



2024

ANNUAL AGENCY SURVEY REPORT

FINANCIALS, SALARIES
AND HOURLY RATES



December 30, 2024

Dear Second Wind Members,

For more than 35 years, Second Wind has conducted the Annual Agency Survey of its member agencies. The Annual Agency Survey offers a fascinating window into the way small to midsize agencies operate, and the issues they face. Watching the data trends year by year helps us to understand where we are today and where we may be headed. Reviewing and comparing your agency's data with the survey results can help you to clarify agency strengths as well as areas for improvement.

This year, we conducted a shorter version of the survey which focuses on financial, salary and hourly rate data. Traditionally, we have found that the operational portion of the complete survey does not vary dramatically from year to year, so we only collect that data every other year. If you'd like to review the most recent operational data, you can find that in the [2023 Annual Agency Survey](#) posted on our website.

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

Very truly yours,

Laurie Mikes, COO

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AGENCY SUMMARY

1.	Number of owners/partners at your agency:	2 Owners/partners
2.	Number of full time employees at your agency:	22 Employees
3.	Your agency is located in a:	<p>37% Major city/metro area (pop. over 1,000,000)</p> <p>18% Large city/metro area (pop. 500,000 to 999,999)</p> <p>36% Small city/metro area (pop. 100,000 to 499,999)</p> <p>9% Small town/rural area (pop. less than 100,000)</p>
4.	Your agency is a(n):	<p>60% S-corporation</p> <p>11% C-corporation</p> <p>28% LLC</p> <p>1% Sole-proprietor</p>
5.	Number of years your agency has been in operation:	<p>4% 1-5 years</p> <p>4% 6-10 years</p> <p>7% 11-15 years</p> <p>15% 16-20 years</p> <p>70% 20+ years</p>
6.	Your agency's annual gross sales/billings:	<p>5% Less than \$999,999</p> <p>26% \$1,000,000 - \$2,999,999</p> <p>30% \$3,000,000 - \$4,999,999</p> <p>19% \$5,000,000 - \$6,999,999</p> <p>7% \$7,000,000 - \$8,999,999</p> <p>5% \$9,000,000 - \$10,999,999</p> <p>3% \$11,000,000 - \$12,999,999</p> <p>3% \$13,000,000 - \$14,999,999</p> <p>2% \$15,000,000+</p>
7.	You consider your agency to be:	<p>85% Full-service</p> <p>15% Other (<i>pr, media, video production</i>)</p>

8.	Employ a full-time new business person:	27% yes
9.	New business person is compensated:	29% Straight salary 53% Salary plus commission 6% Commission only 6% Draw against commission 6% Other
10.	New business person average compensation in 2023:	\$106,558
11.	Use a blended hourly rate:	75% yes
12.	Current blended hourly rate is:	\$153



FINANCIALS

BILLINGS & DIRECT COSTS

	2023 Mean/Avg. US Dollars (\$)	2023 Percent of Billings	2023 Percent of Direct Costs	2023 Margin	2022 Mean/Avg. US Dollars (\$)	2022 Percent of Billings	2022 Percent of Direct Costs	2022 Margin
<i>BILLINGS</i>								
Traditional Media	\$1,913,369	24.36%			\$1,843,208	23.07%		
Online Media	2,093,274	26.65%			2,219,428	27.78%		
Creative	845,332	10.76%			827,300	10.35%		
Account Service	834,388	10.62%			843,300	10.55%		
Account Planning/Strategy/Research	306,504	3.90%			243,480	3.05%		
SEO/SEM/Social	449,881	5.73%			376,658	4.71%		
Website Development/Management	199,655	2.54%			294,019	3.68%		
Printing	317,990	4.05%			412,119	5.16%		
Photography	80,422	1.02%			181,947	2.28%		
Travel & Entertainment	35,435	0.45%			21,233	0.27%		
Public Relations	199,674	2.54%			323,682	4.05%		
Video/Audio Production	361,388	4.60%			279,682	3.50%		
Promotional Products	142,220	1.81%			N/A	NA		
Other Billings	74,866	0.95%			123,665	1.55%		
TOTAL BILLINGS	\$7,854,398	100%			\$7,989,721	100%		
<i>DIRECT COSTS</i>								
Traditional Media	1,609,287	20.49%	35.32%	15.89%	\$1,519,175	19.01%	33.20%	17.58%
Online Media	1,585,026	20.18%	34.79%	24.28%	1,641,363	20.54%	35.87%	26.05%
Creative	165,327	2.10%	3.63%	80.44%	104,133	1.30%	2.28%	87.41%
Account Service	143,797	1.83%	3.16%	82.77%	137,106	1.72%	3.00%	83.74%
Account Planning/Strategy/Research	79,992	1.02%	1.76%	73.90%	86,011	1.08%	1.88%	64.67%
SEO/SEM/Social	275,464	3.51%	6.05%	38.77%	220,419	2.76%	4.82%	41.48%
Website Development/Management	89,872	1.14%	1.97%	54.99%	161,516	2.02%	3.53%	45.07%
Printing	205,969	2.62%	4.52%	35.23%	258,660	3.24%	5.65%	37.24%
Photography	60,688	0.77%	1.33%	24.54%	150,919	1.89%	3.30%	17.05%
Travel and Entertainment	31,190	0.40%	0.68%	11.98%	19,352	0.24%	0.42%	8.86%
Public Relations	49,290	0.63%	1.08%	75.31%	38,509	0.48%	0.84%	88.10%
Video/Audio Production	148,373	1.89%	3.26%	58.94%	140,770	1.76%	3.08%	49.67%
Promotional Products	50,741	0.65%	1.11%	64.32%	N/A	N/A	N/A	N/A
Other Costs	61,539	0.78%	1.35%	17.80%	98,208	1.23%	2.15%	20.59%
TOTAL DIRECT COSTS	4,556,555	58.01%	100%		\$4,576,141	57.28%	100%	
ADJUSTED GROSS INCOME (AGI) <i>AGI = TOTAL BILLINGS minus TOTAL DIRECT COSTS</i>	\$3,297,843	41.99%			\$3,413,580	42.72%		

SALARIES & EXPENSES

2023 Mean/Avg.
US Dollars (\$)

2023
Percent of AGI

2022 Mean/Avg.
US Dollars (\$)

2022
Percent of AGI

SALARIES

Owner/Partner	\$275,306	8.35%	\$251,037	7.35%
Employee	1,299,675	39.41%	1,370,792	40.16%
TOTAL SALARIES	\$1,574,981	47.76%	\$1,621,829	47.51%

BUSINESS EXPENSES

Amortization	27,695	0.84%	33,074	0.97%
Art/Office Supplies	13,364	0.41%	20,360	0.60%
Auto Leases	14,495	0.44%	15,557	0.46%
Auto Maintenance (<i>gas, oil, repairs</i>)	8,577	0.26%	10,175	0.30%
Bank Fees	1,745	0.05%	N/A	N/A
Building Improvements/Maintenance/Repair	17,312	0.52%	19,513	0.57%
Building Rent/Mortgage	120,112	3.64%	125,292	3.67%
Business Insurance (<i>property, casualty, worker's compensation, etc.</i>)	15,945	0.48%	21,150	0.62%
Charitable Contributions	20,484	0.62%	N/A	N/A
Computer Hardware/Peripherals/Software	47,532	1.44%	69,553	2.04%
Credit Card Fees	6,015	0.18%	N/A	N/A
Depreciation	36,809	1.12%	63,847	1.87%
Dues and Subscriptions	38,312	1.16%	34,059	1.00%
Employee Activities/Events	19,783	0.60%	14,903	0.44%
Employee Education/Tuition	12,339	0.37%	13,338	0.39%
Employee Insurance (<i>health, life, disability, etc.</i>)	116,340	3.53%	103,268	3.03%
Equipment Leases (<i>copier, printers</i>)	9,516	0.29%	10,733	0.31%
Equipment Maintenance/Repairs (<i>includes service agreements</i>)	25,133	0.76%	23,115	0.68%
Internet Service/Web Hosting	16,946	0.51%	13,027	0.38%
Non-billable Travel and Entertainment	9,097	0.28%	25,732	0.75%
Payroll Processing	15,517	0.47%	N/A	N/A
Payroll Taxes	147,612	4.48%	141,548	4.15%
Phone Service (<i>cell and office phones, provider costs</i>)	13,504	0.41%	14,195	0.42%
Postage	1,830	0.06%	2,213	0.06%
Professional Expenses (<i>legal, accounting, etc.</i>)	44,451	1.35%	49,510	1.45%
Professional Liability Insurance	7,980	0.24%	7,726	0.23%
Retirement Plan Management	20,128	0.61%	N/A	N/A
Self-Promotion/PR	33,864	1.03%	31,153	0.91%
State Registration Fees	2,950	0.09%	N/A	N/A
State/Local Taxes	26,767	0.81%	N/A	N/A
Utilities	8,017	0.24%	11,981	0.35%
TOTAL BUSINESS EXPENSES	\$900,171	27.30%	\$875,022	25.63%

OPERATING EXPENSES

total agency salaries plus total business expenses

\$2,475,152

75.05%

\$2,496,851

73.14%

INCOME, COMPENSATION & NET PROFIT	2023 Mean/Avg. US Dollars (\$)	2023 Percent of AGI	2022 Mean/Avg. US Dollars (\$)	2022 Percent of AGI
NET OPERATING INCOME <i>AGI minus TOTAL OPERATING EXPENSES</i>	\$822,691	25.86%	\$913,465	26.76%
<i>OTHER INCOME</i>				
Interest Earned	\$14,500	0.44%	\$12,647	0.37%
Discounts Earned	16,141	0.49%	27,654	0.81%
TOTAL OTHER INCOME	\$30,641	0.93%	\$40,301	1.18%
<i>OTHER EXPENSES</i>				
Interest Paid	\$10,910	0.33%	\$24,526	0.72%
Finance Charges	6,822	0.21%	4,433	0.13%
Penalties	1,714	0.05%	1,598	0.05%
TOTAL OTHER EXPENSES	\$19,446	0.59%	\$30,557	0.90%
<i>ADDITIONAL COMPENSATION</i>				
Total Employee Bonuses	\$90,417	2.74%	\$86,419	2.53%
Total Owner/Partner Bonuses	168,724	5.12%	184,814	5.41%
Total Profit-Sharing Contribution	67,512	2.05%	66,456	1.95%
TOTAL ADDITIONAL COMPENSATION	\$326,653	9.91%	\$337,689	9.89%
NET PROFIT (OR LOSS) BEFORE TAXES <i>NET OPERATING INCOMES plus OTHER INCOME</i> <i>minus OTHER EXPENSES minus ADDITIONAL COMPENSATION</i>	\$507,233	16.29%	\$585,520	17.15%



SALARIES

2024 NATIONAL AVERAGE SALARIES

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

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

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

2024 NATIONAL AVERAGE SALARIES

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

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2024 AVERAGE SALARIES BY MARKET SIZE*

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

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2024 AVERAGE SALARIES BY MARKET SIZE*

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

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2024 AVERAGE SALARIES BY AGENCY SIZE

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

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2024 AVERAGE SALARIES BY AGENCY SIZE

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

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HOURLY RATES

2024 NATIONAL AVERAGE HOURLY RATES

<i>Position</i>	<i>Average</i>	<i>Avg. High</i>	<i>Avg. Low</i>
Principal	\$219	\$269	\$169
Account Service	154	180	128
Account Planning/Strategy	168	204	132
Art Direction	157	185	129
Creative/Design	156	183	129
Digital Design	151	176	126
Copywriting	149	172	126
Production	141	167	115
Project Management	143	172	114
Estimating	140	167	113
Proofreading	127	157	97
Traditional Media Planning/Buying	145	172	118
Digital Media Planning/Buying	149	174	124
Public Relations	152	180	124
Digital Strategy	162	199	125
SEO Facilitation	141	168	114
SEM Facilitation	143	167	119
Social Media Facilitation	140	165	115
Reporting and Analytics	145	172	118
Digital Production	145	170	120
Content Development	147	174	120
Web Development	155	180	130
Video Production	150	178	122
Video Editing	147	174	120
Administrative/Clerical	115	157	73

2024 AVERAGE HOURLY RATES BY MARKET SIZE*

Position	All Markets	Small Town/City	Large City
Principal	\$219	\$192	\$241
Account Service	154	148	159
Account Planning/Strategy	168	154	181
Art Direction	157	152	163
Creative/Design	156	147	165
Digital Design	151	149	155
Copywriting	149	145	153
Production	141	135	149
Project Management	143	135	153
Estimating	140	135	149
Proofreading	127	115	128
Traditional Media Planning/Buying	145	142	148
Digital Media Planning/Buying	149	145	152
Public Relations	152	147	156
Digital Strategy	162	151	174
SEO Facilitation	141	136	148
SEM Facilitation	143	136	153
Social Media Facilitation	140	135	144
Reporting and Analytics	145	144	148
Digital Production	145	140	153
Content Development	147	141	153
Web Development	155	148	164
Video Production	150	139	163
Video Editing	147	139	158
Administrative/Clerical	115	113	117

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

2024 AVERAGE HOURLY RATES BY AGENCY SIZE

<i>Position</i>	<i>All Agencies</i>	<i>< \$5 Million in Billings</i>	<i>\$5 Million+ in Billings</i>
Principal	\$219	\$206	\$233
Account Service	154	148	160
Account Planning/Strategy	168	162	176
Art Direction	157	158	156
Creative/Design	156	157	154
Digital Design	151	150	153
Copywriting	149	147	150
Production	141	136	146
Project Management	143	138	150
Estimating	140	142	140
Proofreading	127	125	132
Traditional Media Planning/Buying	145	144	147
Digital Media Planning/Buying	149	145	143
Public Relations	152	147	154
Digital Strategy	162	176	149
SEO Facilitation	141	134	145
SEM Facilitation	143	139	147
Social Media Facilitation	140	138	143
Reporting and Analytics	145	143	145
Digital Production	145	145	146
Content Development	147	142	151
Web Development	155	150	161
Video Production	150	146	151
Video Editing	147	143	145
Administrative/Clerical	115	111	124



FREELANCE RATES

2024 NATIONAL AVERAGE FREELANCE RATES*

<i>Position</i>	<i>Average</i>	<i>Avg. High</i>	<i>Avg. Low</i>
Creative/Design	\$79	\$104	\$54
Digital Design	82	118	46
Copywriting	75	91	59
Production	88	136	40
Proofreading	74	95	53
Traditional Media Planning/Buying	84	118	50
Digital Media Planning/Buying	80	121	39
Public Relations	101	145	57
SEO Facilitation	84	126	42
SEM Facilitation	96	135	57
Social Media Facilitation	94	129	59
Digital Production	101	136	66
Content Development	81	115	47
Web Development	95	127	63
Video Production	129	184	74
Video Editing	123	166	80

2024 AVERAGE FREELANCE RATES BY MARKET SIZE*

Position	All Markets	Small Town/City	Large City
Creative/Design	\$79	\$78	\$80
Digital Design	82	77	88
Copywriting	75	71	79
Production	88	85	93
Proofreading	74	75	72
Traditional Media Planning/Buying	84	93	76
Digital Media Planning/Buying	80	78	83
Public Relations	101	116	90
SEO Facilitation	84	84	85
SEM Facilitation	96	95	96
Social Media Facilitation	94	92	98
Digital Production	101	102	101
Content Development	81	79	84
Web Development	95	94	97
Video Production	129	110	151
Video Editing	123	108	143

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

**Average rate paid to freelancer for services provided*

2024 AVERAGE FREELANCE RATES BY AGENCY SIZE

<i>Position</i>	<i>All Markets</i>	<i>Small Town/City</i>	<i>Large City</i>
Creative/Design	\$79	\$75	\$86
Digital Design	82	78	85
Copywriting	75	72	78
Production	88	85	88
Proofreading	74	73	74
Traditional Media Planning/Buying	84	74	94
Digital Media Planning/Buying	80	65	92
Public Relations	101	95	107
SEO Facilitation	84	68	89
SEM Facilitation	96	85	97
Social Media Facilitation	94	90	97
Digital Production	101	93	104
Content Development	81	77	85
Web Development	95	94	96
Video Production	129	122	133
Video Editing	123	120	128



SECOND WIND

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

Total respondents were 102. Not all respondents supplied answers for all questions.

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

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