



**RGD ONTARIO** | A Q U E N T


## 2001 National Survey of Graphic Design Salaries & Billing Practices



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



Sponsored by Aquent –  
The Official Career Development  
Partner of RGD Ontario



Supported by the Society of Graphic  
Designers of Canada (GDC) and the  
Société des designers graphiques du  
Québec (SDGQ).



Potlatch manufactures a broad line of high-performance printing papers – including Potlatch McCoy,<sup>™</sup> Vintage,<sup>®</sup> Northwest,<sup>®</sup> Mountie,<sup>®</sup> and Potlatch Scout<sup>™</sup> – that are available in a choice of versatile finishes and shades, with both recycled and virgin fiber content. For Potlatch, paper is just the beginning of the partnership.

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Quebecor World Islington is Canada's only commercial gravure printing facility.

The plant, located at Islington Ave. & Rexdale Blvd. in Toronto, specializes in catalogue printing and binding as well as national retail insert production for many of the country's largest retailers.

October 2001

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For more information, contact RGD Ontario by phone at 1 888 274 3668; in Toronto 416 367 8819, fax 416 367 9150, by e-mail at [info@rgdontario.com](mailto:info@rgdontario.com), or visit the web site at [www.rgdontario.com](http://www.rgdontario.com).

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## **ACKNOWLEDGMENTS**

RGD Ontario and Aquent would like to thank all individuals who participated in the development of the RGD Ontario | Aquent 2001 National Survey of Graphic Design Salaries & Billing Practices.

We would like to thank the graphic designers who commented on the first draft of the survey questionnaire. These included Registered Graphic Designers (R.G.D.) Tony Jurgilas R.G.D., Jean-Pierre Lacroix R.G.D., Helen Mah R.G.D., Albert Ng R.G.D. and Cynthia Hoffos, MGDC (professional member of the GDC).

We would like to thank the initial survey testers Raymond Cheah R.G.D., Vanessa Eckstein R.G.D., Kevin Hoch R.G.D., Bill Ross R.G.D., Tiit Telmet R.G.D. and Christine Bilusack.

We would also like to thank Aquent representatives Michelle Wales, Director, Canadian Operations, and Christina Jackson, Director of Design Evangelism, for their personal commitment to this project, and Cynthia Clark, Vice President, Research Dimensions Inc., for her expertise.

# 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) conducted a national survey on salaries, project fees and billing practices in the Canadian graphic design industry.

The survey was conducted by Research Dimensions Inc. on behalf of the Association of Registered Graphic Designers of Ontario (RGD Ontario) and its partner Aquent, the Official Career Development Partner of RGD Ontario, in cooperation with the Society of Graphic Designers of Canada (GDC), its eight regional chapters (Alberta South, Alberta North, Atlantic, B.C., Manitoba, Saskatchewan North, Saskatchewan South and Vancouver Island) and the Société des designers graphiques du Québec (SDGQ).

This is the first time a survey of this nature has been conducted in Canada by this Association.

## ABOUT THE ORGANIZERS OF THE SURVEY

### About RGD Ontario

The Association of Registered Graphic Designers of Ontario (RGD Ontario), created by an Act of the Ontario Legislature which received Royal Assent on April 25, 1996, is the self-regulatory, professional body for graphic designers in the province of 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.

### Promoting the Business of Graphic Design

RGD Ontario works to serve the best interests of both the graphic design industry and the public in the province of Ontario by:

- » Promoting the importance and benefits of graphic design to business, government and the general public.
- » Promoting the value of the R.G.D. designation and encouraging business, government and other buyers of graphic design services to hire Registered Graphic Designers.
- » Providing information to buyers of graphic design services, helping them distinguish between professional graphic designers and others with little or no training who claim to offer graphic design services.
- » Establishing, promoting and regulating uniform standards of knowledge, skill and ethics for all persons engaged in the practice of graphic design.
- » Providing a unified and credible voice for graphic design practitioners, educators and managers.

### Benefits of Membership

RGD Ontario represents the voice of over 2500 members and on their behalf:

- » Lobbies business, educational institutions and government with respect to issues affecting the business of graphic design.
- » Partners with corporate sponsors to promote and advance links to organizations in related fields and foster commerce relevant to graphic design.
- » Promotes professional dialogue and a forum for exchange of information and ideas.
- » Provides members with the backing of a credible, legislated professional organization in the conduct of their business.
- » Provides members with opportunities for professional development and continuing education.
- » Provides members with discounts, special offers and other useful and exclusive benefits.

### What is a Registered Graphic Designer (R.G.D.)?

A Registered Graphic Designer (R.G.D.) is a graphic design practitioner, manager or educator who has met the Association of Registered Graphic Designers of Ontario's qualification criteria and has been granted the right to use these professional designations. No one else may use these designations. Persons in Ontario who are not members of the Association are not excluded from practising graphic design. But it is an offence to use the designations Registered Graphic Designer or R.G.D. or to imply, suggest or hold out to be a Registered Graphic Designer if that is not the case.

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### **Becoming a Registered Graphic Designer**

There are three steps to becoming a Registered Graphic Designer:

- » You must have graduated from a three- or four-year graphic design program and you must have worked as a graphic designer for a minimum of three years so that you can demonstrate seven years of relevant education and experience combined.
  - » You must then apply to the Examination Board for Registered Graphic Designers to confirm your eligibility to write the Registered Graphic Designers Qualification Examination, consisting of a written examination and portfolio interview.
  - » After you have successfully completed the above, you may then apply for Registered (R.G.D.) membership in RGD Ontario. The membership dues are \$300 plus GST annually (subject to change without notice).
  - » For information on the Registered Graphic Designers Qualification Examination, contact the Examination Board for Registered Graphic Designers by e-mail at [info@rgdexamboard.com](mailto:info@rgdexamboard.com) or visit the web site at [www.rgdexamboard.com](http://www.rgdexamboard.com).
- » For more information, contact RGD Ontario by phone at 1 888 274 3668; in Toronto 416 367 8819, fax 416 367 9150, or e-mail at [info@rgdontario.com](mailto:info@rgdontario.com), or visit the web site at [www.rgdontario.com](http://www.rgdontario.com).

### **About Aquent – The Official Career Development Partner of RGD Ontario**

Aquent is a worldwide talent agency for designers. Last year alone, Aquent helped more than 30,000 print and web design professionals locate freelance and permanent job opportunities. Aquent leverages the Internet and a network of 50 offices in 12 countries to give design professionals access to rewarding work, professional training and the same insurance, vacation, retirement and cash-flow management benefits enjoyed by traditional employees. Aquent was the first company to offer benefits to freelancers, and was an early advocate for the value of design and appropriate pay for design professionals.

Aquent is the Official Career Development Partner of RGD Ontario. Aquent is in a unique position to provide an array of support services and professional training opportunities to designers nationwide. Additionally, Aquent partners with RGD Ontario as a presenting sponsor for the annual designTHINKERS conference and other programs and services.

Aquent's commitment to this partnership, its expertise in the field and generous financial support have made it possible for RGD Ontario to undertake this salary survey and make it available at no cost to RGD Ontario, GDC and SDGQ members and other industry professionals across Canada.

- » For more information, visit Aquent on-line at [www.aquent.ca](http://www.aquent.ca), call 800 622 8367 (in North America) or e-mail [salariesurvey@aquent.com](mailto:salariesurvey@aquent.com).

## About GDC

The Society of Graphic Designers of Canada (GDC) is Canada's national member-based organization for graphic design professionals, educators and students. The GDC is organized into regional chapters representing British Columbia, Alberta, Saskatchewan, Manitoba and Atlantic Canada. The Association of Registered Graphic Designers of Ontario is an association member of the GDC. Individual GDC membership is comprised of practising professional graphic designers, design educators, design administrators, design students, associates in related fields and corporate sponsors. Through the Society, members form a network of professional assistance that is a resource to the profession and the public.

Through various activities, the GDC builds awareness of graphic design and its important role in society. The Society fosters communication for the exchange of information and ideas pertinent to the development of the profession, and to the careers of its professional members. Professional development through access to publications, seminars and current affairs in the design world is an important member benefit. The Society acts as an advocate for graphic design through liaison with federal and provincial agencies, and by promoting graphic design in the media and with the Society's own projects such as newsletters, catalogues, juried shows for students and professionals. The Society is also a source of information on the Canadian design community for students, government, industry and the general public. GDC members determine the evolving role that the Society plays, and provide the required voluntary effort to make things happen. Along with other organizations in 35 countries, the GDC is a member of the International Council of Graphic Design Associations (ICOGRADA).

» For more information, contact GDC by phone at 1 877 496 4453, fax 613 564 4428, or e-mail [info@gdc.net](mailto:info@gdc.net), or visit GDC on-line at [www.gdc.net](http://www.gdc.net).

## About SDGQ

La Société des designers graphiques du Québec (SDGQ) est le seul organisme qui représente officiellement les designers graphiques du Québec.

La SDGQ a pour mission de promouvoir le design graphique et de contribuer à son avancement en favorisant le développement professionnel et économique de ses membres.

À la SDGQ, on croit que les designers graphiques doivent relever les défis suivants:

- » Démythifier la profession et préciser leurs contributions à la société;
- » Sortir de l'ombre, c'est-à-dire se faire connaître et reconnaître;
- » Faire évoluer la profession au profit de leur membres, de leurs clients et du grand public.

Pour ce faire, on prend les engagements suivants:

- » Promouvoir le design graphique;
  - » Contribuer à l'avancement du design graphique;
  - » Contribuer au développement professionnel et économique de leurs membres.
- 
- » Plus d'information contactez SDGQ téléphone 1 800 525 8325 ou e-mail [sdgq@intercine.qc.ca](mailto:sdgq@intercine.qc.ca).
  - » For more information contact SDGQ by phone 1 800 525 8325 or e-mail at [sdgq@intercine.qc.ca](mailto:sdgq@intercine.qc.ca).





## METHOD

### Distribution

The survey questionnaire was mailed to 10,153 designers across Canada who had the option of completing the questionnaire and returning it by mail/fax or on-line. This mailing list was created with the assistance of Aquent, the Society of Graphic Designers of Canada, its eight regional chapters, *Grafika* magazine, and the Société des designers graphiques du Québec (SDGQ). Sources for lists included RGD Ontario's membership roster, recent RGD Ontario contacts (from conference registrations and general inquiries), Aquent's client, talent and prospect list, the membership lists of the GDC and SDGQ, and the subscribers of *Grafika* magazine.

### Method of Completion

	Mailed Out		Received	
Alberta	611	6.0%	117	9.9%
British Columbia	1929	19.0%	230	19.6%
Manitoba	196	1.9%	26	2.2%
New Brunswick	13	0.1%	5	0.4%
Nova Scotia	223	2.2%	31	2.6%
Northwest Territories	7	0.1%	1	0.1%
Ontario	5565	54.8%	643	54.7%
Prince Edward Island	4	0.0%	1	0.1%
Quebec	1475	14.5%	96	8.2%
Saskatchewan	126	1.2%	25	2.1%
Yukon	4	0.0%	1	0.1%
TOTAL	10153	100.0%	1176	100.0%

The survey was administered both by mail and on the Internet. Survey participants received a copy of the survey via mail beginning May 18, 2001. Quebec participants received versions of the survey in both English and French. An incentive was employed in that all respondents were invited to provide their e-mail addresses on the returned survey to receive a 15 per cent discount on RGD Ontario's handbook on the business of graphic design, slated for publication in November 2001. In addition, all respondents were offered a copy of the survey results for participating. The mailed survey also indicated a web site address so that respondents could complete the survey on-line, and a toll-free fax number to which respondents could fax the completed survey. The web sites for RGD Ontario and GDC invited all graphic designers to complete the survey on-line.

The deadline to submit completed surveys was June 15, 2001, and was extended to July 10, 2001. A total of 1,236 questionnaires were returned (12 per cent response rate).

### Caveat: Use of Data

These data should not be viewed as nationally representative statistical samples of all graphic design professionals, as the sample list was developed from selected sources, and a relatively modest response rate achieved, particularly in some regions and among some job titles. Therefore, caution should be employed when using these data for determining salary levels or setting prices for graphic design services, and should take into account and be adapted to individual considerations and circumstances.

These data do provide a current reflection of what some people in the graphic design profession are currently earning. All results have been presented; however, caution should be applied in interpreting them where the number of respondents is very small.

The compensation information in the following pages is annual salary only. It does not include bonuses, profit sharing, or other forms of remuneration.

The Salary and Billing Rate 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.

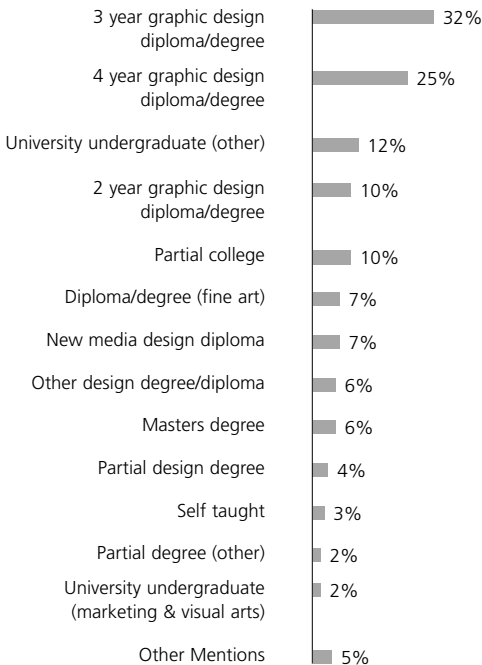


# 1 ABOUT THE RESPONDENTS

- Over half (57 per cent) of respondents have completed a three- or four-year diploma/degree in graphic design.
  - » Completion of a diploma/degree in graphic design is much lower in the Prairie\* provinces where only 44 per cent have completed a diploma/degree.
  - » More respondents in Ontario and Quebec have completed a three-year program; completion of a four-year program is higher in the Atlantic\*\* provinces, B.C. and Alberta.
- Only one in five (20 per cent) have been working in the industry for less than five years.
- An equal number of men and women participated.
- Approximately one-quarter (23 per cent) of respondents are solo designers, 16 per cent are an Owner, Partner or Principal and 14 per cent are a Senior Graphic Designer.

## Educational Background

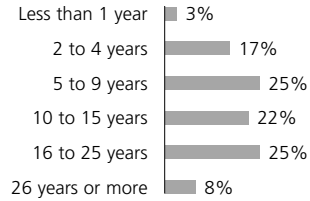
Base: 1,207



## Length of Time Working in Graphic Design Industry

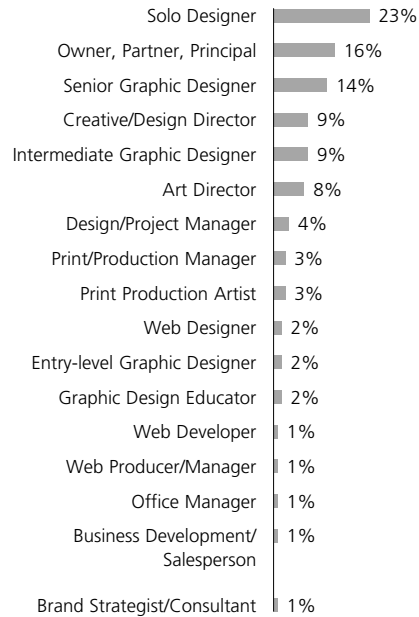
Average: 12.5 years

Base: 1,225



## Job Title

Base: 1,224



\* Saskatchewan & Manitoba only

\*\* New Brunswick, Nova Scotia, PEI, Newfoundland

## 2 ABOUT RESPONDENTS' EMPLOYERS

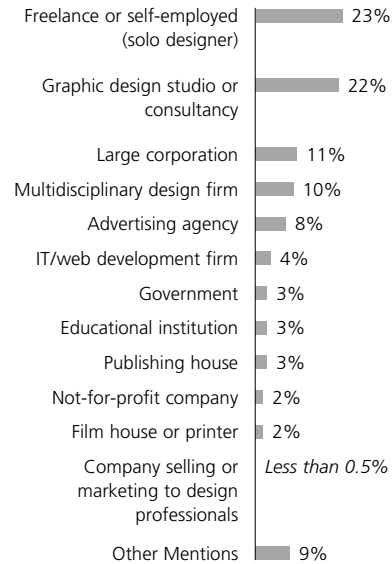
- Approximately one-quarter (23 per cent) of respondents consider themselves freelance or self-employed (solo designers) and a similar number (22 per cent) work in a graphic design studio or consultancy.
  - » More of the respondents from B.C. are freelance than in other regions.
- Almost all (94 per cent) of respondents work for companies with headquarters in Canada.
- Almost half (46 per cent) have been with the same company for the past five years.
- Approximately half (49 per cent) work in an organization with less than ten full-time employees.

## 3 TYPES OF DESIGN WORK DONE

- Corporate Identity/Branding is the area of work most respondents (76 per cent) have been involved in during the last year. Over three-quarters of designers say they have done work in that area.
  - » Involvement in Corporate Identity work is higher in B.C. and Alberta than in the rest of Canada.
- The next most frequently mentioned areas are Advertising Design (72 per cent) and Print Production (69 per cent).
- Involvement in Advertising Design work is higher in B.C., Alberta and the Atlantic provinces than in Ontario and Quebec.
  - » Involvement in Print Production is also higher in B.C. and Alberta than in Ontario and Quebec.
- Other areas where over one-half of designers have worked are Web Design, Corporate Collateral, Project Management, Information Design and Illustration.

### Organization Currently Employed With

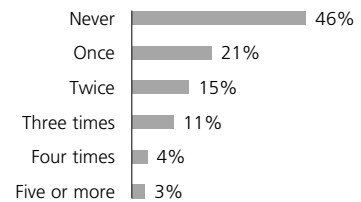
Base: 1,232



### Number of Times Changed Companies in the Last 5 Years

Average: 1.2 times

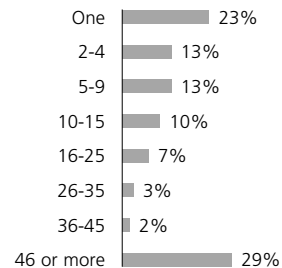
Base: 1,226



### Number of Full-Time Employees

Average: 20.3

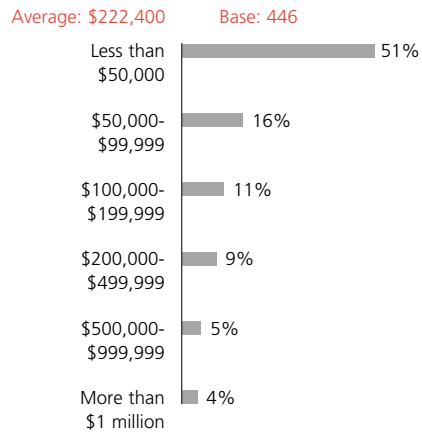
Base: 1,228



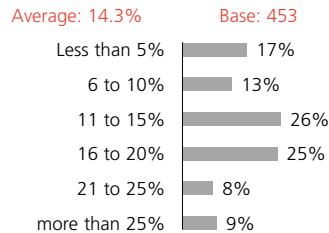
#### 4 ABOUT FIRMS OWNED BY RESPONDENTS

- Only one-quarter (27 per cent) of principal/owner/partners of a design/consultancy firm expect to have five or more full-time employees at the end of 2001.
- Almost half (45 per cent) expect to employ two to four freelance people.
- Over half (60 per cent) the firms had less than \$200,000 in billings in 2000.
- Partner/principals were optimistic about 2001 – over half (56 per cent) expect billings will increase while only 12 per cent expect their billings will decrease.
- Half the firms (51 per cent) have billable disbursements less than \$50,000, and about half (51 per cent) use an 11-20 per cent rate for marking up their disbursements.
- The distribution of clients (about three-fifths) is mainly local. This is not expected to change very much from 1999 to 2001.
- The large amount of local work could explain why four in five firms did not lose any business to American design firms in 2000 and 90 per cent did not lose any business to international (outside the U.S.) firms.
- Word-of-mouth is the most frequently used marketing method (by 95 per cent) and felt to be the most effective (by 55 per cent). The next most effective marketing method is networking (21 per cent) which is used by 65 per cent of firms.

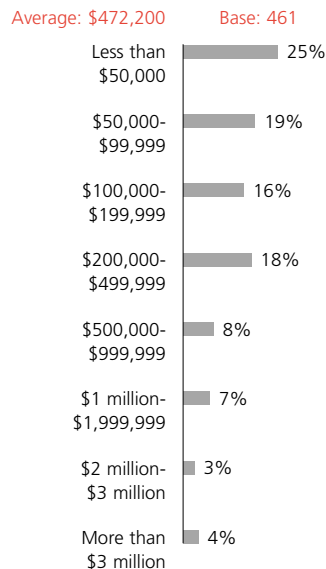
#### Total Billable Disbursements – 2000



#### Average Mark-up on Billable Disbursements



#### Billings – Year 2000

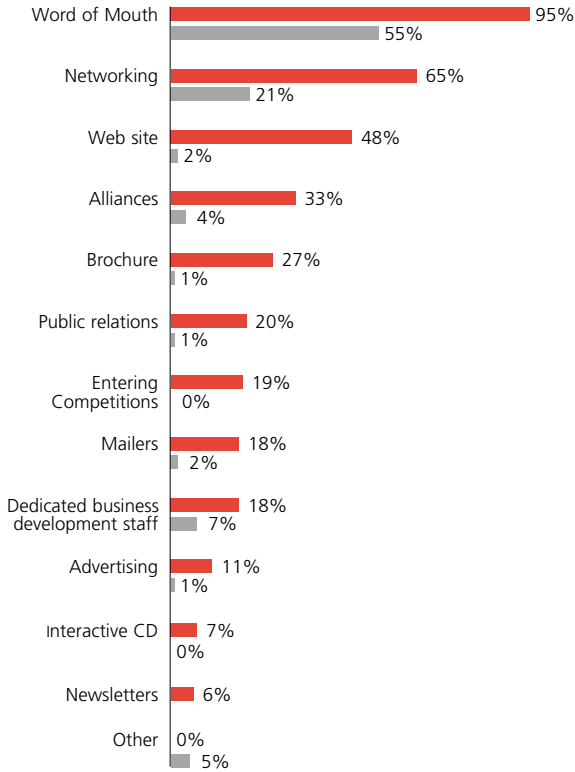


## 5 2000 COMPENSATION

### Marketing Methods

Base: 469  
390

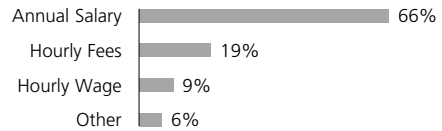
Method practiced  
Considered most effective by respondents



- Two-thirds of designers are paid an annual salary.
- Three in five designers (62 per cent) worked between 1550 and 2500 hours in 2000 to earn their primary source of income.
- Among those who charge an hourly fee for their services, 44 per cent charge less than \$50.
- About half (51 per cent) of those who earn an hourly wage are paid \$15 to \$24.

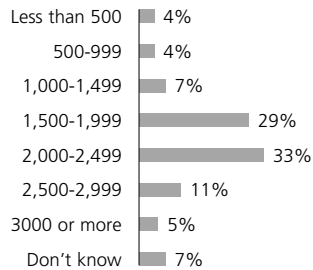
### Primary Source of Income

Base: 1,231



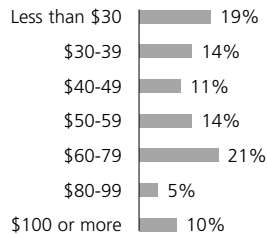
### Hours Worked

Average: 1,947 Base: 1,136



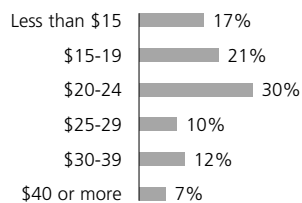
### Hourly Fees

Average: \$54.24 Base: 187



### Hourly Wage

Average: \$22.55 Base: 90



## 6 ABOUT BENEFITS

- The most frequently offered benefits are paid vacations, paid sick leave, dental insurance and family coverage medical insurance.
- Only one in five (18 per cent) designers is paid overtime.

Among those who were paid overtime:

29 per cent are Senior Graphic Designers and

17 per cent are Intermediate Graphic Designers.

<b>Benefits Provided</b>	Studio	In-house	IT/Web	Other	<b>Paid Overtime?</b>
Paid vacations	78%	96%	93%	92%	<b>Base: 1,211</b>
Paid sick leave	64%	90%	82%	68%	Senior Graphic Designer 29%
Dental insurance or group plan	59%	90%	78%	84%	Intermediate Graphic Designer 17%
Medical insurance: family coverage	51%	87%	71%	87%	Art Director 8%
Life insurance	44%	78%	62%	76%	Solo Designer 6%
Long-term disability insurance	46%	79%	51%	78%	Print Production Artist 6%
Education/professional development funding	37%	64%	51%	65%	Owner, Partner, Principal 5%
Mileage reimbursement	44%	56%	24%	46%	Creative/Design Director 5%
Medical insurance: individual coverage	39%	57%	49%	43%	Design/Project Manager 5%
Short-term disability insurance	31%	66%	47%	60%	Entry Level Graphic Designer 4%
Personal time off	36%	46%	53%	24%	Print Production Manager 3%
Parking	39%	35%	22%	35%	Web Designer 3%
Lounge/relaxation space	27%	29%	40%	30%	Graphic Design Educator 2%
Professional member dues	24%	28%	22%	27%	
Parental leave	15%	37%	24%	27%	
Employee assistance or wellness program	9%	47%	20%	32%	
Defined benefit (pension) retirement plan	5%	50%	13%	41%	
Car phone or cell phone	26%	15%	11%	8%	
Profit sharing	21%	20%	18%	8%	
Defined contribution retirement plan	7%	39%	13%	22%	
Workout/exercise facilities	9%	31%	11%	30%	
Stock options	8%	24%	38%	5%	
Company car or allowance	16%	9%	2%	11%	
Other retirement plan	3%	11%	2%	3%	
Child or elder care	1%	5%	–	11%	
<b>BASE</b>	<b>480</b>	<b>247</b>	<b>45</b>	<b>37</b>	





## SOLO DESIGNER

### BILLING RATE

	High	Low	Average	Median	Number of Respondents
National	\$200	\$ 23	\$ 69	\$ 65	180
<b>Region</b>					
B.C.	\$125	\$ 23	\$ 72	\$ 75	56
Alberta	125	45	74	65	17
Prairies*	65	30	49	50	9
Ontario	200	25	70	65	78
Quebec	120	25	56	50	9
Atlantic**	125	30	65	50	6
<b>City</b>					
Vancouver	\$125	\$ 23	\$ 73	\$ 75	45
Calgary	125	45	82	75	11
Edmonton	80	45	60	50	5
GTA†	200	30	73	65	46
Ottawa/Hull	100	29	60	65	9
Montreal	120	25	63	60	7
<b>Education</b>					
3 or 4 year Diploma/Degree in Graphic Design	\$150	\$ 25	\$ 68	\$ 65	95
All Others	150	23	67	60	82
<b>Experience</b>					
Less than 5 years	\$125	\$ 23	\$ 57	\$ 50	16
5-15 years	150	25	66	65	77
16+ years	200	25	72	65	85
<b>Gender</b>					
Female	\$150	\$ 25	\$ 63	\$ 60	81
Male	200	23	73	70	98

### SALARY

	High	Low	Average	Median	Number of Respondents
National	\$150,000	\$ 21,000	\$ 56,752	\$ 52,000	65
B.C.	\$104,000	\$ 30,000	\$ 55,000	\$ 43,000	20
Alberta	72,000	28,800	49,200	44,000	4
Prairies*	30,000	30,000	30,000	30,000	1
Ontario	150,000	30,000	62,347	60,000	32
Quebec	55,000	21,000	38,600	45,000	5
Atlantic**	80,000	80,000	80,000	80,000	1
Vancouver	\$104,000	\$ 30,000	\$ 55,053	\$ 43,000	19
Calgary	72,000	44,000	58,000	44,000	2
Edmonton	52,000	28,800	40,400	28,800	2
GTA†	150,000	34,000	61,391	60,000	22
Ottawa/Hull	65,000	60,000	62,500	60,000	2
Montreal	55,000	21,000	38,600	45,000	5
3 or 4 year Diploma/Degree in Graphic Design	\$104,000	\$ 22,000	\$ 54,036	\$ 50,000	42
All Others	150,000	21,000	60,821	54,000	19
Less than 5 years	\$100,000	\$ 21,000	\$ 53,000	\$ 37,000	8
5-15 years	80,000	22,000	46,015	45,000	27
16+ years	150,000	30,000	67,259	62,500	29
Female	\$150,000	\$ 22,000	\$ 52,313	\$ 45,000	30
Male	104,000	21,000	60,557	60,000	35

\* Saskatchewan & Manitoba only

\*\* New Brunswick, Nova Scotia, PEI, Newfoundland

† Greater Toronto Area

## OWNER, PARTNER, PRINCIPAL

### BILLING RATE

	High	Low	Average	Median	Number of Respondents
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National	\$500	\$ 20	\$125	\$100	174
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#### Region

B.C.	\$350	\$ 50	\$108	\$100	39
Alberta	200	70	104	100	18
Prairies*	150	90	108	100	8
Ontario	500	20	149	125	77
Quebec	200	45	97	75	23
Atlantic**	110	65	85	75	5

#### City

Vancouver	\$350	\$ 65	\$116	\$100	28
Calgary	200	85	115	100	12
Edmonton	100	70	81	75	6
GTA†	500	25	168	150	50
Ottawa/Hull	125	20	93	100	11
Montreal	200	50	115	100	15

#### Organization Size

1-2	\$100	\$ 45	\$ 83	\$ 85	5
2-4	250	25	94	85	68
5-9	350	20	118	110	54
10-15	350	75	173	150	27
16-25	500	60	178	150	10
26-45	350	125	206	150	4
46+	350	150	225	200	6

#### Organization Type

Design Studio	\$500	\$ 25	\$119	\$100	151
In-house Dept	150	20	85	20	2
IT/Web Development					
	150	120	135	120	2
Other	150	60	105	60	2

#### Education

3 or 4 year Diploma/Degree in Graphic Design	–	–	–	–	–
All Others	–	–	–	–	–

#### Experience

Less than 5 years	–	–	–	–	–
5-15 years	–	–	–	–	–
16+ years	–	–	–	–	–

#### Gender

Female	–	–	–	–	–
Male	–	–	–	–	–

### SALARY

	High	Low	Average	Median	Number of Respondents
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National	\$250,000	\$ 20,000	\$ 77,554	\$ 62,000	138
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B.C.	\$155,000	\$ 31,000	\$ 70,807	\$ 60,000	31
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Alberta	130,000	33,000	66,267	50,000	15
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Prairies*	100,000	30,000	53,333	45,000	6
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Ontario	250,000	20,000	87,813	75,000	67
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Quebec	175,000	25,000	62,900	35,000	10
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Atlantic**	175,000	40,000	85,333	75,000	6
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Vancouver	\$155,000	\$ 31,000	\$ 66,182	\$ 60,000	22
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Calgary	130,000	45,000	77,100	70,000	10
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Edmonton	50,000	33,000	43,750	45,000	4
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GTA†	250,000	20,000	99,714	100,000	37
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Ottawa/Hull	120,000	20,000	68,583	55,000	12
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Montreal	175,000	25,000	77,500	35,000	6
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1-2	n/a	n/a	n/a	n/a	0
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2-4	\$160,000	\$ 20,000	\$ 58,568	\$ 50,000	50
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5-9	155,000	23,400	66,917	60,000	47
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10-15	218,000	36,000	111,208	105,000	24
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16-25	150,000	25,000	91,250	100,000	8
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26-45	250,000	75,000	123,750	75,000	4
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46+	250,000	70,000	147,000	130,000	5
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Design Studio	\$250,000	\$ 20,000	\$ 76,004	\$60,000	125
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In-house Dept	70,000	70,000	70,000	70,000	1
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IT/Web Development					
	75,000	62,000	68,500	62,000	2

Other	100,000	95,000	97,500	95,000	2
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3 or 4 year Diploma/Degree in Graphic Design	\$250,000	\$ 20,000	\$ 77,417	\$60,000	79
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All Others	180,000	20,000	78,574	68,000	55
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Less than 5 years	\$ 75,000	\$ 70,000	\$ 72,500	\$70,000	2
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5-15 years	175,000	20,000	65,305	55,000	57
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16+ years	250,000	23,400	86,520	75,000	79
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Female	\$135,000	\$ 20,000	\$ 64,856	\$60,000	33
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Male	250,000	20,000	81,545	65,000	105
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## CREATIVE/DESIGN DIRECTOR

### BILLING RATE

	High	Low	Average	Median	Number of Respondents
National	\$300	\$ 34	\$128	\$125	86
<b>Region</b>					
B.C.	\$300	\$ 50	\$134	\$125	13
Alberta	200	65	106	100	13
Prairies*	125	65	105	125	3
Ontario	300	60	139	125	46
Quebec	150	50	111	100	8
Atlantic**	n/a	n/a	n/a	n/a	0
<b>City</b>					
Vancouver	\$300	\$ 50	\$143	\$125	9
Calgary	200	65	118	100	10
Edmonton	75	65	68	65	3
GTA†	300	60	151	150	31
Ottawa/Hull	120	60	88	90	5
Montreal	150	100	129	125	6
<b>Organization Size</b>					
1-2	\$ 85	\$ 85	\$ 85	\$ 85	1
2-4	180	34	92	100	23
5-9	300	60	125	125	26
10-15	300	75	154	150	17
16-25	250	95	156	125	8
26-45	170	100	136	125	4
46+	252	60	165	150	7
<b>Organization Type</b>					
Design Studio	\$300	\$ 34	\$125	\$120	70
In-house Dept	100	100	100	100	1
IT/Web Development					
	252	80	146	125	4
Other	n/a	n/a	n/a	n/a	0
<b>Education</b>					
3 or 4 year Diploma/Degree in Graphic Design	–	–	–	–	–
All Others	–	–	–	–	–
<b>Experience</b>					
Less than 5 years	–	–	–	–	–
5-15 years	–	–	–	–	–
16+ years	–	–	–	–	–
<b>Gender</b>					
Female	–	–	–	–	–
Male	–	–	–	–	–

### SALARY

	High	Low	Average	Median	Number of Respondents
National	\$326,250	\$ 26,000	\$ 71,515	\$ 60,000	94
<b>Region</b>					
B.C.	\$105,000	\$ 38,400	\$ 61,500	\$ 54,000	13
Alberta	110,000	42,600	65,178	52,000	9
Prairies*	55,000	38,000	49,250	49,000	4
Ontario	326,250	26,000	77,366	70,000	52
Quebec	130,000	45,000	86,667	75,000	6
Atlantic**	55,000	39,000	49,575	49,300	4
<b>City</b>					
Vancouver	\$105,000	\$ 38,400	\$ 65,833	\$ 55,000	9
Calgary	110,000	49,000	81,750	72,000	4
Edmonton	70,000	42,600	54,200	50,000	3
GTA†	326,250	35,000	82,536	71,000	43
Ottawa/Hull	70,000	26,000	50,333	55,000	3
Montreal	130,000	45,000	86,667	75,000	6
<b>Organization Size</b>					
1-2	n/a	n/a	n/a	n/a	0
2-4	\$ 90,000	\$ 30,000	\$ 54,383	\$ 50,000	12
5-9	160,000	35,000	63,450	54,000	14
10-15	326,250	48,000	114,472	100,000	9
16-25	105,000	26,000	55,917	46,000	6
26-45	120,000	38,400	62,067	49,000	6
46+	150,000	35,000	73,264	70,000	47
<b>Organization Type</b>					
Design Studio	\$160,000	\$ 30,000	\$ 74,445	\$ 60,000	38
In-house Dept	130,000	39,000	66,090	65,000	30
IT/Web Development					
	115,000	49,000	73,000	71,000	5
Other	52,000	47,000	49,333	49,000	3
<b>Education</b>					
3 or 4 year Diploma/Degree in Graphic Design	\$130,000	\$ 26,000	\$ 69,444	\$ 65,700	59
All Others	326,250	35,000	76,908	55,000	30
<b>Experience</b>					
Less than 5 years	\$ 50,000	\$ 26,000	\$ 38,900	\$ 37,500	5
5-15 years	326,250	35,000	71,563	60,000	47
16+ years	160,000	38,400	76,538	70,000	40
<b>Gender</b>					
Female	\$140,000	\$ 35,000	\$ 60,512	\$ 52,000	26
Male	326,250	26,000	76,457	70,000	66

\* Saskatchewan & Manitoba only

\*\* New Brunswick, Nova Scotia, PEI, Newfoundland

† Greater Toronto Area

## ART DIRECTOR

### BILLING RATE

	High	Low	Average	Median	Number of Respondents
National	\$200	\$ 50	\$109	\$100	57
<b>Region</b>					
B.C.	\$150	\$ 75	\$107	\$100	10
Alberta	150	65	103	100	9
Prairies*	90	90	90	90	1
Ontario	200	60	120	100	26
Quebec	125	50	85	95	9
Atlantic**	n/a	n/a	n/a	n/a	
<b>City</b>					
Vancouver	\$150	\$ 85	\$114	\$100	6
Calgary	150	85	108	100	8
Edmonton	65	65	65	65	1
GTA†	200	60	134	125	16
Ottawa/Hull	85	85	85	85	2
Montreal	125	50	92	100	7
<b>Organization Size</b>					
1-2	\$100	\$ 85	\$ 95	\$100	3
2-4	180	50	96	85	13
5-9	125	60	94	100	10
10-15	200	75	114	100	15
16-25	200	85	136	150	7
26-45	170	100	130	125	4
46+	150	60	110	110	5
<b>Organization Type</b>					
Design Studio	\$200	\$ 50	\$107	\$100	45
In-house Dept	100	100	100	100	1
IT/Web Development					
	128	125	127	125	2
Other	n/a	n/a	n/a	n/a	0
<b>Education</b>					
3 or 4 year Diploma/Degree in Graphic Design	-	-	-	-	-
All Others	-	-	-	-	-
<b>Experience</b>					
Less than 5 years	-	-	-	-	-
5-15 years	-	-	-	-	-
16+ years	-	-	-	-	-
<b>Gender</b>					
Female	-	-	-	-	-
Male	-	-	-	-	-

### SALARY

	High	Low	Average	Median	Number of Respondents
National	\$ 98,000	\$ 21,500	\$ 52,664	\$ 50,000	92
<b>Region</b>					
B.C.	\$ 65,000	\$ 30,000	\$ 48,829	\$ 49,800	7
Alberta	58,500	35,000	45,490	42,400	10
Prairies*	52,500	21,500	39,200	36,000	5
Ontario	98,000	23,000	56,032	50,000	52
Quebec	82,000	33,280	53,435	50,000	11
Atlantic**	62,000	62,000	62,000	62,000	1
<b>City</b>					
Vancouver	\$ 65,000	\$ 42,000	\$ 51,967	\$ 49,800	6
Calgary	58,500	36,000	47,238	45,000	8
Edmonton	42,000	42,000	42,000	42,000	1
GTA†	98,000	23,000	59,105	60,000	41
Ottawa/Hull	53,000	33,280	45,195	47,000	4
Montreal	82,000	40,000	57,500	55,000	9
<b>Organization Size</b>					
1-2	n/a	n/a	n/a	n/a	0
2-4	\$ 55,000	\$ 30,000	\$ 43,167	\$ 40,000	6
5-9	72,000	23,000	44,333	40,000	12
10-15	98,000	26,000	53,295	45,000	17
16-25	85,000	36,000	55,820	54,000	15
26-45	80,000	44,000	60,786	61,500	7
46+	90,000	21,500	53,866	50,000	35
<b>Organization Type</b>					
Design Studio	\$ 85,000	\$ 21,500	\$ 50,685	\$ 46,000	41
In-house Dept	98,000	23,000	52,425	50,000	36
IT/Web Development					
	91,000	47,000	67,857	65,000	7
Other	44,340	44,000	44,170	44,000	2
<b>Education</b>					
3 or 4 year Diploma/Degree in Graphic Design	\$ 91,000	\$ 21,500	\$ 53,796	\$ 50,000	68
All Others	98,000	23,000	49,914	47,000	23
<b>Experience</b>					
Less than 5 years	\$ 65,000	\$ 21,500	\$ 41,400	\$ 40,000	10
5-15 years	98,000	26,000	52,610	47,500	59
16+ years	90,000	39,000	58,792	58,500	21
<b>Gender</b>					
Female	\$ 91,000	\$ 30,000	\$ 52,586	\$ 50,000	44
Male	98,000	21,500	53,690	50,000	44

## DESIGN/PROJECT MANAGER

### BILLING RATE

	High	Low	Average	Median	Number of Respondents
National	\$225	\$ 30	\$108	\$110	54
<b>Region</b>					
B.C.	\$200	\$ 60	\$123	\$125	8
Alberta	125	30	74	55	4
Prairies*	125	50	88	50	2
Ontario	225	50	119	125	27
Quebec	175	50	89	75	10
Atlantic**	80	80	80	80	1
<b>City</b>					
Vancouver	\$200	\$ 85	\$131	\$125	7
Calgary	125	30	74	55	4
Edmonton	n/a	n/a	n/a	n/a	0
GTA†	225	50	124	125	19
Ottawa/Hull	85	65	75	75	4
Montreal	175	50	91	75	8
<b>Organization Size</b>					
1-2	\$ 85	\$ 85	\$ 85	\$ 85	1
2-4	160	75	93	75	5
5-9	200	30	93	85	19
10-15	225	50	122	120	12
16-25	150	60	118	125	10
26-45	200	90	138	125	3
46+	175	50	119	100	4
<b>Organization Type</b>					
Design Studio	\$200	\$ 30	\$105	\$100	38
In-house Dept	90	90	90	90	1
IT/Web Development					
	125	125	125	125	2
Other	130	60	95	60	2
<b>Education</b>					
3 or 4 year Diploma/Degree in Graphic Design	-	-	-	-	-
All Others	-	-	-	-	-
<b>Experience</b>					
Less than 5 years	-	-	-	-	-
5-15 years	-	-	-	-	-
16+ years	-	-	-	-	-
<b>Gender</b>					
Female	-	-	-	-	-
Male	-	-	-	-	-

### SALARY

	High	Low	Average	Median	Number of Respondents
National	\$110,000	\$ 30,000	\$ 57,572	\$ 54,000	46
B.C.	\$ 85,000	\$ 32,640	\$ 50,364	\$ 46,000	10
Alberta	46,500	46,500	46,500	46,500	1
Prairies*	80,000	80,000	80,000	80,000	1
Ontario	110,000	30,000	59,938	58,000	30
Quebec	100,000	35,000	57,667	38,000	3
Atlantic**	n/a	n/a	n/a	n/a	n/a
Vancouver	\$ 85,000	\$ 32,640	\$ 50,364	\$ 46,000	10
Calgary	n/a	n/a	n/a	n/a	0
Edmonton	46,500	46,500	46,500	46,500	1
GTA†	110,000	30,000	60,648	60,000	28
Ottawa/Hull	56,000	44,000	50,000	44,000	2
Montreal	100,000	35,000	57,667	38,000	3
1-2	n/a	n/a	n/a	n/a	0
2-4	\$ 40,000	\$ 38,000	\$ 39,000	\$ 38,000	2
5-9	85,000	85,000	85,000	85,000	1
10-15	43,000	35,000	38,667	38,000	3
16-25	75,000	40,000	50,000	42,000	4
26-45	100,000	32,640	73,528	75,000	5
46+	110,000	35,200	59,747	58,000	29
Design Studio	\$ 85,000	\$ 32,640	\$ 52,635	\$ 44,000	14
In-house Dept	100,000	35,200	55,973	54,000	22
IT/Web Development					
	95,000	95,000	95,000	95,000	1
Other	74,000	48,000	61,000	48,000	2
3 or 4 year Diploma/Degree in Graphic Design	\$ 83,000	\$ 35,200	\$ 55,793	\$ 55,000	15
All Others	110,000	30,000	58,143	50,000	29
Less than 5 years	\$ 60,000	\$ 30,000	\$ 39,440	\$ 35,000	6
5-15 years	110,000	35,200	63,293	58,000	22
16+ years	80,000	38,000	56,622	55,000	18
Female	\$110,000	\$ 32,640	\$ 54,029	\$ 46,000	27
Male	95,000	30,000	61,917	60,000	18

\* Saskatchewan & Manitoba only

\*\* New Brunswick, Nova Scotia, PEI, Newfoundland

† Greater Toronto Area

## SENIOR GRAPHIC DESIGNER

### BILLING RATE

	High	Low	Average	Median	Number of Respondents
National	\$225	\$ 20	\$100	\$ 90	93
<b>Region</b>					
B.C.	\$150	\$ 20	\$ 90	\$ 90	12
Alberta	150	40	92	90	11
Prairies*	125	75	101	90	6
Ontario	225	45	115	108	44
Quebec	150	50	82	85	11
Atlantic**	80	25	63	75	5
<b>City</b>					
Vancouver	\$150	\$ 30	\$105	\$100	8
Calgary	150	60	104	100	8
Edmonton	75	40	60	65	3
GTA†	225	45	121	125	30
Ottawa/Hull	95	75	83	75	6
Montreal	150	50	89	85	8
<b>Organization Size</b>					
1-2	\$ 85	\$ 85	\$ 85	\$ 85	1
2-4	180	20	68	65	21
5-9	160	55	94	90	33
10-15	175	60	116	120	18
16-25	150	85	119	125	8
26-45	175	85	139	125	4
46+	225	45	133	125	8
<b>Organization Type</b>					
Design Studio	\$180	\$ 20	\$ 95	\$ 90	76
In-house Dept	85	85	85	85	1
IT/Web Development					
	125	60	98	108	3
Other	n/a	n/a	n/a	n/a	0
<b>Education</b>					
3 or 4 year Diploma/Degree in Graphic Design	–	–	–	–	–
All Others	–	–	–	–	–
<b>Experience</b>					
Less than 5 years	–	–	–	–	–
5-15 years	–	–	–	–	–
16+ years	–	–	–	–	–
<b>Gender</b>					
Female	–	–	–	–	–
Male	–	–	–	–	–

### SALARY

	High	Low	Average	Median	Number of Respondents
National	\$120,000	\$ 25,000	\$ 48,306	\$ 46,000	153
B.C.	\$ 78,000	\$ 35,000	\$ 48,020	\$ 47,000	20
Alberta	72,000	25,000	43,750	41,000	12
Prairies*	47,517	28,500	38,378	37,750	6
Ontario	80,000	26,496	49,195	48,000	93
Quebec	70,200	32,000	46,800	41,800	10
Atlantic**	50,000	42,000	44,750	42,000	4
Vancouver	\$ 78,000	\$ 35,000	\$ 49,607	\$ 49,000	15
Calgary	72,000	39,000	50,429	50,000	7
Edmonton	41,000	25,000	34,400	36,000	5
GTA†	80,000	33,000	51,739	50,000	66
Ottawa/Hull	51,000	31,000	42,245	43,200	11
Montreal	70,200	32,000	46,800	41,800	10
1-2	n/a	n/a	n/a	n/a	0
2-4	\$ 75,000	\$ 31,000	\$ 46,583	\$ 43,000	12
5-9	120,000	28,500	44,219	40,000	21
10-15	78,000	26,496	51,602	49,140	20
16-25	70,000	40,000	52,344	53,000	15
26-45	80,000	25,000	49,000	48,000	12
46+	90,000	30,000	48,028	47,500	72
Design Studio	\$120,000	\$ 25,000	\$ 49,582	\$ 46,000	66
In-house Dept	90,000	30,000	46,936	46,000	58
IT/Web Development					
	80,000	35,000	53,167	48,000	6
Other	60,000	26,496	45,778	45,500	10
3 or 4 year Diploma/Degree in Graphic Design	\$120,000	\$ 26,496	\$ 49,220	\$ 48,000	102
All Others	90,000	25,000	45,809	41,000	50
Less than 5 years	\$120,000	\$ 25,000	\$ 44,365	\$ 40,000	26
5-15 years	90,000	26,496	47,525	44,000	89
16+ years	75,000	30,000	52,832	50,000	38
Female	\$ 80,000	\$ 25,000	\$ 45,033	\$ 43,200	79
Male	120,000	28,500	51,800	50,000	74

## INTERMEDIATE GRAPHIC DESIGNER

### BILLING RATE

	High	Low	Average	Median	Number of Respondents
National	\$175	\$ 18	\$ 83	\$ 80	99
<b>Region</b>					
B.C.	\$175	\$ 70	\$108	\$100	8
Alberta	110	50	79	85	11
Prairies*	125	45	89	85	6
Ontario	150	20	86	85	52
Quebec	100	25	66	60	14
Atlantic**	80	20	53	60	5
<b>City</b>					
Vancouver	\$175	\$ 90	\$123	\$100	6
Calgary	110	60	88	90	7
Edmonton	85	50	64	55	4
GTA†	150	20	93	95	31
Ottawa/Hull	95	60	77	75	10
Montreal	100	45	72	75	9
<b>Organization Size</b>					
1-2	\$ 40	\$ 25	\$ 30	\$ 25	3
2-4	150	18	72	75	22
5-9	175	40	84	75	37
10-15	130	60	89	90	19
16-25	125	60	96	95	8
26-45	125	75	103	110	3
46+	150	41	97	95	7
<b>Organization Type</b>					
Design Studio	\$175	\$ 18	\$ 84	\$ 80	83
In-house Dept	75	75	75	75	1
IT/Web Development	95	95	95	95	2
Other	60	60	60	60	1
<b>Education</b>					
3 or 4 year Diploma/Degree in Graphic Design	-	-	-	-	-
All Others	-	-	-	-	-
<b>Experience</b>					
Less than 5 years	-	-	-	-	-
5-15 years	-	-	-	-	-
16+ years	-	-	-	-	-
<b>Gender</b>					
Female	-	-	-	-	-
Male	-	-	-	-	-

### SALARY

	High	Low	Average	Median	Number of Respondents
National	\$ 56,000	\$ 16,000	\$ 36,757	\$ 36,360	94
B.C.	\$ 53,000	\$ 28,885	\$ 41,371	\$ 40,000	12
Alberta	40,000	26,000	34,316	33,408	15
Prairies*	40,000	28,000	33,125	30,500	4
Ontario	56,000	16,000	37,559	37,000	52
Quebec	30,940	26,000	29,235	30,000	4
Atlantic**	40,000	30,000	36,606	36,905	4
Vancouver	\$ 53,000	\$ 28,885	\$ 41,371	\$ 40,000	12
Calgary	40,000	27,500	35,500	38,000	5
Edmonton	40,000	28,000	34,218	32,000	8
GTA†	56,000	28,000	38,450	38,000	36
Ottawa/Hull	54,000	25,000	35,889	35,000	9
Montreal	30,940	30,000	30,313	30,000	3
1-2	n/a	n/a	n/a	n/a	0
2-4	\$ 37,000	\$ 26,000	\$ 30,870	\$ 29,400	8
5-9	45,000	27,000	34,402	33,408	16
10-15	45,000	26,000	37,119	37,000	11
16-25	45,000	16,000	35,503	35,162	14
26-45	53,000	27,500	38,111	36,000	9
46+	56,000	28,000	39,385	38,000	35
Design Studio	\$ 53,000	\$ 16,000	\$ 35,444	\$ 35,000	47
In-house Dept	56,000	28,000	39,131	38,000	21
IT/Web Development	44,000	30,000	34,625	32,000	6
Other	40,000	31,200	35,454	35,162	3
3 or 4 year Diploma/Degree in Graphic Design	\$ 56,000	\$ 16,000	\$ 36,154	\$ 36,360	68
All Others	53,000	25,000	38,427	37,000	25
Less than 5 years	\$ 56,000	\$ 16,000	\$ 34,444	\$ 33,000	55
5-15 years	54,000	26,000	39,200	39,739	35
16+ years	53,000	45,000	47,190	45,000	4
Female	\$ 56,000	\$ 26,000	\$ 37,090	\$ 36,360	60
Male	53,000	16,000	36,170	36,000	34

\* Saskatchewan & Manitoba only

\*\* New Brunswick, Nova Scotia, PEI, Newfoundland

† Greater Toronto Area

## ENTRY LEVEL/JUNIOR GRAPHIC DESIGNER

### BILLING RATE

	High	Low	Average	Median	Number of Respondents
National	\$125	\$ 10	\$ 65	\$ 60	69
<b>Region</b>					
B.C.	\$125	\$ 12	\$ 70	\$ 75	13
Alberta	85	35	52	50	7
Prairies*	50	50	50	50	1
Ontario	125	10	73	75	33
Quebec	75	12	47	50	11
Atlantic**	80	50	65	50	2
<b>City</b>					
Vancouver	\$125	\$ 12	\$ 80	\$100	8
Calgary	85	35	56	35	4
Edmonton	50	37	46	50	3
GTA†	125	10	74	85	21
Ottawa/Hull	85	45	69	65	6
Montreal	75	12	50	50	7
<b>Organization Size</b>					
1-2	\$ 12	\$ 12	\$ 12	\$ 12	1
2-4	85	10	41	35	17
5-9	125	25	68	60	23
10-15	125	45	76	75	16
16-25	125	40	85	100	7
26-45	125	65	92	85	3
46+	60	38	49	38	2
<b>Organization Type</b>					
Design Studio	\$ 125	\$ 10	\$ 65	\$ 65	53
In-house Dept	65	65	65	65	1
IT/Web Development					
	100	100	100	100	1
Other	50	45	48	45	2
<b>Education</b>					
3 or 4 year Diploma/Degree in Graphic Design	–	–	–	–	–
All Others	–	–	–	–	–
<b>Experience</b>					
Less than 5 years	–	–	–	–	–
5-15 years	–	–	–	–	–
16+ years	–	–	–	–	–
<b>Gender</b>					
Female	–	–	–	–	–
Male	–	–	–	–	–

### SALARY

	High	Low	Average	Median	Number of Respondents
National	\$ 44,000	\$ 14,000	\$ 28,377	\$ 27,000	18
B.C.	n/a	n/a	n/a	n/a	0
Alberta	\$ 27,000	\$ 14,000	\$ 20,500	\$ 14,000	2
Prairies*	27,000	21,600	24,300	21,600	2
Ontario	44,000	24,960	30,668	30,000	10
Quebec	24,000	24,000	24,000	24,000	1
Atlantic**	16,000	16,000	16,000	16,000	1
Vancouver	n/a	n/a	n/a	n/a	0
Calgary	n/a	n/a	n/a	n/a	0
Edmonton	\$ 14,000	\$ 14,000	\$ 14,000	\$ 14,000	1
GTA†	44,000	24,960	31,298	30,000	9
Ottawa/Hull	n/a	n/a	n/a	n/a	0
Montreal	24,000	24,000	24,000	24,000	1
1-2	n/a	n/a	n/a	n/a	0
2-4	\$ 42,500	\$ 14,000	\$ 28,250	\$ 14,000	2
5-9	44,000	16,000	26,712	24,960	5
10-15	30,000	25,000	28,333	30,000	3
16-25	27,000	27,000	27,000	27,000	1
26-45	n/a	n/a	n/a	n/a	0
46+	40,000	24,000	29,453	27,000	6
Design Studio	\$ 44,000	\$ 14,000	\$ 28,384	\$ 27,000	9
In-house Dept	30,720	24,000	26,573	25,000	3
IT/Web Development					
	n/a	n/a	n/a	n/a	0
Other	27,000	27,000	27,000	27,000	1
3 or 4 year Diploma/Degree in Graphic Design	\$ 44,000	\$ 14,000	\$ 27,187	\$ 25,000	11
All Others	40,000	25,000	30,246	30,000	7
Less than 5 years	–	–	–	–	–
5-15 years	–	–	–	–	–
16+ years	–	–	–	–	–
Female	\$ 44,000	\$ 16,000	\$ 29,455	\$ 27,000	12
Male	40,000	14,000	26,220	24,000	6



## PRINT PRODUCTION MANAGER

### BILLING RATE

	High	Low	Average	Median	Number of Respondents
National	\$180	\$ 11	\$ 83	\$ 80	53
<b>Region</b>					
B.C.	\$130	\$100	\$115	\$100	4
Alberta	110	25	70	65	9
Prairies*	125	100	113	100	2
Ontario	180	11	86	80	28
Quebec	100	40	64	65	7
Atlantic**	50	40	45	40	2
<b>City</b>					
Vancouver	\$130	\$100	\$120	\$130	3
Calgary	110	45	76	65	8
Edmonton	25	25	25	25	1
GTA†	180	45	103	100	16
Ottawa/Hull	85	11	66	75	5
Montreal	100	40	68	65	6
<b>Organization Size</b>					
1-2	\$ 45	\$ 40	\$ 43	\$ 40	2
2-4	100	14	61	50	6
5-9	125	11	70	60	13
10-15	150	40	92	85	16
16-25	130	40	90	85	7
26-45	110	100	105	100	3
46+	180	45	105	90	6
<b>Organization Type</b>					
Design Studio	\$180	\$ 14	\$ 85	\$ 85	41
In-house Dept	11	11	11	11	1
IT/Web Development	n/a	n/a	n/a	n/a	0
Other	130	40	85	40	2
<b>Education</b>					
3 or 4 year Diploma/Degree in Graphic Design	-	-	-	-	-
All Others	-	-	-	-	-
<b>Experience</b>					
Less than 5 years	-	-	-	-	-
5-15 years	-	-	-	-	-
16+ years	-	-	-	-	-
<b>Gender</b>					
Female	-	-	-	-	-
Male	-	-	-	-	-

### SALARY

	High	Low	Average	Median	Number of Respondents
National	\$153,000	\$ 25,392	\$ 55,064	\$ 48,000	37
B.C.	\$ 90,000	\$ 35,000	\$ 54,091	\$ 48,000	11
Alberta	35,000	35,000	35,000	35,000	1
Prairies*	48,000	30,000	38,667	38,000	3
Ontario	153,000	25,392	65,691	62,000	15
Quebec	50,000	35,500	42,750	40,000	4
Atlantic**	40,000	40,000	40,000	40,000	1
Vancouver	\$ 90,000	\$ 40,000	\$ 57,778	\$ 55,000	9
Calgary	n/a	n/a	n/a	n/a	0
Edmonton	35,000	35,000	35,000	35,000	1
GTA†	153,000	25,392	65,691	62,000	15
Ottawa/Hull	n/a	n/a	n/a	n/a	0
Montreal	50,000	35,500	42,750	40,000	4
1-2	n/a	n/a	n/a	n/a	0
2-4	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000	1
5-9	62,400	30,000	46,680	48,000	5
10-15	48,000	35,000	39,333	35,000	3
16-25	48,000	25,392	37,797	40,000	3
26-45	50,000	40,000	43,333	40,000	3
46+	153,000	35,500	63,754	60,000	22
Design Studio	\$ 85,000	\$ 25,392	\$ 50,317	\$ 48,000	17
In-house Dept	153,000	35,000	59,179	53,000	15
IT/Web Development	46,000	46,000	46,000	46,000	1
Other	82,900	48,000	65,450	48,000	2
3 or 4 year Diploma/Degree in Graphic Design	\$153,000	\$ 50,000	\$ 82,833	\$ 64,000	6
All Others	85,000	25,392	49,689	48,000	31
Less than 5 years	\$ 41,000	\$ 41,000	\$ 41,000	\$ 41,000	1
5-15 years	153,000	25,392	53,365	48,000	23
16+ years	90,000	35,000	59,152	55,000	13
Female	\$153,000	\$ 25,392	\$ 53,714	\$ 48,000	26
Male	85,000	35,000	58,255	60,000	11

\* Saskatchewan & Manitoba only

\*\* New Brunswick, Nova Scotia, PEI, Newfoundland

† Greater Toronto Area

## PRINT PRODUCTION ARTIST

### BILLING RATE

	High	Low	Average	Median	Number of Respondents
National	\$150	\$ 10	\$ 84	\$ 85	47
<b>Region</b>					
B.C.	\$150	\$ 15	\$ 88	\$ 95	14
Alberta	100	20	63	60	8
Prairies*	100	100	100	100	2
Ontario	150	10	84	75	18
Quebec	125	60	80	60	4
Atlantic**	n/a	n/a	n/a	n/a	0
<b>City</b>					
Vancouver	\$150	\$ 20	\$102	\$100	10
Calgary	100	30	70	60	6
Edmonton	20	20	20	20	1
GTA†	150	10	92	100	10
Ottawa/Hull	85	65	73	65	4
Montreal	125	60	87	75	3
<b>Organization Size</b>					
1-2	\$ 60	\$ 10	\$ 28	\$ 15	3
2-4	100	20	54	45	11
5-9	125	60	91	95	11
10-15	150	60	98	90	8
16-25	150	65	97	90	6
26-45	140	125	130	125	3
46+	150	42	94	100	5
<b>Organization Type</b>					
Design Studio	\$150	\$ 20	\$ 86	\$ 90	35
In-house Dept	n/a	n/a	n/a	n/a	0
IT/Web Development	n/a	n/a	n/a	n/a	0
Other	130	130	130	130	1
<b>Education</b>					
3 or 4 year Diploma/Degree in Graphic Design	-	-	-	-	-
All Others	-	-	-	-	-
<b>Experience</b>					
Less than 5 years	-	-	-	-	-
5-15 years	-	-	-	-	-
16+ years	-	-	-	-	-
<b>Gender</b>					
Female	-	-	-	-	-
Male	-	-	-	-	-

### SALARY

	High	Low	Average	Median	Number of Respondents
National	\$ 68,250	\$ 21,120	\$ 36,796	\$ 35,200	24
<b>Region</b>					
B.C.	\$ 45,000	\$ 38,000	\$ 41,566	\$ 40,000	4
Alberta	31,000	31,000	31,000	31,000	1
Prairies*	40,000	40,000	40,000	40,000	1
Ontario	68,250	21,120	38,524	35,000	10
Quebec	38,000	25,000	31,987	30,946	4
Atlantic**	24,726	24,726	24,726	24,726	1
<b>City</b>					
Vancouver	\$ 45,000	\$ 38,000	\$ 41,566	\$ 40,000	4
Calgary	31,000	31,000	31,000	31,000	1
Edmonton	n/a	n/a	n/a	n/a	0
GTA†	68,250	21,120	38,916	39,600	9
Ottawa/Hull	n/a	n/a	n/a	n/a	0
Montreal	38,000	25,000	31,987	30,946	4
<b>Organization Size</b>					
1-2	n/a	n/a	n/a	n/a	0
2-4	\$ 43,264	\$ 43,264	\$ 43,264	\$ 43,264	1
5-9	31,000	21,120	27,689	30,946	3
10-15	45,000	30,000	39,000	42,000	3
16-25	35,000	25,000	30,000	25,000	2
26-45	40,700	27,250	35,317	38,000	3
46+	68,250	23,400	39,485	38,000	12
<b>Organization Type</b>					
Design Studio	\$ 68,250	\$ 25,000	\$ 41,235	\$ 40,000	11
In-house Dept	40,700	23,400	31,828	30,720	7
IT/Web Development	n/a	n/a	n/a	n/a	0
Other	42,000	34,000	38,900	39,600	4
<b>Education</b>					
3 or 4 year Diploma/Degree in Graphic Design	\$ 68,250	\$ 21,120	\$ 38,664	\$ 38,000	9
All Others	50,000	24,726	36,552	35,200	14
<b>Experience</b>					
Less than 5 years	40,700	23,400	31,169	30,000	8
5-15 years	50,000	21,120	37,955	38,000	11
16+ years	68,250	24,726	43,248	40,000	5
<b>Gender</b>					
Female	\$ 50,000	\$ 21,120	\$ 35,224	\$ 35,000	15
Male	68,250	24,726	39,415	39,600	9

## WEB DESIGNER

### BILLING RATE

	High	Low	Average	Median	Number of Respondents
National	\$225	\$ 25	\$ 93	\$ 90	51
<b>Region</b>					
B.C.	\$125	\$ 25	\$ 78	\$ 70	6
Alberta	110	60	93	110	3
Prairies*	125	100	113	100	2
Ontario	225	25	98	100	28
Quebec	100	60	81	80	8
Atlantic**	75	75	75	75	1
<b>City</b>					
Vancouver	\$125	\$ 25	\$ 74	\$ 45	4
Calgary	110	60	93	110	3
Edmonton	n/a	n/a	n/a	n/a	0
GTA†	225	25	106	100	21
Ottawa/Hull	85	60	73	60	2
Montreal	100	60	84	85	7
<b>Organization Size</b>					
1-2	\$ 60	\$ 25	\$ 39	\$ 30	4
2-4	160	45	79	58	7
5-9	125	25	82	75	17
10-15	130	75	99	100	11
16-25	150	125	133	125	3
26-45	170	100	127	110	3
46+	225	45	126	100	6
<b>Organization Type</b>					
Design Studio	\$170	\$ 45	\$ 97	\$100	40
In-house Dept	100	100	100	100	1
IT/Web Development	n/a	n/a	n/a	n/a	0
Other	n/a	n/a	n/a	n/a	0
<b>Education</b>					
3 or 4 year Diploma/Degree in Graphic Design	–	–	–	–	–
All Others	–	–	–	–	–
<b>Experience</b>					
Less than 5 years	–	–	–	–	–
5-15 years	–	–	–	–	–
16+ years	–	–	–	–	–
<b>Gender</b>					
Female	–	–	–	–	–
Male	–	–	–	–	–

### SALARY

	High	Low	Average	Median	Number of Respondents
National	\$ 65,000	\$ 19,000	\$ 40,928	\$ 40,000	25
B.C.	\$ 46,200	\$ 26,000	\$ 33,367	\$ 30,000	6
Alberta	37,675	30,000	33,838	30,000	2
Prairies*	40,000	40,000	40,000	40,000	1
Ontario	62,000	26,000	46,035	46,000	11
Quebec	40,950	30,000	35,475	30,000	2
Atlantic**	19,000	19,000	19,000	19,000	1
Vancouver	\$ 46,200	\$ 30,000	\$ 34,840	\$ 33,000	5
Calgary	30,000	30,000	30,000	30,000	1
Edmonton	37,675	37,675	37,675	37,675	1
GTA†	62,000	26,000	46,339	46,000	10
Ottawa/Hull	43,000	43,000	43,000	43,000	1
Montreal	40,950	30,000	35,475	30,000	2
1-2	n/a	n/a	n/a	n/a	0
2-4	\$ 35,000	\$ 29,000	\$ 32,000	\$ 29,000	2
5-9	54,000	37,675	45,838	37,675	2
10-15	26,000	26,000	26,000	26,000	1
16-25	60,000	30,000	44,238	40,950	4
26-45	n/a	n/a	n/a	n/a	0
46+	65,000	19,000	41,537	40,000	16
Design Studio	\$ 65,000	\$ 35,000	\$ 52,000	\$ 54,000	5
In-house Dept	62,000	19,000	40,769	40,000	8
IT/Web Development	61,436	26,000	35,798	30,000	8
Other	37,675	33,000	35,338	33,000	2
3 or 4 year Diploma/Degree in Graphic Design	\$ 60,000	\$ 19,000	\$ 41,065	\$ 40,950	12
All Others	65,000	26,000	40,803	35,000	13
Less than 5 years	\$ 65,000	\$ 26,000	\$ 35,057	\$ 30,000	11
5-15 years	62,000	19,000	43,966	43,000	12
16+ years	60,000	50,000	55,000	50,000	2
Female	\$ 62,000	\$ 19,000	\$ 39,004	\$ 37,675	17
Male	65,000	33,000	45,019	40,000	8

\* Saskatchewan & Manitoba only

\*\* New Brunswick, Nova Scotia, PEI, Newfoundland

† Greater Toronto Area

## WEB DEVELOPER

### BILLING RATE

	High	Low	Average	Median	Number of Respondents
National	\$150	\$ 15	\$ 91	\$ 95	33
<b>Region</b>					
B.C.	\$100	\$ 85	\$ 94	\$ 90	4
Alberta	125	85	103	100	3
Prairies*	100	100	100	100	1
Ontario	150	15	92	95	22
Quebec	65	60	63	65	3
Atlantic**	n/a	n/a	n/a	n/a	0
<b>City</b>					
Vancouver	\$100	\$ 85	\$ 95	\$100	3
Calgary	125	100	113	100	2
Edmonton	85	85	85	85	1
GTA†	150	15	84	100	11
Ottawa/Hull	120	80	93	85	5
Montreal	65	65	65	65	2
<b>Organization Size</b>					
1-2	\$ 40	\$ 40	\$ 40	\$ 40	1
2-4	120	15	70	85	5
5-9	100	60	88	95	14
10-15	150	65	109	120	5
16-25	150	95	124	125	4
26-45	125	125	125	125	1
46+	100	45	70	65	3
<b>Organization Type</b>					
Design Studio	\$150	\$ 15	\$ 92	\$ 95	26
In-house Dept	n/a	n/a	n/a	n/a	0
IT/Web Development	125	95	110	95	2
Other	n/a	n/a	n/a	n/a	0
<b>Education</b>					
3 or 4 year Diploma/Degree in Graphic Design	-	-	-	-	-
All Others	-	-	-	-	-
<b>Experience</b>					
Less than 5 years	-	-	-	-	-
5-15 years	-	-	-	-	-
16+ years	-	-	-	-	-
<b>Gender</b>					
Female	-	-	-	-	-
Male	-	-	-	-	-

### SALARY

	High	Low	Average	Median	Number of Respondents
National	\$ 72,000	\$ 24,000	\$ 43,003	\$ 44,000	12
B.C.	n/a	n/a	n/a	n/a	0
Alberta	\$ 24,000	\$ 24,000	\$ 24,000	\$ 24,000	1
Prairies*	n/a	n/a	n/a	n/a	0
Ontario	72,000	25,500	44,203	44,000	10
Quebec	n/a	n/a	n/a	n/a	0
Atlantic**	n/a	n/a	n/a	n/a	0
Vancouver	n/a	n/a	n/a	n/a	0
Calgary	n/a	n/a	n/a	n/a	0
Edmonton	\$ 24,000	\$ 24,000	\$ 24,000	\$ 24,000	1
GTA†	72,000	25,500	45,781	44,200	9
Ottawa/Hull	30,000	30,000	30,000	30,000	1
Montreal	n/a	n/a	n/a	n/a	0
1-2	n/a	n/a	n/a	n/a	0
2-4	n/a	n/a	n/a	n/a	0
5-9	n/a	n/a	n/a	n/a	0
10-15	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	1
16-25	47,000	25,500	36,250	25,500	2
26-45	48,000	24,000	36,000	24,000	2
46+	72,000	30,000	45,933	44,000	7
Design Studio	\$ 50,000	\$ 25,500	\$ 39,500	\$ 44,000	5
In-house Dept	72,000	41,332	56,666	41,332	2
IT/Web Development	47,000	24,000	38,800	40,000	4
Other	n/a	n/a	n/a	n/a	0
3 or 4 year Diploma/Degree in Graphic Design	\$ 41,332	\$ 41,332	\$ 41,332	\$ 41,332	1
All Others	72,000	24,000	43,155	44,200	11
Less than 5 years	\$ 47,000	\$ 24,000	\$ 38,422	\$ 41,332	6
5-15 years	72,000	40,000	52,000	50,000	5
16+ years	n/a	n/a	n/a	n/a	0
Female	\$ 50,000	\$ 25,500	\$ 37,375	\$ 30,000	4
Male	72,000	24,000	45,817	44,200	8

## WEB PRODUCER/MANAGER

### BILLING RATE

	High	Low	Average	Median	Number of Respondents
National	\$170	\$ 60	\$111	\$100	23
<b>Region</b>					
B.C.	\$150	\$100	\$119	\$100	4
Alberta	125	125	125	125	2
Prairies*	125	100	113	100	2
Ontario	170	60	112	85	8
Quebec	125	60	93	90	6
Atlantic**	n/a	n/a	n/a	n/a	0
<b>City</b>					
Vancouver	\$150	\$100	\$125	\$125	3
Calgary	125	125	125	125	2
Edmonton	n/a	n/a	n/a	n/a	0
GTA†	170	60	121	120	6
Ottawa/Hull	85	85	85	85	2
Montreal	125	85	100	100	5
<b>Organization Size</b>					
1-2	\$100	\$100	\$100	\$100	1
2-4	75	75	75	75	1
5-9	150	60	110	100	6
10-15	150	85	114	100	4
16-25	150	85	120	125	3
26-45	170	90	128	125	4
46+	150	60	99	85	4
<b>Organization Type</b>					
Design Studio	\$170	\$ 60	\$116	\$125	15
In-house Dept	90	90	90	90	1
IT/Web Development	n/a	n/a	n/a	n/a	0
Other	150	150	150	150	1
<b>Education</b>					
3 or 4 year Diploma/Degree in Graphic Design	-	-	-	-	-
All Others	-	-	-	-	-
<b>Experience</b>					
Less than 5 years	-	-	-	-	-
5-15 years	-	-	-	-	-
16+ years	-	-	-	-	-
<b>Gender</b>					
Female	-	-	-	-	-
Male	-	-	-	-	-

### SALARY

	High	Low	Average	Median	Number of Respondents
National	\$ 95,000	\$ 33,000	\$ 55,008	\$ 45,000	12
<b>Region</b>					
B.C.	\$ 92,000	\$ 92,000	\$ 92,000	\$ 92,000	1
Alberta	37,500	37,500	37,500	37,500	1
Prairies*	n/a	n/a	n/a	n/a	0
Ontario	95,000	33,000	56,125	49,000	8
Quebec	41,600	40,000	40,800	40,000	2
Atlantic**	n/a	n/a	n/a	n/a	0
<b>City</b>					
Vancouver	\$ 92,000	\$ 92,000	\$ 92,000	\$ 92,000	1
Calgary	n/a	n/a	n/a	n/a	0
Edmonton	37,500	37,500	37,500	37,500	1
GTA†	95,000	33,000	56,125	49,000	8
Ottawa/Hull	n/a	n/a	n/a	n/a	0
Montreal	41,600	40,000	40,800	40,000	2
<b>Organization Size</b>					
1-2	n/a	n/a	n/a	n/a	0
2-4	n/a	n/a	n/a	n/a	0
5-9	n/a	n/a	n/a	n/a	0
10-15	\$ 40,000	\$ 33,000	\$ 36,833	\$ 37,500	3
16-25	55,000	55,000	55,000	55,000	1
26-45	41,600	41,600	41,600	41,600	1
46+	95,000	40,000	64,714	65,000	7
<b>Organization Type</b>					
Design Studio	\$ 65,000	\$ 33,000	\$ 46,420	\$ 41,600	5
In-house Dept	92,000	40,000	62,000	49,000	4
IT/Web Development	95,000	40,000	67,500	40,000	2
Other	n/a	n/a	n/a	n/a	0
<b>Education</b>					
3 or 4 year Diploma/Degree in Graphic Design	\$ 95,000	\$ 37,500	\$ 66,250	\$ 37,500	2
All Others	92,000	33,000	52,760	45,000	10
<b>Experience</b>					
Less than 5 years	\$ 45,000	\$ 40,000	\$ 41,667	\$ 40,000	3
5-15 years	95,000	33,000	60,013	49,000	8
16+ years	55,000	55,000	55,000	55,000	1
<b>Gender</b>					
Female	\$ 67,000	\$ 37,500	\$ 48,700	\$ 41,600	3
Male	95,000	33,000	57,111	49,000	9

\* Saskatchewan & Manitoba only

\*\* New Brunswick, Nova Scotia, PEI, Newfoundland

† Greater Toronto Area

## BRAND STRATEGIST/CONSULTANT

### BILLING RATE

	High	Low	Average	Median	Number of Respondents
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National	\$300	\$ 75	\$162	\$150	23
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#### Region

B.C.	\$200	\$ 90	\$147	\$150	3
Alberta	125	80	103	80	2
Prairies*	125	125	125	125	2
Ontario	300	85	186	170	12
Quebec	150	125	138	125	2
Atlantic**	75	75	75	75	1

#### City

Vancouver	\$200	\$ 90	\$145	\$ 90	2
Calgary	125	80	103	80	2
Edmonton	n/a	n/a	n/a	n/a	0
GTA†	300	125	201	200	9
Ottawa/Hull	85	85	85	85	1
Montreal	150	125	138	125	2

#### Organization Size

5-9	\$200	\$ 80	\$123	\$ 90	3
10-15	300	75	182	165	7
16-25	200	85	137	125	5
26-45	250	125	168	125	4
46+	250	125	181	150	4

#### Organization Type

Design Studio	\$250	\$ 75	\$154	\$150	16
In-house Dept	n/a	n/a	n/a	n/a	0
IT/Web Development	150	150	150	150	1
Other	n/a	n/a	n/a	n/a	0

#### Education

3 or 4 year Diploma/Degree in Graphic Design	-	-	-	-	-
All Others	-	-	-	-	-

#### Experience

Less than 5 years	-	-	-	-	-
5-15 years	-	-	-	-	-
16+ years	-	-	-	-	-

#### Gender

Female	-	-	-	-	-
Male	-	-	-	-	-

### SALARY

	High	Low	Average	Median	Number of Respondents
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National	\$130,000	\$ 40,200	\$ 80,840	\$ 80,000	5
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B.C.	n/a	n/a	n/a	n/a	0
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Alberta	n/a	n/a	n/a	n/a	0
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Prairies*	n/a	n/a	n/a	n/a	0
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Ontario	\$130,000	\$ 40,200	\$ 77,050	\$ 58,000	4
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Quebec	96,000	96,000	96,000	96,000	1
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Atlantic**	n/a	n/a	n/a	n/a	0
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Vancouver	n/a	n/a	n/a	n/a	0
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Calgary	n/a	n/a	n/a	n/a	0
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Edmonton	n/a	n/a	n/a	n/a	0
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GTA†	\$130,000	\$ 40,200	\$ 83,400	\$ 80,000	3
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Ottawa/Hull	58,000	58,000	58,000	58,000	1
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Montreal	n/a	n/a	n/a	n/a	0
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5-9	n/a	n/a	n/a	n/a	0
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10-15	n/a	n/a	n/a	n/a	0
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16-25	\$ 40,200	\$ 40,200	\$ 40,200	\$ 40,200	1
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26-45	n/a	n/a	n/a	n/a	0
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46+	130,000	58,000	91,000	80,000	4
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Design Studio	\$130,000	\$ 40,200	\$ 83,400	\$ 80,000	3
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In-house Dept	58,000	58,000	58,000	58,000	1
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IT/Web Development	n/a	n/a	n/a	n/a	0
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Other	n/a	n/a	n/a	n/a	0
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3 or 4 year Diploma/Degree in Graphic Design	\$ 58,000	\$ 58,000	\$ 58,000	\$ 58,000	1
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All Others	130,000	40,200	86,550	80,000	4
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Less than 5 years	\$ 40,200	\$ 40,200	\$ 40,200	\$ 40,200	1
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5-15 years	130,000	58,000	94,667	96,000	3
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16+ years	80,000	80,000	80,000	80,000	1
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Female	\$130,000	\$ 40,200	\$ 80,840	\$ 80,000	5
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Male	n/a	n/a	n/a	n/a	0
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## DESIGN EDUCATOR

### SALARY

	High	Low	Average	Median	Number of Respondents
National	\$ 90,000	\$ 35,000	\$ 62,238	\$ 63,000	21
<b>Region</b>					
B.C.	\$ 65,000	\$ 36,000	\$ 50,500	\$ 36,000	2
Alberta	55,000	35,000	45,000	35,000	2
Prairies*	n/a	n/a	n/a	n/a	0
Ontario	90,000	54,000	67,020	65,000	10
Quebec	53,801	52,000	52,901	52,000	2
Atlantic**	80,000	49,000	61,333	55,000	3
<b>City</b>					
Vancouver	\$ 65,000	\$ 65,000	\$ 65,000	\$ 65,000	1
Calgary	n/a	n/a	n/a	n/a	0
Edmonton	35,000	35,000	35,000	35,000	1
GTA†	90,000	63,000	75,267	72,800	3
Ottawa/Hull	70,000	70,000	70,000	70,000	1
Montreal	53,801	52,000	52,901	52,000	2
<b>Organization Size</b>					
1-2	–	–	–	–	–
2-4	n/a	n/a	n/a	n/a	0
5-9	\$ 72,800	\$ 52,000	\$ 62,960	\$ 60,000	5
10-15	65,000	65,000	65,000	65,000	1
16-25	35,000	35,000	35,000	35,000	1
26-45	n/a	n/a	n/a	n/a	0
46+	90,000	36,000	64,492	65,000	13
<b>Organization Type</b>					
Design Studio	–	–	–	–	–
In-house Dept	–	–	–	–	–
IT/Web Development	–	–	–	–	–
Other	–	–	–	–	–
<b>Education</b>					
3 or 4 year Diploma/Degree in Graphic Design					
	\$ 72,800	\$ 35,000	\$ 57,186	\$ 55,000	14
All Others	90,000	52,000	72,343	70,000	7
<b>Experience</b>					
Less than 5 years	n/a	n/a	n/a	n/a	0
5-15 years	\$ 52,000	\$ 35,000	\$ 43,500	\$ 35,000	2
16+ years	90,000	36,000	64,211	65,000	19
<b>Gender</b>					
Female	\$ 90,000	\$ 36,000	\$ 62,200	\$ 65,000	7
Male	86,000	35,000	62,257	60,000	14

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\*\* New Brunswick, Nova Scotia, PEI, Newfoundland

† Greater Toronto Area

## COPYWRITER

### BILLING RATE

	High	Low	Average	Median	Number of Respondents
National	\$200	\$ 25	\$100	\$100	48
<b>Region</b>					
B.C.	\$175	\$ 25	\$ 87	\$ 75	5
Alberta	150	65	91	80	7
Prairies*	125	65	95	65	3
Ontario	200	50	102	100	25
Quebec	150	60	102	100	7
Atlantic**	n/a	n/a	n/a	n/a	0
<b>City</b>					
Vancouver	\$175	\$ 25	\$ 94	\$ 75	4
Calgary	150	65	95	80	6
Edmonton	65	65	65	65	1
GTA†	200	50	106	100	15
Ottawa/Hull	75	60	68	60	2
Montreal	150	75	109	100	6
<b>Organization Size</b>					
1-2	\$ 85	\$ 25	\$ 64	\$ 65	4
2-4	100	65	82	80	5
5-9	175	60	84	75	14
10-15	175	75	115	120	11
16-25	150	80	114	100	4
26-45	130	110	122	125	3
46+	200	50	120	125	7
<b>Organization Type</b>					
Design Studio	\$175	\$ 60	\$ 98	\$100	36
In-house Dept	n/a	n/a	n/a	n/a	0
IT/Web Development	126	126	126	126	1
Other	n/a	n/a	n/a	n/a	0
<b>Education</b>					
3 or 4 year Diploma/Degree in Graphic Design					
	–	–	–	–	–
All Others	–	–	–	–	–
<b>Experience</b>					
Less than 5 years	–	–	–	–	–
5-15 years	–	–	–	–	–
16+ years	–	–	–	–	–
<b>Gender</b>					
Female	–	–	–	–	–
Male	–	–	–	–	–

## BUSINESS DEVELOPMENT/SALESPERSON

### SALARY

	High	Low	Average	Median	Number of Respondents
National	\$ 75,000	\$ 48,000	\$ 62,500	\$ 62,000	4
<b>Region</b>					
B.C.	n/a	n/a	n/a	n/a	0
Alberta	n/a	n/a	n/a	n/a	0
Prairies*	n/a	n/a	n/a	n/a	0
Ontario	\$ 65,000	\$ 65,000	\$ 65,000	\$ 65,000	1
Quebec	48,000	48,000	48,000	48,000	1
Atlantic**	n/a	n/a	n/a	n/a	0
<b>City</b>					
Vancouver	n/a	n/a	n/a	n/a	0
Calgary	n/a	n/a	n/a	n/a	0
Edmonton	n/a	n/a	n/a	n/a	0
GTA†	\$ 65,000	\$ 65,000	\$ 65,000	\$ 65,000	1
Ottawa/Hull	n/a	n/a	n/a	n/a	0
Montreal	48,000	48,000	48,000	48,000	1
<b>Organization Size</b>					
2-4	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	1
5-9	n/a	n/a	n/a	n/a	0
10-15	n/a	n/a	n/a	n/a	0
16-25	62,000	48,000	55,000	48,000	2
26-45	n/a	n/a	n/a	n/a	0
46+	65,000	65,000	65,000	65,000	1
<b>Organization Type</b>					
Design Studio	n/a	n/a	n/a	n/a	0
In-house Dept	\$ 62,000	\$ 62,000	\$ 62,000	\$ 62,000	1
Other	75,000	48,000	61,500	48,000	2
IT/Web Development	n/a	n/a	n/a	n/a	0
<b>Education</b>					
3 or 4 year Diploma/Degree in Graphic Design	\$ 65,000	\$ 65,000	\$ 65,000	\$ 65,000	1
All Others	62,000	48,000	55,000	48,000	2
<b>Experience</b>					
Less than 5 years	n/a	n/a	n/a	n/a	0
5-15 years	\$ 75,000	\$ 62,000	\$ 67,333	\$ 65,000	3
16+ years	48,000	48,000	48,000	48,000	1
<b>Gender</b>					
Female	n/a	n/a	n/a	n/a	0
Male	\$ 75,000	\$ 48,000	\$ 62,500	\$ 62,000	4



## OFFICE MANAGER

### SALARY

	High	Low	Average	Median	Number of Respondents
National	\$ 90,000	\$ 26,000	\$ 51,500	\$ 50,000	12
<b>Region</b>					
B.C.	n/a	n/a	n/a	n/a	0
Alberta	n/a	n/a	n/a	n/a	0
Prairies*	n/a	n/a	n/a	n/a	0
Ontario	\$ 90,000	\$ 27,000	\$ 55,875	\$ 50,000	8
Quebec	60,000	26,000	43,000	26,000	2
Atlantic**	35,000	35,000	35,000	35,000	1
<b>City</b>					
Vancouver	n/a	n/a	n/a	n/a	0
Calgary	n/a	n/a	n/a	n/a	0
Edmonton	n/a	n/a	n/a	n/a	0
GTA†	\$ 90,000	\$ 27,000	\$ 55,875	\$ 50,000	8
Ottawa/Hull	n/a	n/a	n/a	n/a	0
Montreal	60,000	26,000	43,000	26,000	2
<b>Organization Size</b>					
2-4	n/a	n/a	n/a	n/a	0
5-9	\$ 50,000	\$ 26,000	\$ 35,000	\$ 29,000	3
10-15	35,000	35,000	35,000	35,000	1
16-25	n/a	n/a	n/a	n/a	0
26-45	60,000	60,000	60,000	60,000	1
46+	90,000	27,000	59,714	60,000	7
<b>Organization Type</b>					
Design Studio	\$ 90,000	\$ 26,000	\$ 48,250	\$ 35,000	8
In-house Dept	85,000	85,000	85,000	85,000	1
Other	n/a	n/a	n/a	n/a	n/a
IT/Web Development	n/a	n/a	n/a	n/a	n/a
<b>Education</b>					
3 or 4 year Diploma/Degree in Graphic Design					
	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	1
All Others	90,000	26,000	51,636	50,000	11
<b>Experience</b>					
Less than 5 years	\$ 35,000	\$ 26,000	\$ 30,000	\$ 29,000	3
5-15 years	85,000	35,000	58,714	60,000	7
16+ years	90,000	90,000	90,000	90,000	1
<b>Gender</b>					
Female	\$ 60,000	\$ 26,000	\$ 40,250	\$ 35,000	8
Male	90,000	50,000	74,000	71,000	4

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\*\* New Brunswick, Nova Scotia, PEI, Newfoundland

† Greater Toronto Area

## POSITION DESCRIPTIONS

### **Solo Designer**

A solo designer is a freelance or self-employed design professional with no employees.

### **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 and has final creative authority. 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, prepress technicians, 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 manager or project manager manages the creative staff, evaluates its 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*.)

### **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 multimedia interfaces, from concept to completion.

### **Entry-Level/Junior Graphic Designer**

An entry-level designer is a designer (see *Intermediate Graphic Designer*) who has been out of school for less than two years.

### **Print Production Manager**

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

### **Print Production Artist**

A print production artist has a working understanding of layout, type and colour, and is able to take instructions from a designer and create a complete layout, working proficiently in Quark, Photoshop and Illustrator. Responsibilities also include producing final files that image properly to film.

### **Web Designer**

A web designer determines and develops the look and feel for web sites, and is responsible for site navigation design and visual execution.

### **Web Developer**

A front-end developer uses HTML/JavaScript/Asp/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 and design of web site 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 clients' target audience(s). Responsibilities include developing positioning recommendations, defining brand personality and managing market research.

### **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.

### **Copywriter**

A copywriter writes, edits and proofs promotional or publicity copy for print or electronic publications. At higher levels, copywriters are often responsible for strategic and conceptual development of messages and stories.

### **Business Development/Salesperson**

A person focussed on new business development is responsible for developing client relationships, generating and following through on sales leads and closing new opportunities.

### **Office Manager**

The office manager for a design firm takes care of office administration and clerical functions, such as supply inventory, invoicing, etc.



**The Association of  
Registered Graphic Designers  
of Ontario**

**L'association des  
graphistes agréés  
de l'Ontario**

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