTA	\$120,000	\$20,000	\$45,591	\$43,000	61
Ottawa/Hull	\$75,000	\$30,000	\$52,500	\$50,000	6
Vancouver	\$125,000	\$21,000	\$45,872	\$40,000	33
Montreal	\$160,000	\$20,000	\$48,577	\$36,768	20
Edmonton	\$50,000	\$50,000	\$50,000	\$50,000	1
Calgary	\$150,000	\$25,000	\$66,250	\$45,000	4
Gender					
Female	\$80,000	\$20,000	\$38,991	\$36,000	81
Male	\$160,000	\$20,000	\$52,852	\$45,000	79
Education					
3/4 yr Diploma or Degree in Graphic Design	\$160,000	\$20,000	\$44,135	\$40,000	86
All Others	\$150,000	\$20,000	\$47,811	\$42,000	74
Experience					
Less than 5 years	\$90,000	\$20,000	\$36,026	\$33,600	45
5-15 years	\$160,000	\$20,000	\$47,755	\$43,000	88
16+ years	\$150,000	\$25,000	\$55,926	\$46,000	27

Print Production Manager

2006 SALARY

	HIGH	LOW	AVG	MED	# RESP
National	\$100,000	\$22,000	\$55,150	\$51,000	41
Region					
BC	\$95,000	\$40,000	\$59,273	\$55,000	11
Alberta	\$72,000	\$72,000	\$72,000	\$72,000	1
Prairies	\$39,000	\$39,000	\$39,000	\$39,000	1
Ontario	\$100,000	\$22,000	\$54,840	\$50,000	25
Eastern	\$73,000	\$60,000	\$66,500	\$66,500	2
Northern	n/a	n/a	n/a	n/a	n/a
Central (excl. GTA)	\$82,000	\$36,500	\$52,833	\$40,000	3
Southwestern	\$40,000	\$30,000	\$35,000	\$35,000	2
Quebec	\$50,000	\$33,150	\$42,383	\$44,000	3
Atlantic	n/a	n/a	n/a	n/a	n/a
City					
GTA	\$100,000	\$22,000	\$56,083	\$51,000	18
Ottawa/Hull	\$73,000	\$60,000	\$66,500	\$66,500	2
Vancouver	\$95,000	\$40,000	\$59,273	\$55,000	11
Montreal	\$50,000	\$33,150	\$42,383	\$44,000	3
Edmonton	\$72,000	\$72,000	\$72,000	\$72,000	1
Calgary	n/a	n/a	n/a	n/a	n/a
Gender					
Female	\$88,000	\$22,000	\$53,005	\$50,000	30
Male	\$100,000	\$27,000	\$61,000	\$55,000	11
Organization Size					
2-4	n/a	n/a	n/a	n/a	n/a
5-9	\$40,000	\$27,000	\$35,875	\$38,250	4
10-15	\$95,000	\$33,150	\$57,288	\$50,500	4
16-25	\$93,000	\$50,000	\$70,200	\$73,000	5
26-45	\$87,500	\$35,000	\$63,500	\$65,000	7
46+	\$100,000	\$22,000	\$51,632	\$50,000	19
Organization Type					
Design Studio	\$93,000	\$33,150	\$58,830	\$55,000	5
In-House Design Department	\$73,000	\$22,000	\$44,857	\$46,000	14
Other Creative Studio	\$100,000	\$36,500	\$64,813	\$58,000	16
Other	\$82,000	\$35,000	\$54,400	\$44,000	5
Education					
3/4 yr Diploma or Degree in Graphic Design	\$73,000	\$30,000	\$46,461	\$40,000	9
All Others	\$100,000	\$22,000	\$57,594	\$53,000	32
Experience					
Less than 5 years	\$51,000	\$22,000	\$35,000	\$33,500	4
5-15 years	\$73,000	\$32,000	\$48,854	\$50,000	23
16+ years	\$100,000	\$30,000	\$71,250	\$77,500	14

Web Developer

2006 SALARY

	HIGH	LOW	AVG	MED	# RESP
National	\$78,000	\$30,000	\$51,583	\$50,000	23
Region					
BC	\$70,000	\$30,000	\$54,880	\$65,000	5
Alberta	\$50,000	\$50,000	\$50,000	\$50,000	1
Prairies	\$37,000	\$37,000	\$37,000	\$37,000	1
Ontario	\$78,000	\$35,000	\$51,643	\$45,500	14
Eastern	\$58,000	\$45,000	\$49,667	\$46,000	3
Northern	n/a	n/a	n/a	n/a	n/a
Central (excl. GTA)	n/a	n/a	n/a	n/a	n/a
Southwestern	n/a	n/a	n/a	n/a	n/a
Quebec	\$52,000	\$52,000	\$52,000	\$52,000	1
Atlantic	\$50,000	\$50,000	\$50,000	\$50,000	1
City					
GTA	\$78,000	\$35,000	\$52,182	\$45,000	11
Ottawa/Hull	\$58,000	\$45,000	\$51,500	\$51,500	2
Vancouver	\$70,000	\$30,000	\$54,880	\$65,000	5
Montreal	\$52,000	\$52,000	\$52,000	\$52,000	1
Edmonton	n/a	n/a	n/a	n/a	n/a
Calgary	\$50,000	\$50,000	\$50,000	\$50,000	1
Gender					
Female	\$58,000	\$35,000	\$43,489	\$42,000	9
Male	\$78,000	\$30,000	\$56,786	\$55,500	14
Organization Size					
2-4	n/a	n/a	n/a	n/a	n/a
5-9	\$58,000	\$45,000	\$51,000	\$50,000	3
10-15	n/a	n/a	n/a	n/a	n/a
16-25	\$37,000	\$30,000	\$33,500	\$33,500	2
26-45	\$65,000	\$35,000	\$48,133	\$44,400	3
46+	\$78,000	\$38,000	\$54,800	\$50,000	15
Organization Type					
Design Studio	\$65,000	\$65,000	\$65,000	\$65,000	1
In-House Design Department	\$58,000	\$38,000	\$46,444	\$45,000	9
Other Creative Studio	\$78,000	\$30,000	\$55,700	\$54,500	12
Other	\$35,000	\$35,000	\$35,000	\$35,000	1
Education					
3/4 yr Diploma or Degree in Graphic Design	\$75,000	\$35,000	\$51,444	\$46,000	9
All Others	\$78,000	\$30,000	\$51,671	\$50,000	14
Experience					
Less than 5 years	\$75,000	\$35,000	\$45,444	\$42,000	9
5-15 years	\$78,000	\$30,000	\$55,338	\$52,000	13
16+ years	\$58,000	\$58,000	\$58,000	\$58,000	1

Web Producer/Manager

2006 SALARY

	HIGH	LOW	AVG	MED	# RESP
National	\$105,000	\$28,000	\$58,964	\$52,500	22
Region					
BC	\$90,000	\$52,000	\$69,000	\$65,000	3
Alberta	\$53,000	\$53,000	\$53,000	\$53,000	1
Prairies	\$61,000	\$61,000	\$61,000	\$61,000	1
Ontario	\$105,000	\$28,000	\$58,200	\$45,500	16
Eastern	\$105,000	\$40,000	\$66,675	\$60,850	4
Northern	\$42,000	\$42,000	\$42,000	\$42,000	1
Central (excl. GTA)	n/a	n/a	n/a	n/a	n/a
Southwestern	\$62,000	\$28,000	\$44,000	\$42,000	3
Quebec	n/a	n/a	n/a	n/a	n/a
Atlantic	\$45,000	\$45,000	\$45,000	\$45,000	1
City					
GTA	\$85,000	\$42,500	\$61,313	\$59,000	8
Ottawa/Hull	\$105,000	\$40,000	\$66,675	\$60,850	4
Vancouver	\$90,000	\$65,000	\$77,500	\$77,500	2
Montreal	n/a	n/a	n/a	n/a	n/a
Edmonton	n/a	n/a	n/a	n/a	n/a
Calgary	\$53,000	\$53,000	\$53,000	\$53,000	1
Gender					
Female	\$81,700	\$28,000	\$49,078	\$45,000	9
Male	\$105,000	\$40,000	\$65,808	\$62,000	13
Organization Size					
2-4	n/a	n/a	n/a	n/a	n/a
5-9	\$42,000	\$28,000	\$35,000	\$35,000	2
10-15	\$52,000	\$45,000	\$48,500	\$48,500	2
16-25	\$62,000	\$62,000	\$62,000	\$62,000	1
26-45	\$65,000	\$40,000	\$49,000	\$45,500	4
46+	\$105,000	\$40,000	\$67,092	\$72,000	13
Organization Type					
Design Studio	\$65,000	\$65,000	\$65,000	\$65,000	1
In-House Design Department	\$105,000	\$40,000	\$63,020	\$57,000	10
Other Creative Studio	\$90,000	\$28,000	\$54,727	\$46,000	11
Other	n/a	n/a	n/a	n/a	n/a
Education					
3/4 yr Diploma or Degree in Graphic Design	\$85,000	\$40,000	\$57,438	\$53,500	8
All Others	\$105,000	\$28,000	\$59,836	\$52,500	14
Experience					
Less than 5 years	\$80,000	\$28,000	\$53,500	\$45,000	5
5-15 years	\$105,000	\$40,000	\$61,857	\$57,000	14
16+ years	\$81,700	\$40,000	\$54,567	\$42,000	3

Brand Strategist/Consultant

2006 SALARY

	HIGH	LOW	AVG	MED	# RESP
National	\$209,000	\$40,000	\$79,592	\$70,000	12
Region					
BC	\$65,000	\$65,000	\$65,000	\$65,000	1
Alberta	\$58,000	\$58,000	\$58,000	\$58,000	1
Prairies	n/a	n/a	n/a	n/a	n/a
Ontario	\$209,000	\$40,000	\$83,210	\$77,500	10
Eastern	\$80,000	\$75,000	\$77,500	\$77,500	2
Northern	n/a	n/a	n/a	n/a	n/a
Central (excl. GTA)	n/a	n/a	n/a	n/a	n/a
Southwestern	n/a	n/a	n/a	n/a	n/a
Quebec	n/a	n/a	n/a	n/a	n/a
Atlantic	n/a	n/a	n/a	n/a	n/a
City					
GTA	\$209,000	\$40,000	\$84,638	\$71,500	8
Ottawa/Hull	\$80,000	\$75,000	\$77,500	\$77,500	2
Vancouver	\$65,000	\$65,000	\$65,000	\$65,000	1
Montreal	n/a	n/a	n/a	n/a	n/a
Edmonton	n/a	n/a	n/a	n/a	n/a
Calgary	\$58,000	\$58,000	\$58,000	\$58,000	1
Gender					
Female	\$87,000	\$40,000	\$67,857	\$65,000	7
Male	\$209,000	\$54,000	\$96,020	\$75,000	5
Organization Size					
2-4	n/a	n/a	n/a	n/a	n/a
5-9	\$80,000	\$80,000	\$80,000	\$80,000	1
10-15	n/a	n/a	n/a	n/a	n/a
16-25	n/a	n/a	n/a	n/a	n/a
26-45	\$60,000	\$60,000	\$60,000	\$60,000	1
46+	\$209,000	\$40,000	\$81,510	\$70,000	10
Organization Type					
Design Studio	n/a	n/a	n/a	n/a	n/a
In-House Design Department	\$84,100	\$40,000	\$63,683	\$62,500	6
Other Creative Studio	\$209,000	\$54,000	\$108,250	\$85,000	4
Other	\$80,000	\$60,000	\$70,000	\$70,000	2
Education					
3/4 yr Diploma or Degree in Graphic Design	\$87,000	\$54,000	\$66,800	\$60,000	5
All Others	\$209,000	\$40,000	\$88,729	\$80,000	7
Experience					
Less than 5 years	\$84,100	\$40,000	\$61,367	\$60,000	3
5-15 years	\$209,000	\$54,000	\$88,000	\$65,000	7
16+ years	\$80,000	\$75,000	\$77,500	\$77,500	2

Office Manager

2006 SALARY

	HIGH	LOW	AVG	MED	# RESP
National	\$108,000	\$30,000	\$54,258	\$44,000	9
Region					
BC	\$76,000	\$30,000	\$53,000	\$53,000	2
Alberta	n/a	n/a	n/a	n/a	n/a
Prairies	\$62,000	\$62,000	\$62,000	\$62,000	1
Ontario	\$108,000	\$35,100	\$53,387	\$43,250	6
Eastern	n/a	n/a	n/a	n/a	n/a
Northern	n/a	n/a	n/a	n/a	n/a
Central (excl. GTA)	\$42,500	\$35,100	\$38,800	\$38,800	2
Southwestern	n/a	n/a	n/a	n/a	n/a
Quebec	n/a	n/a	n/a	n/a	n/a
Atlantic	n/a	n/a	n/a	n/a	n/a
City					
GTA	\$108,000	\$35,720	\$60,680	\$49,500	4
Ottawa/Hull	n/a	n/a	n/a	n/a	n/a
Vancouver	\$76,000	\$30,000	\$53,000	\$53,000	2
Montreal	n/a	n/a	n/a	n/a	n/a
Edmonton	n/a	n/a	n/a	n/a	n/a
Calgary	n/a	n/a	n/a	n/a	n/a
Gender					
Female	\$76,000	\$30,000	\$46,474	\$42,500	7
Male	\$108,000	\$55,000	\$81,500	\$81,500	2
Organization Size					
2-4	n/a	n/a	n/a	n/a	n/a
5-9	\$42,500	\$35,720	\$39,110	\$39,110	2
10-15	n/a	n/a	n/a	n/a	n/a
16-25	n/a	n/a	n/a	n/a	n/a
26-45	\$55,000	\$30,000	\$42,500	\$42,500	2
46+	\$108,000	\$35,100	\$65,020	\$62,000	5
Organization Type					
Design Studio	\$42,500	\$42,500	\$42,500	\$42,500	1
In-House Design Department	\$62,000	\$35,100	\$49,025	\$49,500	4
Other Creative Studio	\$108,000	\$76,000	\$92,000	\$92,000	2
Other	\$35,720	\$30,000	\$32,860	\$32,860	2
Education					
3/4 yr Diploma or Degree in Graphic Design	n/a	n/a	n/a	n/a	n/a
All Others	\$108,000	\$30,000	\$54,258	\$44,000	9
Experience					
Less than 5 years	\$44,000	\$30,000	\$37,000	\$37,000	2
5-15 years	\$76,000	\$35,100	\$48,864	\$42,500	5
16+ years	\$108,000	\$62,000	\$85,000	\$85,000	2

Position Descriptions

Solo Designer

A solo designer is a self-employed design professional with no employees who works directly for client companies.

Owner, Partner, Principal

An owner, partner or principal holds equity position and has major business responsibility for a firm having employees.

Creative/Design Director

A creative director or design director is the creative head of a design firm, advertising agency or in-house design department. In all of these areas, key responsibilities can include the development of graphic design, advertising, communication and industrial design.

Art Director

The art director establishes the conceptual and stylistic direction for all design staff and orchestrates their work, as well as the work of production artists, photographers, illustrators, printers and anyone else who is involved in the development of a project. The art director generally selects vendors and, if there isn't a creative director on staff, has final creative authority.

Design/Project Manager

A design/project manager manages the creative staff, evaluates their work, ensures that projects meet the requirements of the design brief and are completed on time and within budget. A design manager may work in a corporation and manage the hiring of design firms and the use of their design services.

Senior Graphic Designer

The senior designer is responsible for the design of solutions from concept to completion. In some firms, a senior designer directs the work of one or more junior designers, who generate comps and create layouts and final art. In some cases, senior designers do not manage staff, but are designated "senior" because of their authority in design decision-making. (See also *Intermediate Graphic Designer*.)

Graphic Design Educator

Graphic design educators transmit their skills and knowledge to students in post-secondary design programs. They implement effective

educational strategies through course and curriculum development, assessment methods, course management and liaison with industry.

Intermediate Graphic Designer

An intermediate graphic designer is responsible for the design of graphic applications such as collateral material, environmental graphics, books and magazines, corporate identity and branding, film titling and websites, from concept to completion.

Junior Graphic Designer

A junior graphic designer is a designer (see *Intermediate Graphic Designer*) who has been out of school for less than two years.

Freelance Designer

A freelance designer is a self-employed design professional who contracts his or her services to design firms and corporate design departments.

Print Production Manager

A print production manager is responsible for managing the process (bids, scheduling, production and delivery) of producing design projects, from concept through production, including photography, separations, four-color press work, as well as digital production. Print production managers are strong project managers, managing multiple jobs simultaneously.

Web Developer

A web developer uses HTML/JavaScript, Flash and, on occasion, dynamic scripting languages such as ASP/PHP/Cold Fusion and other tools, to develop static and dynamic web pages.

Web Producer/Manager

A web producer organizes web development teams and ensures adherence to budget, schedule, content and design of website development.

Brand Strategist/Consultant

Brand strategists combine business strategy with brand management expertise to ensure the creation of consistent, powerful brand experiences relevant to a client's target audience(s). Responsibilities include developing positioning recommendations, defining brand personality and managing market research.

Contact

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Graphic Designers of Ontario**

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