



# Labor Billing Rate Survey Report

May 2025

# Table of Contents

Section	Contents	Page #
I	Overview	i
II	Hourly Billing Rates by Agency Revenue Size:	
	---Position and Functional Rates	1
	---Blended Rates	35
III	Hourly Billing Rates by Geography:	
	---Position and Functional Rates	39
	---Blended Rates	86
IV	Hourly Billing Rates for Canada:	
	---Position and Functional Rates	90
	---Blended Rates	99
V	Questionnaire	100
VI	List of Participating Agencies	140

# SECTION I: Overview

The PR Council's Labor Bill Rate survey provides participating Members with reliable and statistically appropriate hourly labor rates agreed upon with clients by service function, revenue size, and geographic region.

Fees for service, based on agency labor, remain the predominant form of compensation in our industry (for now!), so this survey is carefully designed to provide reliable labor rate information. The resulting report provides relevant parameters to help participating firms establish and defend the billing rates they set for clients.

## 2025 Notes

While we aim to provide highly reliable and accurate, “apples-to-apples” comparisons, this year's data request and resulting report include some changes, designed to improve the value of the data.

1. To provide the most up-to-date information, the 2025 study requested rates reflect 2025 agreements with clients.
2. Titles have been matched to the best of our ability in the year-over-year comparisons.
3. Duplication was permitted for offices in other markets if rates are consistent.
4. New for 2025: Agencies can now specify PR Department rates by specialty: Consumer/Generalist, Corporate, Crisis, and Healthcare.
5. Four executive-level titles were added to the survey (President, General Manager, Executive Vice President, and Chief Creative Officer).

## SURVEY METHODOLOGY

### DATA REPORTING

A total of 73 agencies participated this year for a final count of 152 offices (or geographic hubs) across the U.S., encompassing over 18,000 data points.

Canadian data can be found at the conclusion of the US dataset in this report. This includes a total of 5 Offices across 5 Agencies, totaling over 420 data points. Due to the low number of Agencies, this data should be treated as directional. Canadian rates were entered and are presented in Canadian Dollars.

Agencies were asked to report the actual 2025 rates, agreed upon with clients, for a given position for up to three significant, representative clients. This survey methodology has several advantages: (1) providing three rates for each position avoids the complication of calculating weighted averages, making it easier for survey participants to respond; (2) the methodology expands the data points collected for each position; and (3) the resulting data features actual agreed upon rates billed versus an agency's proposed rate card.

The 2025 data reporting format notes the number of agreed rates reported and presents the mid billing rate, i.e., average/mean, for each position, as well as the benchmark range between +1 standard deviation (+1 SD) and -1 standard deviation (-1 SD) for each position. Standard Deviation (SD) is a calculation methodology broadly recognized as an effective analytical technique for presenting statistical information that contains a significant range of response information. **For data sets involving less than 3 data points, no rate data is reported.**

## **INTERPRETATION AND USE OF THIS SURVEY INFORMATION**

The PR Council's Labor Billing Rate survey information contains rate data from a diverse agency population and reflects an array of billing practices. Although the survey questionnaire provides standardized definitions for each surveyed job function, it is necessary for individual agencies to "translate" their functional billing category practices to industry standard job function categories which can result in differences in interpretation associated with data classification. Consequently, for some of the functional positions that are included in the PR Council's Labor Billing Rate survey, the labor billing rate ranges are quite broad.

The PR Council recommends caution when evaluating survey responses where the sample size is modest ----for job functions that include limited responses, we recommend that you cross reference the reported information with related job titles and/or reporting categories (size groupings or geographic areas).

## **DISCLAIMER**

The PR Council does not recommend one compensation method above another. Commission Structures, Fixed Fees, Labor-Based Arrangements, Value and Performance Based Compensation that are fair, equitably agreed upon by the parties and predicated on carefully crafted scope of deliverables or outcomes all can be appropriate methods for the marketer and the agency.

## **WARNING**

This survey and its results (the "survey") are copyrighted by the PR Council under the laws of the United States. The PR Council reserves all rights to the survey's use. Reproduction or other dissemination of the survey, including inclusion of survey information in any database, in whole or in part, without the prior written permission of the PR Council is strictly prohibited, whether the reproduction or dissemination occurs in electronic form or otherwise. Violation of the PR Council copyright is illegal and can lead to prosecution and fines against all individuals and entities responsible.

The use of the survey information should not imply PR Council endorsement of any specific agency rate structure or amounts, and the interpretation of survey rate information should adhere to the interpretation and disclaimer framework that is included in the Introduction section of the Survey report.

## SECTION II: Breakdown By Revenue Level

Agency office responses are broken down into four groups based on revenue level:

<u>REVENUE LEVELS</u>	<u>NUMBER OF AGENCY OFFICES RESPONDING</u>
Greater Than \$60.1 Million	39
\$20.1 to \$60 Million	42
\$9.1 to \$20 Million	22
Less than \$9.1 Million	<u>49</u>
TOTAL	152

## SECTION III: Breakdown By Geographical Locations

Agency office responses are broken down into six geographical locations:

<u>REGIONS</u>	<u>NUMBER OF AGENCY OFFICES RESPONDING</u>
New York City Region	33
Eastern Region (exclusive of New York City)	32
Central Region	27
Southeast & Mid-South Region	16
California	25
Far West & Southwest Region	<u>19</u>
TOTAL	152

### Geographical Locations

- New York City Region
- Eastern Region (exclusive of New York City): Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York (excludes NYC), Pennsylvania, Rhode Island, Vermont
- Central Region: Illinois, Indiana, Iowa, Michigan, Minnesota, Nebraska, North Dakota, Ohio, South Dakota, West Virginia, Wisconsin
- Southeast & Mid-South Region: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, Puerto Rico, South Carolina, Tennessee, Virginia
- California
- Far West & Southwest Region: Alaska, Arizona, Colorado, Hawaii, Idaho, Kansas, Montana, Nevada, New Mexico, Oklahoma, Oregon, Texas, Utah, Washington, Wyoming

# PR Council Billing Rates Survey Report 2025 Hourly Rates Public Relations

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Global Client Lead- Consumer/Generalist</b>				
\$9.1 to \$20 Million	3	541	475	409
\$20.1 to \$60 Million	25	393	371	349
Greater than \$60 Million	78	561	476	390
<b>Global Client Lead- Corporate</b>				
\$20.1 to \$60 Million	25	393	371	349
Greater than \$60 Million	54	585	485	386
<b>Global Client Lead- Crisis</b>				
\$20.1 to \$60 Million	28	490	419	348
Greater than \$60 Million	42	632	526	421
<b>Global Client Lead- Healthcare</b>				
\$20.1 to \$60 Million	31	396	369	342
Greater than \$60 Million	54	585	485	386
<b>Director of Client Services/SVP- Consumer/Generalist</b>				
Less than \$9.1 Million	29	373	331	289
\$9.1 to \$20 Million	31	420	358	296
\$20.1 to \$60 Million	73	364	333	301
Greater than \$60 Million	115	511	404	297
<b>Director of Client Services/SVP- Corporate</b>				
Less than \$9.1 Million	31	422	367	313
\$9.1 to \$20 Million	20	423	378	332
\$20.1 to \$60 Million	37	377	347	316
Greater than \$60 Million	64	558	424	289

# PR Council Billing Rates Survey Report 2025 Hourly Rates Public Relations

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Director of Client Services/SVP- Crisis</b>				
Less than \$9.1 Million	22	456	380	304
\$9.1 to \$20 Million	13	447	406	365
\$20.1 to \$60 Million	36	515	424	334
Greater than \$60 Million	60	640	489	337
<b>Director of Client Services/SVP- Healthcare</b>				
Less than \$9.1 Million	22	364	338	311
\$9.1 to \$20 Million	10	400	386	371
\$20.1 to \$60 Million	44	379	348	317
Greater than \$60 Million	63	560	425	290
<b>Vice President- Consumer/Generalist</b>				
Less than \$9.1 Million	40	319	285	251
\$9.1 to \$20 Million	30	361	310	258
\$20.1 to \$60 Million	73	331	307	284
Greater than \$60 Million	91	458	357	256
<b>Vice President- Corporate</b>				
Less than \$9.1 Million	36	366	313	259
\$9.1 to \$20 Million	20	366	342	317
\$20.1 to \$60 Million	37	340	316	292
Greater than \$60 Million	64	484	369	254
<b>Vice President- Crisis</b>				
Less than \$9.1 Million	26	404	338	273
\$9.1 to \$20 Million	13	434	377	320
\$20.1 to \$60 Million	36	461	380	299
Greater than \$60 Million	52	557	423	289

# PR Council Billing Rates Survey Report 2025 Hourly Rates Public Relations

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Vice President- Healthcare</b>				
Less than \$9.1 Million	23	322	301	280
\$9.1 to \$20 Million	10	361	348	335
\$20.1 to \$60 Million	44	341	317	293
Greater than \$60 Million	63	485	370	254
<b>Director of Account Services- Consumer/Generalist</b>				
Less than \$9.1 Million	16	293	270	248
\$9.1 to \$20 Million	16	298	272	247
\$20.1 to \$60 Million	34	329	293	258
Greater than \$60 Million	114	512	407	301
<b>Director of Account Services- Corporate</b>				
Less than \$9.1 Million	24	342	288	233
\$9.1 to \$20 Million	7	306	289	271
\$20.1 to \$60 Million	28	332	293	254
Greater than \$60 Million	63	565	455	344
<b>Director of Account Services- Crisis</b>				
Less than \$9.1 Million	13	349	292	234
\$9.1 to \$20 Million	6	291	283	274
\$20.1 to \$60 Million	24	463	349	235
Greater than \$60 Million	59	619	497	376
<b>Director of Account Services- Healthcare</b>				
Less than \$9.1 Million	18	291	269	248
\$9.1 to \$20 Million	6	291	283	274
\$20.1 to \$60 Million	31	329	288	246
Greater than \$60 Million	63	565	455	344

# PR Council Billing Rates Survey Report 2025 Hourly Rates Public Relations

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Account Group Supervisor/Group Manager- Consumer/Generalist</b>				
Less than \$9.1 Million	19	315	273	230
\$20.1 to \$60 Million	36	299	276	252
Greater than \$60 Million	114	397	313	229
<b>Account Group Supervisor/Group Manager- Corporate</b>				
Less than \$9.1 Million	18	294	256	218
\$9.1 to \$20 Million	10	294	291	288
\$20.1 to \$60 Million	21	302	283	264
Greater than \$60 Million	63	440	343	246
<b>Account Group Supervisor/Group Manager- Crisis</b>				
Less than \$9.1 Million	14	318	272	226
\$20.1 to \$60 Million	21	446	331	216
Greater than \$60 Million	59	495	370	244
<b>Account Group Supervisor/Group Manager- Healthcare</b>				
Less than \$9.1 Million	16	261	254	248
\$20.1 to \$60 Million	21	302	283	264
Greater than \$60 Million	63	440	343	246
<b>Account Director- Consumer/Generalist</b>				
Less than \$9.1 Million	28	283	241	199
\$9.1 to \$20 Million	28	280	247	214
\$20.1 to \$60 Million	73	283	262	240
Greater than \$60 Million	115	348	282	217
<b>Account Director- Corporate</b>				
Less than \$9.1 Million	18	299	249	200
\$9.1 to \$20 Million	20	279	263	247
\$20.1 to \$60 Million	37	284	264	243
Greater than \$60 Million	64	378	301	224

# PR Council Billing Rates Survey Report 2025 Hourly Rates Public Relations

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Account Director- Crisis</b>				
Less than \$9.1 Million	10	371	307	243
\$9.1 to \$20 Million	10	287	265	242
\$20.1 to \$60 Million	36	400	322	244
Greater than \$60 Million	60	446	340	233
<b>Account Director- Healthcare</b>				
Less than \$9.1 Million	8	267	239	212
\$9.1 to \$20 Million	10	287	265	242
\$20.1 to \$60 Million	44	289	265	241
Greater than \$60 Million	63	379	302	225
<b>Account Supervisor- Consumer/Generalist</b>				
Less than \$9.1 Million	38	258	225	191
\$9.1 to \$20 Million	24	253	217	181
\$20.1 to \$60 Million	65	273	246	219
Greater than \$60 Million	115	307	250	192
<b>Account Supervisor- Corporate</b>				
Less than \$9.1 Million	34	262	226	190
\$9.1 to \$20 Million	14	240	224	207
\$20.1 to \$60 Million	35	272	250	229
Greater than \$60 Million	64	333	265	197
<b>Account Supervisor- Crisis</b>				
Less than \$9.1 Million	26	317	254	192
\$9.1 to \$20 Million	4	230	230	230
\$20.1 to \$60 Million	31	389	309	230
Greater than \$60 Million	59	388	292	196

# PR Council Billing Rates Survey Report 2025 Hourly Rates Public Relations

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Account Supervisor- Healthcare</b>				
Less than \$9.1 Million	23	242	221	200
\$9.1 to \$20 Million	4	230	230	230
\$20.1 to \$60 Million	39	271	248	226
Greater than \$60 Million	63	334	266	197
<b>Senior Account Executive- Consumer/Generalist</b>				
Less than \$9.1 Million	44	217	191	166
\$9.1 to \$20 Million	31	238	202	166
\$20.1 to \$60 Million	70	234	212	189
Greater than \$60 Million	115	266	217	169
<b>Senior Account Executive- Corporate</b>				
Less than \$9.1 Million	34	234	199	164
\$9.1 to \$20 Million	20	231	207	183
\$20.1 to \$60 Million	34	243	222	201
Greater than \$60 Million	64	285	230	174
<b>Senior Account Executive- Crisis</b>				
Less than \$9.1 Million	26	283	221	158
\$9.1 to \$20 Million	10	239	223	207
\$20.1 to \$60 Million	33	306	262	218
Greater than \$60 Million	59	332	253	174
<b>Senior Account Executive- Healthcare</b>				
Less than \$9.1 Million	23	216	190	165
\$9.1 to \$20 Million	10	239	223	207
\$20.1 to \$60 Million	40	244	222	201
Greater than \$60 Million	63	286	230	175

# PR Council Billing Rates Survey Report 2025 Hourly Rates Public Relations

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Account Executive- Consumer/Generalist</b>				
Less than \$9.1 Million	41	188	164	139
\$9.1 to \$20 Million	31	215	178	142
\$20.1 to \$60 Million	73	208	186	164
Greater than \$60 Million	115	234	191	148
<b>Account Executive- Corporate</b>				
Less than \$9.1 Million	34	199	169	139
\$9.1 to \$20 Million	20	219	191	163
\$20.1 to \$60 Million	37	214	194	174
Greater than \$60 Million	64	257	206	155
<b>Account Executive- Crisis</b>				
Less than \$9.1 Million	23	248	190	131
\$9.1 to \$20 Million	10	224	208	192
\$20.1 to \$60 Million	36	264	229	194
Greater than \$60 Million	59	293	226	158
<b>Account Executive- Healthcare</b>				
Less than \$9.1 Million	17	180	162	144
\$9.1 to \$20 Million	10	224	208	192
\$20.1 to \$60 Million	44	214	194	174
Greater than \$60 Million	63	257	206	155
<b>Assistant Account Executive- Consumer/Generalist</b>				
Less than \$9.1 Million	37	151	135	119
\$9.1 to \$20 Million	29	192	157	123
\$20.1 to \$60 Million	65	200	171	141
Greater than \$60 Million	115	205	160	115

# PR Council Billing Rates Survey Report 2025 Hourly Rates Public Relations

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Assistant Account Executive- Corporate</b>				
Less than \$9.1 Million	29	165	139	112
\$9.1 to \$20 Million	20	196	159	122
\$20.1 to \$60 Million	35	208	182	156
Greater than \$60 Million	64	227	178	128
<b>Assistant Account Executive- Crisis</b>				
Less than \$9.1 Million	21	197	155	112
\$9.1 to \$20 Million	10	218	182	146
\$20.1 to \$60 Million	31	241	215	189
Greater than \$60 Million	59	257	197	138
<b>Assistant Account Executive- Healthcare</b>				
Less than \$9.1 Million	19	147	133	118
\$9.1 to \$20 Million	10	218	182	146
\$20.1 to \$60 Million	39	206	180	154
Greater than \$60 Million	63	228	178	128
<b>Account Coordinator- Consumer/Generalist</b>				
Less than \$9.1 Million	35	134	111	88
\$9.1 to \$20 Million	28	149	119	89
\$20.1 to \$60 Million	54	163	132	100
Greater than \$60 Million	67	198	146	93
<b>Account Coordinator- Corporate</b>				
Less than \$9.1 Million	24	127	109	90
\$9.1 to \$20 Million	11	171	143	115
\$20.1 to \$60 Million	33	178	147	116
Greater than \$60 Million	64	199	146	93

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Public Relations

2025 Hourly Billing Rates				
Benchmark Range				
	No. of Agreed Rates	Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Account Coordinator- Crisis</b>				
Less than \$9.1 Million	20	162	123	83
\$9.1 to \$20 Million	10	163	139	114
\$20.1 to \$60 Million	29	188	171	155
Greater than \$60 Million	51	228	164	100
<b>Account Coordinator- Healthcare</b>				
Less than \$9.1 Million	19	123	104	85
\$9.1 to \$20 Million	10	163	139	114
\$20.1 to \$60 Million	37	177	147	117
Greater than \$60 Million	63	199	146	93

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Executive Management

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>President- Consumer/Generalist</b>				
Less than \$9.1 Million	37	452	386	320
\$9.1 to \$20 Million	30	558	461	364
\$20.1 to \$60 Million	50	465	408	350
Greater than \$60 Million	81	722	576	430
<b>President- Corporate</b>				
Less than \$9.1 Million	30	478	412	345
\$9.1 to \$20 Million	20	611	528	444
\$20.1 to \$60 Million	29	446	421	396
Greater than \$60 Million	55	769	627	484
<b>President- Crisis</b>				
Less than \$9.1 Million	22	567	456	346
\$9.1 to \$20 Million	13	534	492	451
\$20.1 to \$60 Million	30	576	494	413
Greater than \$60 Million	42	813	653	493
<b>President- Healthcare</b>				
Less than \$9.1 Million	21	431	386	342
\$9.1 to \$20 Million	10	544	498	451
\$20.1 to \$60 Million	36	463	423	383
Greater than \$60 Million	54	772	629	485
<b>General Manager- Consumer/Generalist</b>				
Less than \$9.1 Million	13	410	346	282
\$9.1 to \$20 Million	3	769	542	315
\$20.1 to \$60 Million	36	380	347	314
Greater than \$60 Million	105	653	499	345

# PR Council Billing Rates Survey Report 2025 Hourly Rates Executive Management

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>General Manager- Corporate</b>				
Less than \$9.1 Million	8	430	371	311
\$9.1 to \$20 Million	10	581	463	344
\$20.1 to \$60 Million	21	366	356	345
Greater than \$60 Million	54	751	570	389
<b>General Manager- Crisis</b>				
\$20.1 to \$60 Million	17	468	388	309
Greater than \$60 Million	50	797	626	455
<b>General Manager- Healthcare</b>				
Less than \$9.1 Million	3	386	335	284
\$20.1 to \$60 Million	22	401	363	326
Greater than \$60 Million	54	751	570	389
<b>Executive Vice President- Consumer/Generalist</b>				
Less than \$9.1 Million	14	402	353	304
\$9.1 to \$20 Million	29	490	400	310
\$20.1 to \$60 Million	64	398	360	323
Greater than \$60 Million	115	577	459	342
<b>Executive Vice President- Corporate</b>				
Less than \$9.1 Million	10	440	383	325
\$9.1 to \$20 Million	20	508	415	321
\$20.1 to \$60 Million	37	404	372	341
Greater than \$60 Million	64	632	488	344
<b>Executive Vice President- Crisis</b>				
Less than \$9.1 Million	4	656	556	455
\$9.1 to \$20 Million	13	460	426	392
\$20.1 to \$60 Million	36	550	453	356
Greater than \$60 Million	60	728	571	415

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Executive Management

	2025 Hourly Billing Rates			
	Benchmark Range			
	No. of Agreed Rates	Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Executive Vice President- Healthcare</b>				
Less than \$9.1 Million	8	382	346	311
\$9.1 to \$20 Million	10	434	412	389
\$20.1 to \$60 Million	44	410	376	342
Greater than \$60 Million	63	633	489	344

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Strategy & Account Planning

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Chief Strategy Officer</b>				
Less than \$9.1 Million	4	455	428	400
\$9.1 to \$20 Million	10	552	418	283
\$20.1 to \$60 Million	18	413	371	330
Greater than \$60 Million	73	651	522	392
<b>Executive Director of Account Planning /EVP</b>				
\$9.1 to \$20 Million	15	530	413	296
\$20.1 to \$60 Million	18	383	353	324
Greater than \$60 Million	98	542	449	356
<b>Director of Strategy/Account Planning</b>				
\$9.1 to \$20 Million	13	432	353	274
\$20.1 to \$60 Million	27	309	277	245
Greater than \$60 Million	98	464	360	256
<b>Account Planning Manager</b>				
\$9.1 to \$20 Million	11	318	260	202
\$20.1 to \$60 Million	12	306	269	231
Greater than \$60 Million	98	367	292	217
<b>Account Planning/Strategy Supervisor</b>				
\$9.1 to \$20 Million	7	270	226	183
\$20.1 to \$60 Million	18	250	226	202
Greater than \$60 Million	98	325	265	205
<b>Account Planner/Strategist</b>				
\$20.1 to \$60 Million	18	214	190	167
Greater than \$60 Million	74	272	222	172
<b>Assistant Strategist/Account Planner</b>				
\$20.1 to \$60 Million	18	179	150	122
Greater than \$60 Million	74	226	181	135

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Strategy & Account Planning

2025 Hourly Billing Rates				
Benchmark Range				
	No. of Agreed Rates	Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Digital Strategy Manager</b>				
Less than \$9.1 Million	3	249	235	221
\$9.1 to \$20 Million	7	295	285	275
\$20.1 to \$60 Million	31	273	239	204
Greater than \$60 Million	57	401	295	189
<b>Digital Strategist</b>				
\$9.1 to \$20 Million	7	269	244	219
\$20.1 to \$60 Million	37	237	200	162
Greater than \$60 Million	57	348	251	154

# PR Council Billing Rates Survey Report 2025 Hourly Rates Research

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Executive Research Director</b>				
Less than \$9.1 Million	9	246	233	221
\$9.1 to \$20 Million	4	511	434	356
\$20.1 to \$60 Million	9	343	319	295
Greater than \$60 Million	58	571	450	329
<b>Group Research Director</b>				
\$9.1 to \$20 Million	8	355	307	259
\$20.1 to \$60 Million	22	339	296	253
Greater than \$60 Million	55	500	388	275
<b>Associate Research Director</b>				
\$9.1 to \$20 Million	3	310	210	110
\$20.1 to \$60 Million	21	301	264	227
Greater than \$60 Million	52	392	307	222
<b>Research Supervisor</b>				
\$9.1 to \$20 Million	8	275	223	171
\$20.1 to \$60 Million	18	233	213	193
Greater than \$60 Million	55	303	247	190
<b>Research Specialist</b>				
\$9.1 to \$20 Million	4	255	215	175
\$20.1 to \$60 Million	25	194	176	158
Greater than \$60 Million	46	240	202	164
<b>Assistant Research Specialist</b>				
\$20.1 to \$60 Million	9	160	149	138
Greater than \$60 Million	46	216	181	146

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Creative

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Chief Creative Officer</b>				
\$9.1 to \$20 Million	5	655	409	162
\$20.1 to \$60 Million	55	424	380	336
Greater than \$60 Million	74	603	484	365
<b>Chief Creative Director</b>				
Less than \$9.1 Million	11	391	364	337
\$9.1 to \$20 Million	17	470	344	218
\$20.1 to \$60 Million	31	380	326	272
Greater than \$60 Million	74	560	465	370
<b>Creative Director</b>				
Less than \$9.1 Million	12	327	270	214
\$9.1 to \$20 Million	25	364	299	233
\$20.1 to \$60 Million	58	330	292	254
Greater than \$60 Million	98	430	358	287
<b>Associate Creative Director</b>				
\$9.1 to \$20 Million	20	324	268	211
\$20.1 to \$60 Million	63	292	266	239
Greater than \$60 Million	98	360	298	236
<b>Creative Supervisor</b>				
Less than \$9.1 Million	6	269	222	174
\$9.1 to \$20 Million	13	274	237	200
\$20.1 to \$60 Million	19	268	242	215
Greater than \$60 Million	86	305	256	207
<b>Senior Art Director</b>				
\$9.1 to \$20 Million	17	268	238	208
\$20.1 to \$60 Million	41	274	239	203
Greater than \$60 Million	95	320	263	206

# PR Council Billing Rates Survey Report 2025 Hourly Rates Creative

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Art Director</b>				
Less than \$9.1 Million	9	213	178	143
\$9.1 to \$20 Million	16	250	213	176
\$20.1 to \$60 Million	44	249	213	177
Greater than \$60 Million	98	269	226	183
<b>Assistant Art Director</b>				
\$20.1 to \$60 Million	18	184	160	135
Greater than \$60 Million	74	225	191	157
<b>Senior Designer</b>				
Less than \$9.1 Million	19	220	175	130
\$9.1 to \$20 Million	22	228	193	158
\$20.1 to \$60 Million	49	252	212	171
Greater than \$60 Million	98	288	235	182
<b>Designer</b>				
Less than \$9.1 Million	35	206	163	120
\$9.1 to \$20 Million	30	188	163	138
\$20.1 to \$60 Million	70	223	190	156
Greater than \$60 Million	107	244	200	157
<b>Senior Copywriter</b>				
Less than \$9.1 Million	4	246	189	132
\$9.1 to \$20 Million	17	264	225	186
\$20.1 to \$60 Million	36	269	232	195
Greater than \$60 Million	98	296	243	190
<b>Copywriter</b>				
Less than \$9.1 Million	11	186	166	146
\$9.1 to \$20 Million	16	234	181	128
\$20.1 to \$60 Million	35	207	180	152
Greater than \$60 Million	86	259	215	170

# PR Council Billing Rates Survey Report 2025 Hourly Rates Creative

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Assistant Copywriter</b>				
\$20.1 to \$60 Million	12	150	135	120
Greater than \$60 Million	86	214	177	140
<b>Creative Technologist</b>				
\$20.1 to \$60 Million	10	254	231	208
Greater than \$60 Million	43	428	297	167
<b>Senior Web Developer</b>				
Less than \$9.1 Million	3	225	225	225
\$9.1 to \$20 Million	7	243	209	176
\$20.1 to \$60 Million	7	357	306	254
Greater than \$60 Million	54	322	257	192
<b>Web Developer</b>				
\$9.1 to \$20 Million	9	232	185	138
\$20.1 to \$60 Million	4	204	192	181
Greater than \$60 Million	66	264	211	157
<b>Developer (Front-end or Back-end)</b>				
\$9.1 to \$20 Million	4	237	209	181
\$20.1 to \$60 Million	14	257	220	183
Greater than \$60 Million	25	295	261	227
<b>Mobile Web Developer</b>				
\$20.1 to \$60 Million	3	288	288	288
Greater than \$60 Million	42	277	212	147
<b>Senior Web Graphic Designer</b>				
\$20.1 to \$60 Million	3	308	308	308
Greater than \$60 Million	54	311	245	178

# PR Council Billing Rates Survey Report 2025 Hourly Rates Creative

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Web Graphic Designer</b>				
\$20.1 to \$60 Million	3	208	208	208
Greater than \$60 Million	42	277	212	147
<b>Senior Digital Designer</b>				
\$9.1 to \$20 Million	4	230	230	230
\$20.1 to \$60 Million	17	266	219	173
Greater than \$60 Million	54	311	245	178
<b>Digital Designer</b>				
\$20.1 to \$60 Million	17	238	196	155
Greater than \$60 Million	42	277	212	147
<b>Rich Media/Motion Developer</b>				
Greater than \$60 Million	54	311	237	163
<b>Illustrator</b>				
\$20.1 to \$60 Million	3	188	188	188
Greater than \$60 Million	42	277	212	147
<b>Creative Resource Manager</b>				
\$20.1 to \$60 Million	17	271	220	169
Greater than \$60 Million	54	304	246	189
<b>Director of Video/Photography</b>				
\$9.1 to \$20 Million	4	310	310	310
\$20.1 to \$60 Million	32	289	255	222
Greater than \$60 Million	54	417	322	226
<b>Director/Post-Production</b>				
\$9.1 to \$20 Million	4	310	310	310
\$20.1 to \$60 Million	13	243	225	207
Greater than \$60 Million	60	430	333	236

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Creative

2025 Hourly Billing Rates				
Benchmark Range				
No. of Agreed Rates	Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)	
<b>Studio Manager</b>				
Greater than \$60 Million	42	279	233	186
<b>Studio Specialist</b>				
\$9.1 to \$20 Million	4	235	235	235
\$20.1 to \$60 Million	3	208	208	208
Greater than \$60 Million	42	277	221	164

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Digital

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Chief Digital Officer</b>				
Less than \$9.1 Million	3	265	265	265
\$9.1 to \$20 Million	5	631	354	77
\$20.1 to \$60 Million	19	384	356	328
Greater than \$60 Million	79	619	493	366
<b>Executive Director Digital Production</b>				
Less than \$9.1 Million	3	474	435	396
\$9.1 to \$20 Million	4	699	496	294
\$20.1 to \$60 Million	10	366	340	314
Greater than \$60 Million	59	602	477	352
<b>Director of Digital</b>				
Less than \$9.1 Million	3	300	300	300
\$9.1 to \$20 Million	16	369	303	237
\$20.1 to \$60 Million	35	312	277	243
Greater than \$60 Million	71	549	392	235
<b>Digital Media Director</b>				
Less than \$9.1 Million	3	225	225	225
\$9.1 to \$20 Million	9	316	242	168
\$20.1 to \$60 Million	7	294	264	235
Greater than \$60 Million	55	550	383	217
<b>Group Digital Media Director</b>				
\$9.1 to \$20 Million	7	327	249	172
Greater than \$60 Million	71	405	321	237
<b>Associate Media Director</b>				
\$9.1 to \$20 Million	7	270	226	183
\$20.1 to \$60 Million	10	269	247	225
Greater than \$60 Million	59	361	290	219

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Digital

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Media Supervisor</b>				
\$20.1 to \$60 Million	10	356	274	192
Greater than \$60 Million	71	278	239	199
<b>Digital Supervisor</b>				
Less than \$9.1 Million	3	205	205	205
\$9.1 to \$20 Million	11	239	218	197
\$20.1 to \$60 Million	14	294	255	216
Greater than \$60 Million	71	278	239	199
<b>Digital Production Director</b>				
\$9.1 to \$20 Million	5	226	189	152
Greater than \$60 Million	43	429	322	215
<b>Digital Production Manager</b>				
Greater than \$60 Million	43	376	282	187
<b>Senior Digital Producer</b>				
Less than \$9.1 Million	3	357	307	256
\$9.1 to \$20 Million	9	230	192	154
\$20.1 to \$60 Million	16	224	210	196
Greater than \$60 Million	54	316	260	205
<b>Digital Producer</b>				
\$20.1 to \$60 Million	16	207	182	156
Greater than \$60 Million	55	268	225	182
<b>Assistant Digital Producer</b>				
\$20.1 to \$60 Million	7	190	190	190
Greater than \$60 Million	55	221	177	133
<b>Mobile Producer</b>				
Greater than \$60 Million	42	279	233	186

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Digital

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Digital Senior Account Executive</b>				
Less than \$9.1 Million	3	205	205	205
\$20.1 to \$60 Million	17	241	216	192
Greater than \$60 Million	55	312	241	169
<b>Digital Specialist</b>				
\$20.1 to \$60 Million	16	184	165	146
Greater than \$60 Million	55	265	215	165
<b>Digital Media Buyer</b>				
Less than \$9.1 Million	4	247	226	205
\$9.1 to \$20 Million	3	149	113	77
\$20.1 to \$60 Million	4	167	150	133
Greater than \$60 Million	42	279	233	186
<b>Digital Media Planner</b>				
Greater than \$60 Million	43	278	232	185
<b>Online/Digital Media Strategist</b>				
Greater than \$60 Million	54	266	216	165
<b>Search Director</b>				
Greater than \$60 Million	42	379	296	212
<b>Search Supervisor</b>				
Greater than \$60 Million	54	311	245	178
<b>Search Marketing Specialist</b>				
Greater than \$60 Million	54	309	235	161
<b>Search Marketing Analyst</b>				
Greater than \$60 Million	55	266	208	151

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Digital

		2025 Hourly Billing Rates		
		Benchmark Range		
		No. of Agreed Rates	Upper (+1 Std Dev)	Lower (-1 Std Dev)
		Avg		
<b>Media Research Director</b>				
Greater than \$60 Million	43	427	320	214
<b>Media Research Analyst</b>				
Greater than \$60 Million	43	278	214	149

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Content

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Director of Content Management</b>				
Less than \$9.1 Million	14	334	286	237
\$9.1 to \$20 Million	3	395	395	395
\$20.1 to \$60 Million	27	307	282	257
Greater than \$60 Million	82	454	334	214
<b>Content Manager</b>				
\$9.1 to \$20 Million	3	290	290	290
\$20.1 to \$60 Million	27	299	278	258
Greater than \$60 Million	82	351	273	195
<b>Editorial Manager</b>				
Less than \$9.1 Million	3	315	315	315
\$9.1 to \$20 Million	6	297	271	245
\$20.1 to \$60 Million	25	294	271	248
Greater than \$60 Million	79	323	263	203
<b>Senior Content Specialist</b>				
Less than \$9.1 Million	3	201	189	178
\$9.1 to \$20 Million	10	289	265	241
\$20.1 to \$60 Million	30	280	258	237
Greater than \$60 Million	79	276	233	190
<b>Content Specialist</b>				
Less than \$9.1 Million	5	234	212	191
\$20.1 to \$60 Million	31	261	231	201
Greater than \$60 Million	79	227	195	163
<b>Editor</b>				
\$9.1 to \$20 Million	4	291	224	157
\$20.1 to \$60 Million	17	230	212	195
Greater than \$60 Million	54	279	222	164

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Content

2025 Hourly Billing Rates				
Benchmark Range				
No. of Agreed Rates	Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)	
<b>Proofreader</b>				
\$9.1 to \$20 Million	7	258	203	148
\$20.1 to \$60 Million	10	183	175	167
Greater than \$60 Million	54	217	193	168

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Data & Analytics

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Director of Marketing Analytics</b>				
\$20.1 to \$60 Million	15	295	261	227
Greater than \$60 Million	74	485	356	226
<b>Digital Analytics Manager</b>				
\$9.1 to \$20 Million	7	340	273	205
\$20.1 to \$60 Million	24	279	233	187
Greater than \$60 Million	70	410	306	202
<b>Digital Analytics Strategist/Associate</b>				
\$9.1 to \$20 Million	7	262	231	201
\$20.1 to \$60 Million	25	219	188	158
Greater than \$60 Million	91	300	240	180
<b>Database Analyst</b>				
\$20.1 to \$60 Million	3	177	172	166
Greater than \$60 Million	46	287	217	148
<b>Web Metrics Analyst</b>				
\$20.1 to \$60 Million	6	190	176	163
Greater than \$60 Million	55	258	205	152

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Project Management

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Director of Project Management</b>				
\$9.1 to \$20 Million	5	428	270	111
\$20.1 to \$60 Million	20	304	272	240
Greater than \$60 Million	46	513	362	210
<b>Senior Project Manager</b>				
\$9.1 to \$20 Million	9	336	266	196
\$20.1 to \$60 Million	31	246	214	182
Greater than \$60 Million	46	433	306	179
<b>Integrated Project Manager</b>				
\$20.1 to \$60 Million	15	244	209	173
Greater than \$60 Million	46	384	280	176
<b>Project Manager</b>				
\$9.1 to \$20 Million	13	235	202	169
\$20.1 to \$60 Million	32	254	214	174
Greater than \$60 Million	46	384	279	174
<b>Traffic Manager</b>				
Greater than \$60 Million	46	337	255	174

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Social Media

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Director of Social Media Communications</b>				
Less than \$9.1 Million	10	323	303	283
\$9.1 to \$20 Million	4	299	272	245
\$20.1 to \$60 Million	23	317	277	237
Greater than \$60 Million	88	464	353	243
<b>Associate Director, Social Media Communications</b>				
\$9.1 to \$20 Million	4	304	281	257
\$20.1 to \$60 Million	17	289	254	219
Greater than \$60 Million	79	362	292	222
<b>Social Media Strategist/Planner</b>				
Less than \$9.1 Million	8	258	225	191
\$20.1 to \$60 Million	17	240	208	176
Greater than \$60 Million	79	387	289	190
<b>Community Manager</b>				
Less than \$9.1 Million	9	171	158	146
\$20.1 to \$60 Million	10	247	195	144
Greater than \$60 Million	43	391	288	186
<b>Social Media Analyst</b>				
Less than \$9.1 Million	5	213	172	131
\$20.1 to \$60 Million	17	206	178	150
Greater than \$60 Million	67	271	216	162
<b>Social Media Copywriter</b>				
Less than \$9.1 Million	5	205	180	155
Greater than \$60 Million	54	266	216	165

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Social Media

2025 Hourly Billing Rates				
Benchmark Range				
	No. of Agreed Rates	Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Social Media Designer</b>				
\$9.1 to \$20 Million	10	233	222	210
\$20.1 to \$60 Million	7	210	210	210
Greater than \$60 Million	42	277	221	164
<b>Social Studio Producer</b>				
\$20.1 to \$60 Million	4	206	190	173
Greater than \$60 Million	42	277	221	164

# PR Council Billing Rates Survey Report 2025 Hourly Rates Influencer Marketing

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Director of Entertainment Marketing &amp; Talent Partnerships/SVP</b>				
\$9.1 to \$20 Million	5	299	275	251
\$20.1 to \$60 Million	12	352	332	312
Greater than \$60 Million	31	391	323	255
<b>Director , Influencer Marketing</b>				
\$9.1 to \$20 Million	12	244	235	227
\$20.1 to \$60 Million	12	317	278	239
Greater than \$60 Million	34	314	256	198
<b>Supervisor, Influencer Marketing</b>				
\$9.1 to \$20 Million	11	228	214	201
\$20.1 to \$60 Million	3	216	183	151
Greater than \$60 Million	22	220	192	165
<b>Senior Influencer Marketing Specialist</b>				
\$9.1 to \$20 Million	5	232	207	182
\$20.1 to \$60 Million	12	249	216	183
Greater than \$60 Million	22	189	168	148
<b>Influencer Marketing Specialist</b>				
\$9.1 to \$20 Million	11	214	190	167
\$20.1 to \$60 Million	6	172	152	133
Greater than \$60 Million	22	172	152	131

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Account Management

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Director of Client Services/SVP</b>				
Less than \$9.1 Million	13	408	341	273
\$9.1 to \$20 Million	4	390	390	390
\$20.1 to \$60 Million	54	427	376	325
Greater than \$60 Million	74	555	442	330
<b>Group Account Director</b>				
Less than \$9.1 Million	12	368	313	258
\$9.1 to \$20 Million	3	345	324	303
\$20.1 to \$60 Million	46	323	296	268
Greater than \$60 Million	74	463	356	249
<b>Account Director</b>				
Less than \$9.1 Million	19	307	243	179
\$9.1 to \$20 Million	10	331	261	192
\$20.1 to \$60 Million	69	308	270	232
Greater than \$60 Million	74	395	309	223
<b>Management Supervisor</b>				
Less than \$9.1 Million	7	324	277	229
\$20.1 to \$60 Million	21	284	266	249
Greater than \$60 Million	46	386	296	206
<b>Account Supervisor</b>				
Less than \$9.1 Million	15	250	229	208
\$9.1 to \$20 Million	5	244	219	194
\$20.1 to \$60 Million	50	280	247	214
Greater than \$60 Million	74	313	252	190

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Account Management

2025 Hourly Billing Rates				
Benchmark Range				
	No. of Agreed Rates	Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Senior Account Executive</b>				
Less than \$9.1 Million	25	215	200	184
\$9.1 to \$20 Million	11	220	203	187
\$20.1 to \$60 Million	66	262	229	196
Greater than \$60 Million	74	268	218	167
<b>Account Executive</b>				
Less than \$9.1 Million	25	188	171	155
\$9.1 to \$20 Million	11	194	180	167
\$20.1 to \$60 Million	69	227	195	162
Greater than \$60 Million	74	245	198	151

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Earned Media

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Director, Earned Media</b>				
Less than \$9.1 Million	12	258	233	209
\$9.1 to \$20 Million	5	294	248	202
\$20.1 to \$60 Million	28	305	277	249
Greater than \$60 Million	55	494	357	220
<b>Senior Earned Media Specialist</b>				
Less than \$9.1 Million	4	251	249	246
\$9.1 to \$20 Million	8	230	184	138
\$20.1 to \$60 Million	30	308	266	225
Greater than \$60 Million	43	391	289	187
<b>Earned Media Specialist</b>				
Less than \$9.1 Million	4	233	218	203
\$9.1 to \$20 Million	5	158	134	111
\$20.1 to \$60 Million	27	272	235	197
Greater than \$60 Million	43	271	218	164

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Blended Hourly Rates

	2025 Hourly Billing Rates			
	Benchmark Range			
	No. of Agreed Rates	Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Blended Rates- Overall</b>				
Less than \$9.1 Million	63	296	241	186
\$9.1 to \$20 Million	5	375	295	215
\$20.1 to \$60 Million	25	310	280	250
Greater than \$60 Million	4	264	214	165

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Blended Hourly Rates

	2025 Hourly Billing Rates			
	Benchmark Range			
	No. of Agreed Rates	Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Blended Rates- Senior Level</b>				
Less than \$9.1 Million	12	281	240	199
\$9.1 to \$20 Million	7	292	222	151
\$20.1 to \$60 Million	15	358	295	231
Greater than \$60 Million	17	297	277	257

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Blended Hourly Rates

	2025 Hourly Billing Rates			
	Benchmark Range			
	No. of Agreed Rates	Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Blended Rates- Mid Level</b>				
Less than \$9.1 Million	12	254	232	209
\$9.1 to \$20 Million	7	208	175	142
\$20.1 to \$60 Million	15	250	213	175

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Blended Hourly Rates

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Blended Rates- Junior Level</b>				
Less than \$9.1 Million	12	251	228	204
\$9.1 to \$20 Million	7	182	151	120
\$20.1 to \$60 Million	14	190	143	97
Greater than \$60 Million	17	202	190	178

# PR Council Billing Rates Survey Report 2025 Hourly Rates Public Relations

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Global Client Lead- Consumer/Generalist</b>				
New York City	17	539	450	361
Eastern Region (exclusive of New York City)	25	510	433	356
Central Region	11	565	475	386
Southeast & Mid-South Region	5	635	511	386
California	26	546	453	359
Far West & Southwest	22	523	444	365
<b>Global Client Lead- Corporate</b>				
New York City	14	547	450	352
Eastern Region (exclusive of New York City)	17	515	425	335
Central Region	8	587	484	380
Southeast & Mid-South Region	5	635	511	386
California	23	552	452	353
Far West & Southwest	13	537	437	337
<b>Global Client Lead- Crisis</b>				
New York City	10	591	474	358
Eastern Region (exclusive of New York City)	17	566	464	362
Central Region	8	618	521	424
Southeast & Mid-South Region	5	630	541	451
California	20	596	484	372
Far West & Southwest	10	583	466	349
<b>Global Client Lead- Healthcare</b>				
New York City	16	519	419	320
Eastern Region (exclusive of New York City)	20	505	421	338
Central Region	8	587	484	380
Southeast & Mid-South Region	5	635	511	386
California	23	552	452	353
Far West & Southwest	13	537	437	337

# PR Council Billing Rates Survey Report 2025 Hourly Rates Public Relations

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Director of Client Services/SVP- Consumer/Generalist</b>				
New York City	51	443	363	283
Eastern Region (exclusive of New York City)	52	445	369	294
Central Region	44	442	355	268
Southeast & Mid-South Region	17	499	397	295
California	47	469	372	275
Far West & Southwest	37	460	375	291
<b>Director of Client Services/SVP- Corporate</b>				
New York City	37	478	384	290
Eastern Region (exclusive of New York City)	28	469	381	292
Central Region	22	483	387	292
Southeast & Mid-South Region	10	550	436	321
California	36	487	381	274
Far West & Southwest	19	494	391	288
<b>Director of Client Services/SVP- Crisis</b>				
New York City	26	622	475	328
Eastern Region (exclusive of New York City)	26	577	453	329
Central Region	26	515	417	320
Southeast & Mid-South Region	10	571	464	357
California	29	541	418	296
Far West & Southwest	14	607	463	320
<b>Director of Client Services/SVP- Healthcare</b>				
New York City	36	449	365	280
Eastern Region (exclusive of New York City)	30	465	378	292
Central Region	16	501	390	279
Southeast & Mid-South Region	9	562	442	322
California	32	497	384	271
Far West & Southwest	16	510	399	287

# PR Council Billing Rates Survey Report 2025 Hourly Rates Public Relations

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Vice President- Consumer/Generalist</b>				
New York City	50	385	320	255
Eastern Region (exclusive of New York City)	46	390	323	257
Central Region	40	383	307	231
Southeast & Mid-South Region	14	448	357	266
California	46	410	325	240
Far West & Southwest	38	396	328	261
<b>Vice President- Corporate</b>				
New York City	38	416	340	263
Eastern Region (exclusive of New York City)	28	413	339	265
Central Region	21	421	334	248
Southeast & Mid-South Region	10	479	383	287
California	40	419	330	240
Far West & Southwest	20	430	347	264
<b>Vice President- Crisis</b>				
New York City	28	519	399	278
Eastern Region (exclusive of New York City)	24	500	396	293
Central Region	24	469	375	282
Southeast & Mid-South Region	9	499	407	314
California	28	477	369	262
Far West & Southwest	14	526	408	289
<b>Vice President- Healthcare</b>				
New York City	36	397	329	260
Eastern Region (exclusive of New York City)	30	408	335	262
Central Region	16	436	340	244
Southeast & Mid-South Region	9	489	390	292
California	32	436	340	244
Far West & Southwest	17	441	351	261

PR Council  
 Billing Rates Survey Report  
 2025 Hourly Rates  
 Public Relations

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Director of Account Services- Consumer/Generalist</b>				
New York City	39	443	345	248
Eastern Region (exclusive of New York City)	33	461	364	266
Central Region	29	444	339	235
Southeast & Mid-South Region	10	534	385	235
California	40	478	365	251
Far West & Southwest	29	481	389	297
<b>Director of Account Services- Corporate</b>				
New York City	33	455	355	254
Eastern Region (exclusive of New York City)	19	497	381	266
Central Region	13	518	385	252
Southeast & Mid-South Region	7	589	420	250
California	34	488	365	241
Far West & Southwest	16	516	404	292
<b>Director of Account Services- Crisis</b>				
New York City	22	594	441	288
Eastern Region (exclusive of New York City)	18	569	418	266
Central Region	13	530	396	263
Southeast & Mid-South Region	8	577	425	273
California	27	536	409	282
Far West & Southwest	14	605	457	309
<b>Director of Account Services- Healthcare</b>				
New York City	32	450	343	235
Eastern Region (exclusive of New York City)	22	480	366	251
Central Region	11	531	389	246
Southeast & Mid-South Region	7	589	420	250
California	30	503	380	258
Far West & Southwest	16	516	404	292

# PR Council Billing Rates Survey Report 2025 Hourly Rates Public Relations

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Account Group Supervisor/Group Manager- Consumer/Generalist</b>				
New York City	34	379	308	237
Eastern Region (exclusive of New York City)	35	371	305	239
Central Region	24	351	279	207
Southeast & Mid-South Region	14	379	301	222
California	33	381	296	211
Far West & Southwest	31	378	308	238
<b>Account Group Supervisor/Group Manager- Corporate</b>				
New York City	22	396	320	245
Eastern Region (exclusive of New York City)	22	393	320	246
Central Region	10	411	310	209
Southeast & Mid-South Region	7	434	340	245
California	31	382	292	202
Far West & Southwest	20	399	322	245
<b>Account Group Supervisor/Group Manager- Crisis</b>				
New York City	19	541	390	239
Eastern Region (exclusive of New York City)	18	479	358	237
Central Region	11	410	316	221
Southeast & Mid-South Region	8	433	348	263
California	23	398	303	209
Far West & Southwest	15	493	366	239
<b>Account Group Supervisor/Group Manager- Healthcare</b>				
New York City	21	399	321	244
Eastern Region (exclusive of New York City)	21	393	314	234
Central Region	9	409	304	199
Southeast & Mid-South Region	7	434	340	245
California	25	398	304	209
Far West & Southwest	17	410	328	245

# PR Council Billing Rates Survey Report 2025 Hourly Rates Public Relations

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Account Director- Consumer/Generalist</b>				
New York City	51	318	268	218
Eastern Region (exclusive of New York City)	52	316	268	221
Central Region	38	306	253	200
Southeast & Mid-South Region	14	350	287	224
California	45	324	265	206
Far West & Southwest	44	322	275	227
<b>Account Director- Corporate</b>				
New York City	32	326	273	221
Eastern Region (exclusive of New York City)	28	335	283	230
Central Region	16	353	286	220
Southeast & Mid-South Region	7	386	325	264
California	36	331	265	198
Far West & Southwest	20	347	288	228
<b>Account Director- Crisis</b>				
New York City	26	461	349	237
Eastern Region (exclusive of New York City)	26	421	332	242
Central Region	17	382	312	242
Southeast & Mid-South Region	7	396	335	274
California	25	372	293	214
Far West & Southwest	15	443	334	224
<b>Account Director- Healthcare</b>				
New York City	33	325	272	219
Eastern Region (exclusive of New York City)	30	335	281	226
Central Region	10	364	287	210
Southeast & Mid-South Region	6	396	334	272
California	29	343	276	209
Far West & Southwest	17	356	293	229

# PR Council Billing Rates Survey Report 2025 Hourly Rates Public Relations

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Account Supervisor- Consumer/Generalist</b>				
New York City	46	293	247	200
Eastern Region (exclusive of New York City)	50	285	239	194
Central Region	43	280	234	188
Southeast & Mid-South Region	17	305	252	200
California	42	291	240	189
Far West & Southwest	44	288	243	198
<b>Account Supervisor- Corporate</b>				
New York City	34	291	246	202
Eastern Region (exclusive of New York City)	27	302	253	204
Central Region	19	307	254	200
Southeast & Mid-South Region	10	319	265	211
California	37	295	236	178
Far West & Southwest	20	310	256	201
<b>Account Supervisor- Crisis</b>				
New York City	25	421	310	198
Eastern Region (exclusive of New York City)	22	376	291	207
Central Region	21	339	274	210
Southeast & Mid-South Region	10	335	279	223
California	27	342	265	187
Far West & Southwest	15	395	300	205
<b>Account Supervisor- Healthcare</b>				
New York City	33	291	246	200
Eastern Region (exclusive of New York City)	26	305	251	198
Central Region	14	308	252	196
Southeast & Mid-South Region	9	324	267	210
California	30	302	245	189
Far West & Southwest	17	318	263	207

# PR Council Billing Rates Survey Report 2025 Hourly Rates Public Relations

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Senior Account Executive- Consumer/Generalist</b>				
New York City	51	250	214	177
Eastern Region (exclusive of New York City)	52	248	208	169
Central Region	47	241	203	165
Southeast & Mid-South Region	17	254	208	162
California	49	252	211	170
Far West & Southwest	44	250	212	174
<b>Senior Account Executive- Corporate</b>				
New York City	32	258	219	180
Eastern Region (exclusive of New York City)	28	261	221	181
Central Region	22	267	222	178
Southeast & Mid-South Region	10	276	228	180
California	40	255	209	162
Far West & Southwest	20	267	222	177
<b>Senior Account Executive- Crisis</b>				
New York City	25	319	245	172
Eastern Region (exclusive of New York City)	26	328	262	195
Central Region	23	299	242	185
Southeast & Mid-South Region	10	292	241	189
California	29	298	231	165
Far West & Southwest	15	339	261	184
<b>Senior Account Executive- Healthcare</b>				
New York City	32	257	218	179
Eastern Region (exclusive of New York City)	30	263	222	181
Central Region	16	266	220	174
Southeast & Mid-South Region	9	279	228	177
California	32	262	215	168
Far West & Southwest	17	275	229	183

# PR Council Billing Rates Survey Report 2025 Hourly Rates Public Relations

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Account Executive- Consumer/Generalist</b>				
New York City	54	223	189	154
Eastern Region (exclusive of New York City)	52	215	180	146
Central Region	44	215	179	144
Southeast & Mid-South Region	17	234	190	146
California	49	225	187	148
Far West & Southwest	44	215	180	146
<b>Account Executive- Corporate</b>				
New York City	38	228	192	156
Eastern Region (exclusive of New York City)	28	232	195	159
Central Region	19	241	196	150
Southeast & Mid-South Region	10	251	204	158
California	40	230	186	142
Far West & Southwest	20	237	197	156
<b>Account Executive- Crisis</b>				
New York City	28	279	220	161
Eastern Region (exclusive of New York City)	26	282	227	173
Central Region	20	270	216	161
Southeast & Mid-South Region	10	264	216	167
California	29	267	208	148
Far West & Southwest	15	295	230	165
<b>Account Executive- Healthcare</b>				
New York City	36	228	192	156
Eastern Region (exclusive of New York City)	27	235	200	165
Central Region	13	246	197	148
Southeast & Mid-South Region	9	254	205	155
California	32	237	193	149
Far West & Southwest	17	244	202	161

# PR Council Billing Rates Survey Report 2025 Hourly Rates Public Relations

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Assistant Account Executive- Consumer/Generalist</b>				
New York City	49	198	161	124
Eastern Region (exclusive of New York City)	50	193	157	121
Central Region	43	195	157	118
Southeast & Mid-South Region	16	215	170	125
California	45	202	160	117
Far West & Southwest	43	190	154	118
<b>Assistant Account Executive- Corporate</b>				
New York City	34	206	168	129
Eastern Region (exclusive of New York City)	27	212	173	134
Central Region	19	217	172	127
Southeast & Mid-South Region	10	224	176	129
California	39	207	161	115
Far West & Southwest	19	215	173	130
<b>Assistant Account Executive- Crisis</b>				
New York City	27	254	199	144
Eastern Region (exclusive of New York City)	22	250	201	152
Central Region	20	238	187	137
Southeast & Mid-South Region	10	235	186	136
California	28	232	181	129
Far West & Southwest	14	263	208	153
<b>Assistant Account Executive- Healthcare</b>				
New York City	35	206	168	131
Eastern Region (exclusive of New York City)	26	214	173	133
Central Region	13	225	176	127
Southeast & Mid-South Region	9	228	178	128
California	32	215	170	124
Far West & Southwest	16	222	181	139

# PR Council Billing Rates Survey Report 2025 Hourly Rates Public Relations

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Account Coordinator- Consumer/Generalist</b>				
New York City	42	169	130	92
Eastern Region (exclusive of New York City)	36	172	134	96
Central Region	31	163	124	85
Southeast & Mid-South Region	13	185	137	88
California	39	175	129	84
Far West & Southwest	23	179	136	93
<b>Account Coordinator- Corporate</b>				
New York City	32	174	135	96
Eastern Region (exclusive of New York City)	23	187	147	106
Central Region	15	183	136	89
Southeast & Mid-South Region	9	203	149	94
California	36	178	131	85
Far West & Southwest	17	192	150	107
<b>Account Coordinator- Crisis</b>				
New York City	24	202	152	103
Eastern Region (exclusive of New York City)	20	214	168	121
Central Region	16	203	152	101
Southeast & Mid-South Region	9	211	156	100
California	27	197	144	91
Far West & Southwest	14	226	175	123
<b>Account Coordinator- Healthcare</b>				
New York City	33	174	137	99
Eastern Region (exclusive of New York City)	25	184	142	100
Central Region	13	189	138	87
Southeast & Mid-South Region	9	203	149	94
California	32	183	135	86
Far West & Southwest	17	192	150	107

# PR Council Billing Rates Survey Report 2025 Hourly Rates Executive Management

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>President- Consumer/Generalist</b>				
New York City	40	612	472	332
Eastern Region (exclusive of New York City)	37	601	487	373
Central Region	34	572	433	294
Southeast & Mid-South Region	13	676	491	307
California	43	639	504	369
Far West & Southwest	31	623	498	373
<b>President- Corporate</b>				
New York City	30	648	504	360
Eastern Region (exclusive of New York City)	23	649	526	404
Central Region	16	656	511	366
Southeast & Mid-South Region	9	737	556	374
California	39	654	509	364
Far West & Southwest	17	682	548	414
<b>President- Crisis</b>				
New York City	20	660	521	381
Eastern Region (exclusive of New York City)	19	702	561	419
Central Region	20	656	521	387
Southeast & Mid-South Region	9	748	577	405
California	28	723	566	408
Far West & Southwest	11	726	563	400
<b>President- Healthcare</b>				
New York City	29	612	474	335
Eastern Region (exclusive of New York City)	22	649	522	396
Central Region	14	671	513	355
Southeast & Mid-South Region	9	737	556	374
California	32	672	525	377
Far West & Southwest	15	693	536	379

# PR Council Billing Rates Survey Report 2025 Hourly Rates Executive Management

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>General Manager- Consumer/Generalist</b>				
New York City	31	590	443	296
Eastern Region (exclusive of New York City)	32	566	439	312
Central Region	20	612	445	278
Southeast & Mid-South Region	6	809	600	391
California	35	625	467	309
Far West & Southwest	33	566	436	306
<b>General Manager- Corporate</b>				
New York City	20	639	462	286
Eastern Region (exclusive of New York City)	18	622	467	313
Central Region	9	734	543	352
Southeast & Mid-South Region	3	790	790	790
California	28	654	486	317
Far West & Southwest	15	650	489	328
<b>General Manager- Crisis</b>				
New York City	11	739	551	362
Eastern Region (exclusive of New York City)	14	700	513	327
Central Region	9	781	619	456
Southeast & Mid-South Region	4	825	755	685
California	20	742	557	372
Far West & Southwest	10	744	546	348
<b>General Manager- Healthcare</b>				
New York City	19	615	454	293
Eastern Region (exclusive of New York City)	15	644	476	307
Central Region	6	812	605	397
Southeast & Mid-South Region	3	790	790	790
California	24	677	499	321
Far West & Southwest	12	683	505	327

# PR Council Billing Rates Survey Report 2025 Hourly Rates Executive Management

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Executive Vice President- Consumer/Generalist</b>				
New York City	46	520	414	308
Eastern Region (exclusive of New York City)	50	496	408	321
Central Region	31	523	416	309
Southeast & Mid-South Region	10	623	493	363
California	44	532	419	307
Far West & Southwest	41	508	407	306
<b>Executive Vice President- Corporate</b>				
New York City	31	549	426	302
Eastern Region (exclusive of New York City)	28	521	418	314
Central Region	13	595	465	336
Southeast & Mid-South Region	6	693	545	398
California	33	555	432	309
Far West & Southwest	20	550	433	316
<b>Executive Vice President- Crisis</b>				
New York City	23	700	540	381
Eastern Region (exclusive of New York City)	26	645	503	360
Central Region	16	628	515	402
Southeast & Mid-South Region	7	689	580	471
California	26	628	489	350
Far West & Southwest	15	684	523	362
<b>Executive Vice President- Healthcare</b>				
New York City	33	508	408	308
Eastern Region (exclusive of New York City)	30	517	415	314
Central Region	10	622	479	335
Southeast & Mid-South Region	6	693	545	398
California	29	568	438	308
Far West & Southwest	17	567	443	319

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Strategy & Account Planning

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Chief Strategy Officer</b>				
New York City	21	627	487	347
Eastern Region (exclusive of New York City)	19	600	484	368
Central Region	14	602	459	316
Southeast & Mid-South Region	6	698	537	376
California	30	602	472	343
Far West & Southwest	15	626	494	362
<b>Executive Director of Account Planning /EVP</b>				
New York City	27	539	433	327
Eastern Region (exclusive of New York City)	20	524	446	367
Central Region	19	526	419	313
Southeast & Mid-South Region	7	600	481	362
California	35	512	416	319
Far West & Southwest	23	519	437	356
<b>Director of Strategy/Account Planning</b>				
New York City	26	441	343	244
Eastern Region (exclusive of New York City)	23	436	345	254
Central Region	20	441	340	240
Southeast & Mid-South Region	7	513	391	269
California	34	436	334	231
Far West & Southwest	29	430	341	252
<b>Account Planning Manager</b>				
New York City	24	359	290	221
Eastern Region (exclusive of New York City)	19	364	295	226
Central Region	19	349	277	205
Southeast & Mid-South Region	6	396	330	264
California	32	344	269	194
Far West & Southwest	21	369	301	233

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Strategy & Account Planning

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Account Planning/Strategy Supervisor</b>				
New York City	26	303	251	198
Eastern Region (exclusive of New York City)	19	324	267	210
Central Region	18	313	255	197
Southeast & Mid-South Region	6	345	292	239
California	31	305	245	184
Far West & Southwest	23	324	266	208
<b>Account Planner/Strategist</b>				
New York City	21	261	211	161
Eastern Region (exclusive of New York City)	13	268	222	175
Central Region	14	266	219	172
Southeast & Mid-South Region	6	294	256	218
California	26	260	210	159
Far West & Southwest	14	261	212	164
<b>Assistant Strategist/Account Planner</b>				
New York City	21	222	172	121
Eastern Region (exclusive of New York City)	13	224	180	136
Central Region	14	224	183	142
Southeast & Mid-South Region	6	243	215	188
California	26	214	167	119
Far West & Southwest	14	217	171	124
<b>Digital Strategy Manager</b>				
New York City	19	353	279	204
Eastern Region (exclusive of New York City)	17	352	273	193
Central Region	13	370	275	180
Southeast & Mid-South Region	5	462	345	227
California	28	359	266	173
Far West & Southwest	16	351	265	179

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Strategy & Account Planning

2025 Hourly Billing Rates				
Benchmark Range				
No. of Agreed Rates	Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)	
<b>Digital Strategist</b>				
New York City	21	302	233	164
Eastern Region (exclusive of New York City)	14	317	238	158
Central Region	13	325	242	158
Southeast & Mid-South Region	5	406	308	209
California	30	304	220	135
Far West & Southwest	18	292	217	143

# PR Council Billing Rates Survey Report 2025 Hourly Rates Research

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Executive Research Director</b>				
New York City	17	518	392	267
Eastern Region (exclusive of New York City)	9	564	445	326
Central Region	15	524	385	245
Southeast & Mid-South Region	4	676	524	373
California	25	525	398	272
Far West & Southwest	10	552	431	309
<b>Group Research Director</b>				
New York City	16	452	355	259
Eastern Region (exclusive of New York City)	16	449	360	271
Central Region	12	462	349	235
Southeast & Mid-South Region	5	558	420	281
California	20	468	352	237
Far West & Southwest	16	439	345	250
<b>Associate Research Director</b>				
New York City	14	368	293	219
Eastern Region (exclusive of New York City)	16	375	298	222
Central Region	7	388	281	175
Southeast & Mid-South Region	4	429	351	272
California	19	360	276	193
Far West & Southwest	16	357	289	221
<b>Research Supervisor</b>				
New York City	15	302	246	190
Eastern Region (exclusive of New York City)	13	297	238	178
Central Region	12	285	241	196
Southeast & Mid-South Region	5	306	251	196
California	20	276	227	177
Far West & Southwest	16	287	233	179

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Research

2025 Hourly Billing Rates				
Benchmark Range				
	No. of Agreed Rates	Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Research Specialist</b>				
New York City	12	240	200	160
Eastern Region (exclusive of New York City)	11	227	191	155
Central Region	14	228	200	171
Southeast & Mid-South Region	5	250	218	185
California	20	227	192	156
Far West & Southwest	13	216	180	145
<b>Assistant Research Specialist</b>				
New York City	11	203	169	135
Eastern Region (exclusive of New York City)	6	221	182	144
Central Region	9	211	178	146
Southeast & Mid-South Region	4	229	201	172
California	19	204	170	135
Far West & Southwest	7	215	179	142

# PR Council Billing Rates Survey Report 2025 Hourly Rates Creative

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Chief Creative Officer</b>				
New York City	31	568	446	323
Eastern Region (exclusive of New York City)	26	538	430	323
Central Region	17	534	415	296
Southeast & Mid-South Region	7	608	490	373
California	36	539	430	321
Far West & Southwest	17	575	458	341
<b>Chief Creative Director</b>				
New York City	25	538	425	312
Eastern Region (exclusive of New York City)	22	501	400	299
Central Region	17	533	421	310
Southeast & Mid-South Region	7	585	473	362
California	39	509	399	289
Far West & Southwest	23	490	387	284
<b>Creative Director</b>				
New York City	37	395	326	256
Eastern Region (exclusive of New York City)	38	400	333	266
Central Region	32	393	316	239
Southeast & Mid-South Region	8	429	371	313
California	45	379	310	241
Far West & Southwest	33	403	334	265
<b>Associate Creative Director</b>				
New York City	36	339	290	241
Eastern Region (exclusive of New York City)	38	331	282	233
Central Region	23	337	275	212
Southeast & Mid-South Region	9	362	311	260
California	45	330	273	215
Far West & Southwest	32	342	290	237

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Creative

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Creative Supervisor</b>				
New York City	21	294	251	208
Eastern Region (exclusive of New York City)	25	300	256	212
Central Region	20	293	243	192
Southeast & Mid-South Region	6	284	269	254
California	29	282	237	192
Far West & Southwest	23	311	260	210
<b>Senior Art Director</b>				
New York City	33	304	257	210
Eastern Region (exclusive of New York City)	27	307	256	206
Central Region	20	294	244	194
Southeast & Mid-South Region	7	329	284	240
California	38	296	241	187
Far West & Southwest	29	311	263	214
<b>Art Director</b>				
New York City	35	265	226	187
Eastern Region (exclusive of New York City)	31	260	221	182
Central Region	25	249	203	157
Southeast & Mid-South Region	7	273	238	203
California	40	260	215	169
Far West & Southwest	29	261	223	184
<b>Assistant Art Director</b>				
New York City	18	231	191	151
Eastern Region (exclusive of New York City)	13	227	193	158
Central Region	13	213	184	155
Southeast & Mid-South Region	6	228	198	168
California	29	214	175	137
Far West & Southwest	14	225	192	159

# PR Council Billing Rates Survey Report 2025 Hourly Rates Creative

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Senior Designer</b>				
New York City	37	268	219	170
Eastern Region (exclusive of New York City)	41	254	212	170
Central Region	31	266	210	154
Southeast & Mid-South Region	8	322	273	223
California	42	274	218	161
Far West & Southwest	29	268	220	171
<b>Designer</b>				
New York City	48	228	188	147
Eastern Region (exclusive of New York City)	53	227	190	152
Central Region	36	221	173	126
Southeast & Mid-South Region	11	255	216	178
California	56	230	186	142
Far West & Southwest	38	226	189	152
<b>Senior Copywriter</b>				
New York City	27	288	243	198
Eastern Region (exclusive of New York City)	30	280	237	194
Central Region	20	282	225	167
Southeast & Mid-South Region	9	312	262	211
California	43	288	235	182
Far West & Southwest	26	282	237	192
<b>Copywriter</b>				
New York City	23	243	203	162
Eastern Region (exclusive of New York City)	30	238	198	157
Central Region	22	237	194	151
Southeast & Mid-South Region	6	280	230	179
California	38	251	199	147
Far West & Southwest	29	239	196	154

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Creative

2025 Hourly Billing Rates				
Benchmark Range				
	No. of Agreed Rates	Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Assistant Copywriter</b>				
New York City	15	209	170	131
Eastern Region (exclusive of New York City)	16	212	178	144
Central Region	16	209	175	141
Southeast & Mid-South Region	6	228	197	166
California	26	205	162	119
Far West & Southwest	20	207	172	137
<b>Creative Technologist</b>				
New York City	9	408	286	164
Eastern Region (exclusive of New York City)	8	406	283	160
Central Region	8	406	283	160
Southeast & Mid-South Region	5	456	344	231
California	17	389	264	139
Far West & Southwest	7	417	282	146
<b>Senior Web Developer</b>				
New York City	10	318	255	191
Eastern Region (exclusive of New York City)	16	327	263	198
Central Region	12	295	238	181
Southeast & Mid-South Region	4	329	321	312
California	19	311	243	174
Far West & Southwest	10	328	266	205
<b>Web Developer</b>				
New York City	13	260	212	164
Eastern Region (exclusive of New York City)	18	262	209	156
Central Region	10	253	191	128
Southeast & Mid-South Region	4	294	256	217
California	22	256	202	147
Far West & Southwest	13	260	212	165

# PR Council Billing Rates Survey Report 2025 Hourly Rates Creative

2025 Hourly Billing Rates				
Benchmark Range				
No. of Agreed Rates	Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)	
<b>Developer (Front-end or Back-end)</b>				
New York City	6	280	242	203
Eastern Region (exclusive of New York City)	9	263	224	186
Central Region	8	267	220	173
Southeast & Mid-South Region	5	297	264	230
California	11	289	254	218
Far West & Southwest	4	285	278	272
<b>Mobile Web Developer</b>				
New York City	7	274	209	145
Eastern Region (exclusive of New York City)	6	283	212	142
Central Region	6	283	212	142
Southeast & Mid-South Region	4	284	278	272
California	16	272	205	138
Far West & Southwest	7	293	223	153
<b>Senior Web Graphic Designer</b>				
New York City	10	298	234	169
Eastern Region (exclusive of New York City)	9	305	238	171
Central Region	6	334	258	181
Southeast & Mid-South Region	4	329	321	312
California	19	308	240	173
Far West & Southwest	10	312	245	178
<b>Web Graphic Designer</b>				
New York City	7	274	209	145
Eastern Region (exclusive of New York City)	6	283	212	142
Central Region	6	283	212	142
Southeast & Mid-South Region	4	292	258	224
California	16	263	200	137
Far West & Southwest	7	276	212	148

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Creative

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Senior Digital Designer</b>				
New York City	13	286	227	168
Eastern Region (exclusive of New York City)	13	288	232	175
Central Region	8	315	248	181
Southeast & Mid-South Region	6	339	289	239
California	23	297	234	170
Far West & Southwest	12	300	234	168
<b>Digital Designer</b>				
New York City	9	260	199	137
Eastern Region (exclusive of New York City)	9	264	207	149
Central Region	9	269	213	158
Southeast & Mid-South Region	5	288	260	231
California	19	260	199	137
Far West & Southwest	9	270	205	140
<b>Rich Media/Motion Developer</b>				
New York City	9	329	250	171
Eastern Region (exclusive of New York City)	10	321	241	162
Central Region	6	283	212	142
Southeast & Mid-South Region	3	275	275	275
California	18	297	221	144
Far West & Southwest	9	329	250	171
<b>Illustrator</b>				
New York City	6	283	212	142
Eastern Region (exclusive of New York City)	6	283	212	142
Central Region	6	283	212	142
Southeast & Mid-South Region	4	297	253	209
California	16	262	199	136
Far West & Southwest	7	274	209	144

# PR Council Billing Rates Survey Report 2025 Hourly Rates Creative

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Creative Resource Manager</b>				
New York City	12	314	246	178
Eastern Region (exclusive of New York City)	12	316	260	204
Central Region	12	282	231	180
Southeast & Mid-South Region	5	279	268	256
California	19	269	220	171
Far West & Southwest	12	313	245	177
<b>Director of Video/Photography</b>				
New York City	17	369	289	209
Eastern Region (exclusive of New York City)	19	361	285	208
Central Region	6	438	321	203
Southeast & Mid-South Region	5	442	379	315
California	25	382	296	209
Far West & Southwest	18	364	291	218
<b>Director/Post-Production</b>				
New York City	14	418	325	231
Eastern Region (exclusive of New York City)	16	406	306	205
Central Region	6	438	321	203
Southeast & Mid-South Region	4	454	396	339
California	24	380	290	200
Far West & Southwest	13	423	326	228
<b>Studio Manager</b>				
New York City	6	283	233	182
Eastern Region (exclusive of New York City)	6	283	233	182
Central Region	6	283	233	182
Southeast & Mid-South Region	3	275	275	275
California	15	272	224	176
Far West & Southwest	6	283	233	182

# PR Council Billing Rates Survey Report 2025 Hourly Rates Creative

2025 Hourly Billing Rates				
Benchmark Range				
No. of Agreed Rates	Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)	
<b>Studio Specialist</b>				
New York City	7	279	223	166
Eastern Region (exclusive of New York City)	7	279	223	166
Central Region	6	282	221	159
Southeast & Mid-South Region	5	285	254	222
California	17	265	211	157
Far West & Southwest	7	275	219	163

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Digital

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Chief Digital Officer</b>				
New York City	24	590	451	312
Eastern Region (exclusive of New York City)	19	574	438	303
Central Region	15	583	419	255
Southeast & Mid-South Region	6	708	542	376
California	27	594	463	332
Far West & Southwest	15	595	470	346
<b>Executive Director Digital Production</b>				
New York City	16	593	447	301
Eastern Region (exclusive of New York City)	11	580	452	323
Central Region	16	548	449	349
Southeast & Mid-South Region	5	667	551	435
California	20	579	447	316
Far West & Southwest	8	615	480	345
<b>Director of Digital</b>				
New York City	32	440	327	213
Eastern Region (exclusive of New York City)	22	462	338	213
Central Region	12	537	383	228
Southeast & Mid-South Region	6	623	490	356
California	32	481	339	197
Far West & Southwest	21	460	333	207
<b>Digital Media Director</b>				
New York City	16	476	340	204
Eastern Region (exclusive of New York City)	11	508	344	180
Central Region	12	477	310	143
Southeast & Mid-South Region	3	585	585	585
California	23	493	335	177
Far West & Southwest	9	541	375	210

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Digital

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Group Digital Media Director</b>				
New York City	15	410	321	232
Eastern Region (exclusive of New York City)	14	390	315	241
Central Region	12	389	301	213
Southeast & Mid-South Region	5	442	380	318
California	22	390	297	204
Far West & Southwest	11	403	320	237
<b>Associate Media Director</b>				
New York City	15	338	273	209
Eastern Region (exclusive of New York City)	11	349	280	211
Central Region	13	338	270	203
Southeast & Mid-South Region	6	380	323	265
California	23	339	268	197
Far West & Southwest	9	360	287	214
<b>Media Supervisor</b>				
New York City	16	283	244	206
Eastern Region (exclusive of New York City)	14	277	237	198
Central Region	11	267	231	194
Southeast & Mid-South Region	6	337	278	220
California	24	291	239	186
Far West & Southwest	12	313	256	198
<b>Digital Supervisor</b>				
New York City	20	281	244	208
Eastern Region (exclusive of New York City)	18	268	232	196
Central Region	13	260	225	190
Southeast & Mid-South Region	6	296	265	234
California	27	277	234	192
Far West & Southwest	15	283	242	201

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Digital

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Digital Production Director</b>				
New York City	8	421	317	214
Eastern Region (exclusive of New York City)	9	391	276	161
Central Region	8	404	284	164
Southeast & Mid-South Region	3	425	425	425
California	15	409	300	191
Far West & Southwest	6	438	321	203
<b>Digital Production Manager</b>				
New York City	8	362	273	184
Eastern Region (exclusive of New York City)	7	370	267	165
Central Region	7	370	272	174
Southeast & Mid-South Region	4	409	341	273
California	15	360	264	168
Far West & Southwest	6	386	283	179
<b>Senior Digital Producer</b>				
New York City	12	297	245	193
Eastern Region (exclusive of New York City)	17	281	228	175
Central Region	13	323	254	185
Southeast & Mid-South Region	5	339	286	233
California	20	305	251	197
Far West & Southwest	15	284	233	181
<b>Digital Producer</b>				
New York City	11	259	220	181
Eastern Region (exclusive of New York City)	15	247	202	158
Central Region	9	267	217	168
Southeast & Mid-South Region	4	291	259	226
California	19	263	219	176
Far West & Southwest	15	242	197	152

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Digital

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Assistant Digital Producer</b>				
New York City	11	217	178	139
Eastern Region (exclusive of New York City)	12	215	175	135
Central Region	9	222	175	129
Southeast & Mid-South Region	4	234	216	199
California	19	217	171	126
Far West & Southwest	9	220	177	134
<b>Mobile Producer</b>				
New York City	6	283	233	182
Eastern Region (exclusive of New York City)	6	283	233	182
Central Region	6	283	233	182
Southeast & Mid-South Region	3	275	275	275
California	15	272	224	176
Far West & Southwest	6	283	233	182
<b>Digital Senior Account Executive</b>				
New York City	19	278	227	176
Eastern Region (exclusive of New York City)	12	291	227	162
Central Region	9	305	232	159
Southeast & Mid-South Region	4	344	306	267
California	22	296	229	162
Far West & Southwest	10	306	240	173
<b>Digital Specialist</b>				
New York City	13	246	198	150
Eastern Region (exclusive of New York City)	14	244	187	131
Central Region	8	271	201	131
Southeast & Mid-South Region	4	294	256	217
California	19	258	207	157
Far West & Southwest	16	237	193	148

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Digital

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Digital Media Buyer</b>				
New York City	6	283	233	182
Eastern Region (exclusive of New York City)	11	273	215	158
Central Region	9	269	205	141
Southeast & Mid-South Region	3	275	275	275
California	18	264	210	157
Far West & Southwest	6	283	233	182
<b>Digital Media Planner</b>				
New York City	7	276	228	180
Eastern Region (exclusive of New York City)	7	277	220	163
Central Region	8	270	219	168
Southeast & Mid-South Region	3	275	275	275
California	15	272	224	176
Far West & Southwest	6	283	233	182
<b>Online/Digital Media Strategist</b>				
New York City	9	263	214	164
Eastern Region (exclusive of New York City)	9	263	214	164
Central Region	7	282	225	168
Southeast & Mid-South Region	3	275	275	275
California	18	260	208	156
Far West & Southwest	9	263	214	164
<b>Search Director</b>				
New York City	6	386	296	205
Eastern Region (exclusive of New York City)	6	386	296	205
Central Region	6	386	296	205
Southeast & Mid-South Region	3	375	375	375
California	15	364	280	195
Far West & Southwest	6	386	296	205

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Digital

2025 Hourly Billing Rates				
Benchmark Range				
No. of Agreed Rates	Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)	
<b>Search Supervisor</b>				
New York City	9	305	238	171
Eastern Region (exclusive of New York City)	9	305	238	171
Central Region	6	334	258	181
Southeast & Mid-South Region	3	325	325	325
California	18	304	237	170
Far West & Southwest	9	305	238	171
<b>Search Marketing Specialist</b>				
New York City	9	304	230	157
Eastern Region (exclusive of New York City)	10	296	222	148
Central Region	6	334	246	157
Southeast & Mid-South Region	3	325	325	325
California	18	300	225	150
Far West & Southwest	9	304	230	157
<b>Search Marketing Analyst</b>				
New York City	10	258	201	145
Eastern Region (exclusive of New York City)	9	264	208	152
Central Region	6	283	212	142
Southeast & Mid-South Region	3	275	275	275
California	18	259	200	141
Far West & Southwest	9	264	208	152
<b>Media Research Director</b>				
New York City	7	427	320	213
Eastern Region (exclusive of New York City)	7	425	318	210
Central Region	6	438	321	203
Southeast & Mid-South Region	3	425	425	425
California	15	409	300	191
Far West & Southwest	6	438	321	203

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Digital

2025 Hourly Billing Rates				
Benchmark Range				
No. of Agreed Rates	Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)	
<b>Media Research Analyst</b>				
New York City	7	287	220	153
Eastern Region (exclusive of New York City)	6	283	212	142
Central Region	6	283	212	142
Southeast & Mid-South Region	3	275	275	275
California	15	265	200	134
Far West & Southwest	6	283	212	142

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Content

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Director of Content Management</b>				
New York City	25	406	319	233
Eastern Region (exclusive of New York City)	21	408	313	219
Central Region	23	422	315	208
Southeast & Mid-South Region	4	588	452	316
California	31	426	314	203
Far West & Southwest	22	404	310	215
<b>Content Manager</b>				
New York City	20	335	273	211
Eastern Region (exclusive of New York City)	22	335	276	217
Central Region	18	339	269	199
Southeast & Mid-South Region	3	390	390	390
California	28	345	268	192
Far West & Southwest	22	332	272	211
<b>Editorial Manager</b>				
New York City	21	313	265	217
Eastern Region (exclusive of New York City)	23	313	267	221
Central Region	12	320	260	201
Southeast & Mid-South Region	3	340	340	340
California	30	318	259	200
Far West & Southwest	24	319	270	221
<b>Senior Content Specialist</b>				
New York City	22	281	243	205
Eastern Region (exclusive of New York City)	28	275	237	199
Central Region	14	286	244	201
Southeast & Mid-South Region	4	297	283	269
California	31	282	238	195
Far West & Southwest	23	275	238	200

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Content

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Content Specialist</b>				
New York City	26	241	210	179
Eastern Region (exclusive of New York City)	23	250	211	172
Central Region	13	226	194	163
Southeast & Mid-South Region	5	245	226	207
California	28	239	202	165
Far West & Southwest	21	237	200	163
<b>Editor</b>				
New York City	15	261	216	171
Eastern Region (exclusive of New York City)	13	265	218	171
Central Region	9	277	218	160
Southeast & Mid-South Region	4	309	271	234
California	25	270	216	161
Far West & Southwest	9	275	219	162
<b>Proofreader</b>				
New York City	10	216	192	169
Eastern Region (exclusive of New York City)	11	214	191	169
Central Region	13	213	187	160
Southeast & Mid-South Region	6	220	197	175
California	23	231	194	157
Far West & Southwest	10	215	191	166

# PR Council Billing Rates Survey Report 2025 Hourly Rates Data & Analytics

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Director of Marketing Analytics</b>				
New York City	19	454	334	214
Eastern Region (exclusive of New York City)	13	478	358	238
Central Region	14	479	347	215
Southeast & Mid-South Region	6	534	439	344
California	27	440	309	178
Far West & Southwest	12	474	348	223
<b>Digital Analytics Manager</b>				
New York City	24	357	272	187
Eastern Region (exclusive of New York City)	12	406	308	210
Central Region	16	374	266	158
Southeast & Mid-South Region	4	484	396	307
California	29	369	266	162
Far West & Southwest	18	383	301	220
<b>Digital Analytics Strategist/Associate</b>				
New York City	28	287	229	171
Eastern Region (exclusive of New York City)	20	305	245	185
Central Region	16	273	225	178
Southeast & Mid-South Region	4	310	270	230
California	32	260	206	152
Far West & Southwest	23	303	243	183
<b>Database Analyst</b>				
New York City	10	265	202	139
Eastern Region (exclusive of New York City)	6	298	220	142
Central Region	9	275	211	147
Southeast & Mid-South Region	3	290	290	290
California	15	279	206	133
Far West & Southwest	6	298	220	142

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Data & Analytics

2025 Hourly Billing Rates				
Benchmark Range				
No. of Agreed Rates	Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)	
<b>Web Metrics Analyst</b>				
New York City	13	240	194	148
Eastern Region (exclusive of New York City)	9	256	205	154
Central Region	6	272	207	143
Southeast & Mid-South Region	3	265	265	265
California	21	245	194	142
Far West & Southwest	9	256	205	154

# PR Council Billing Rates Survey Report 2025 Hourly Rates Project Management

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Director of Project Management</b>				
New York City	15	461	336	210
Eastern Region (exclusive of New York City)	9	475	323	171
Central Region	11	461	317	173
Southeast & Mid-South Region	4	578	462	346
California	25	434	306	179
Far West & Southwest	7	513	357	200
<b>Senior Project Manager</b>				
New York City	16	377	280	183
Eastern Region (exclusive of New York City)	12	371	260	149
Central Region	15	367	264	161
Southeast & Mid-South Region	6	450	337	224
California	24	371	262	153
Far West & Southwest	13	360	248	137
<b>Integrated Project Manager</b>				
New York City	12	341	253	164
Eastern Region (exclusive of New York City)	6	401	290	179
Central Region	10	346	239	131
Southeast & Mid-South Region	4	436	344	253
California	21	346	254	162
Far West & Southwest	9	358	255	152
<b>Project Manager</b>				
New York City	20	306	235	165
Eastern Region (exclusive of New York City)	16	335	253	172
Central Region	15	314	224	134
Southeast & Mid-South Region	5	418	315	211
California	28	325	238	151
Far West & Southwest	7	384	277	169

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Project Management

2025 Hourly Billing Rates				
Benchmark Range				
No. of Agreed Rates	Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)	
<b>Traffic Manager</b>				
New York City	7	338	247	157
Eastern Region (exclusive of New York City)	7	338	246	153
Central Region	9	316	228	141
Southeast & Mid-South Region	3	340	340	340
California	15	329	250	171
Far West & Southwest	6	349	265	181

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Social Media

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Director of Social Media Communications</b>				
New York City	27	415	328	241
Eastern Region (exclusive of New York City)	22	428	335	243
Central Region	16	433	327	221
Southeast & Mid-South Region	6	532	393	254
California	32	430	318	207
Far West & Southwest	22	434	344	255
<b>Associate Director, Social Media Communications</b>				
New York City	18	344	285	227
Eastern Region (exclusive of New York City)	19	343	283	223
Central Region	13	357	288	220
Southeast & Mid-South Region	5	420	324	229
California	28	345	272	199
Far West & Southwest	18	348	287	227
<b>Social Media Strategist/Planner</b>				
New York City	21	345	265	185
Eastern Region (exclusive of New York City)	18	355	267	179
Central Region	16	357	264	171
Southeast & Mid-South Region	5	481	333	185
California	28	365	263	162
Far West & Southwest	18	360	277	193
<b>Community Manager</b>				
New York City	14	329	242	154
Eastern Region (exclusive of New York City)	7	385	269	154
Central Region	10	346	242	137
Southeast & Mid-South Region	3	390	390	390
California	24	332	235	138
Far West & Southwest	6	401	290	179

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Social Media

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Social Media Analyst</b>				
New York City	21	242	199	157
Eastern Region (exclusive of New York City)	16	258	205	153
Central Region	12	264	213	162
Southeast & Mid-South Region	5	299	225	151
California	22	254	194	135
Far West & Southwest	15	268	220	171
<b>Social Media Copywriter</b>				
New York City	10	259	211	164
Eastern Region (exclusive of New York City)	12	249	201	153
Central Region	7	274	218	161
Southeast & Mid-South Region	4	291	259	228
California	18	260	208	156
Far West & Southwest	9	263	214	164
<b>Social Media Designer</b>				
New York City	8	268	215	163
Eastern Region (exclusive of New York City)	11	263	220	176
Central Region	8	270	218	166
Southeast & Mid-South Region	4	291	259	226
California	19	263	212	161
Far West & Southwest	9	270	222	174
<b>Social Studio Producer</b>				
New York City	7	273	216	159
Eastern Region (exclusive of New York City)	7	272	213	153
Central Region	6	282	221	159
Southeast & Mid-South Region	4	294	256	217
California	16	264	209	154
Far West & Southwest	7	274	217	161

# PR Council Billing Rates Survey Report 2025 Hourly Rates Influencer Marketing

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Director of Entertainment Marketing &amp; Talent Partnerships/SVP</b>				
New York City	14	390	333	276
Eastern Region (exclusive of New York City)	6	427	345	263
Central Region	4	314	274	233
California	16	335	301	266
Far West & Southwest	8	412	342	272
<b>Director , Influencer Marketing</b>				
New York City	13	314	266	217
Eastern Region (exclusive of New York City)	7	326	265	205
Central Region	6	251	225	198
California	22	294	246	198
Far West & Southwest	9	333	280	227
<b>Supervisor, Influencer Marketing</b>				
New York City	8	235	209	184
Eastern Region (exclusive of New York City)	3	221	190	159
Central Region	6	225	199	173
California	16	222	195	168
Far West & Southwest	3	221	190	159
<b>Senior Influencer Marketing Specialist</b>				
New York City	8	236	200	164
Eastern Region (exclusive of New York City)	3	187	166	145
Central Region	4	229	186	143
California	17	212	182	151
Far West & Southwest	6	239	199	158

PR Council  
 Billing Rates Survey Report  
 2025 Hourly Rates  
 Influencer Marketing

2025 Hourly Billing Rates				
Benchmark Range				
No. of Agreed Rates	Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)	
<b>Influencer Marketing Specialist</b>				
New York City	8	203	174	144
Eastern Region (exclusive of New York City)	3	173	150	127
Central Region	6	207	174	141
California	17	184	157	131
Far West & Southwest	4	175	154	133

# PR Council Billing Rates Survey Report 2025 Hourly Rates Account Management

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Director of Client Services/SVP</b>				
New York City	33	473	393	312
Eastern Region (exclusive of New York City)	34	489	402	315
Central Region	19	506	384	262
Southeast & Mid-South Region	8	578	470	361
California	34	516	420	325
Far West & Southwest	17	512	414	317
<b>Group Account Director</b>				
New York City	32	401	327	252
Eastern Region (exclusive of New York City)	26	393	315	237
Central Region	13	452	342	233
Southeast & Mid-South Region	6	530	415	301
California	35	423	332	240
Far West & Southwest	23	406	325	244
<b>Account Director</b>				
New York City	45	339	278	216
Eastern Region (exclusive of New York City)	32	357	288	220
Central Region	21	348	265	183
Southeast & Mid-South Region	8	424	337	250
California	43	356	283	210
Far West & Southwest	23	351	286	222
<b>Management Supervisor</b>				
New York City	19	343	281	219
Eastern Region (exclusive of New York City)	12	357	289	221
Central Region	9	364	271	178
Southeast & Mid-South Region	3	390	390	390
California	21	357	278	200
Far West & Southwest	10	365	289	213

# PR Council Billing Rates Survey Report 2025 Hourly Rates Account Management

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Account Supervisor</b>				
New York City	35	283	242	201
Eastern Region (exclusive of New York City)	26	297	253	208
Central Region	19	291	237	182
Southeast & Mid-South Region	8	332	279	226
California	32	302	241	180
Far West & Southwest	24	293	251	208
<b>Senior Account Executive</b>				
New York City	47	245	213	182
Eastern Region (exclusive of New York City)	31	278	231	185
Central Region	25	244	206	168
Southeast & Mid-South Region	8	289	245	200
California	39	260	217	173
Far West & Southwest	26	257	219	180
<b>Account Executive</b>				
New York City	47	218	186	155
Eastern Region (exclusive of New York City)	31	245	204	163
Central Region	25	220	184	149
Southeast & Mid-South Region	8	259	219	179
California	42	230	189	148
Far West & Southwest	26	228	190	152

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Earned Media

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Director, Earned Media</b>				
New York City	22	395	296	197
Eastern Region (exclusive of New York City)	18	416	312	208
Central Region	12	437	302	167
Southeast & Mid-South Region	7	514	368	222
California	28	430	311	192
Far West & Southwest	13	449	335	221
<b>Senior Earned Media Specialist</b>				
New York City	19	324	252	180
Eastern Region (exclusive of New York City)	20	348	270	193
Central Region	9	357	246	135
Southeast & Mid-South Region	4	416	364	313
California	22	353	268	183
Far West & Southwest	11	362	282	202
<b>Earned Media Specialist</b>				
New York City	19	262	218	173
Eastern Region (exclusive of New York City)	14	281	223	164
Central Region	9	254	192	130
Southeast & Mid-South Region	4	291	249	208
California	22	267	217	168
Far West & Southwest	11	273	225	176

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Blended Rates- Overall

	2025 Hourly Billing Rates			
	Benchmark Range			
	No. of Agreed Rates	Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Blended Rates- Overall</b>				
New York City	29	307	260	213
Eastern Region (exclusive of New York City)	18	289	224	159
Central Region	18	298	243	188
Southeast & Mid-South Region	26	321	270	220
California	4	290	280	270

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Blended Rates- Senior Level

	2025 Hourly Billing Rates			
	Benchmark Range			
	No. of Agreed Rates	Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Blended Rates- Senior Level</b>				
New York City	17	353	286	219
Eastern Region (exclusive of New York City)	11	270	235	200
Central Region	7	288	274	260
Southeast & Mid-South Region	7	322	273	224
California	7	315	247	180

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Blended Rates- Mid Level

	2025 Hourly Billing Rates			
	Benchmark Range			
	No. of Agreed Rates	Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Blended Rates- Mid Level</b>				
New York City	15	269	230	191
Eastern Region (exclusive of New York City)	7	241	210	178
Central Region	3	209	193	177
Southeast & Mid-South Region	5	233	197	162
California	5	226	190	155

# PR Council Billing Rates Survey Report 2025 Hourly Rates

## Blended Rates- Junior Level

2025 Hourly Billing Rates				
Benchmark Range				
No. of Agreed Rates	Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)	
<b>Blended Rates- Junior Level</b>				
New York City	16	242	190	138
Eastern Region (exclusive of New York City)	11	229	204	178
Central Region	7	202	159	116
Southeast & Mid-South Region	7	196	155	113
California	7	207	167	127

# PR Council Billing Rates Survey Report 2025 Hourly Rates- Canada

## Public Relations

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Director of Client Services/SVP- Consumer/Generalist</b>	3	339	263	187
<b>Director of Client Services/SVP- Corporate</b>	3	334	263	193
<b>Director of Client Services/SVP- Crisis</b>	3	384	272	160
<b>Vice President- Consumer/Generalist</b>	8	287	239	191
<b>Vice President- Corporate</b>	6	300	249	198
<b>Vice President- Crisis</b>	6	417	303	188
<b>Account Director- Consumer/Generalist</b>	8	250	211	171
<b>Account Director- Corporate</b>	6	261	220	179
<b>Account Director- Crisis</b>	6	347	244	141
<b>Account Supervisor- Consumer/Generalist</b>	9	236	196	155
<b>Account Supervisor- Corporate</b>	7	246	204	163
<b>Account Supervisor- Crisis</b>	7	328	232	136
<b>Senior Account Executive- Consumer/Generalist</b>	6	186	164	143
<b>Senior Account Executive- Corporate</b>	5	185	162	139
<b>Senior Account Executive- Crisis</b>	4	175	155	135
<b>Account Executive- Consumer/Generalist</b>	8	159	143	128
<b>Account Executive- Corporate</b>	6	157	140	123
<b>Account Executive- Crisis</b>	4	163	138	113

# PR Council Billing Rates Survey Report 2025 Hourly Rates- Canada

## Public Relations

	2025 Hourly Billing Rates		
	Benchmark Range		
	No. of Agreed Rates	Upper (+1 Std Dev)	Lower (-1 Std Dev)
<b>Account Coordinator- Consumer/Generalist</b>	8	125	91
<b>Account Coordinator- Corporate</b>	6	120	88
<b>Account Coordinator- Crisis</b>	4	109	104

# PR Council Billing Rates Survey Report 2025 Hourly Rates- Canada

## Executive Management

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>President- Consumer/Generalist</b>	7	462	331	200
<b>President- Corporate</b>	7	466	336	207
<b>President- Crisis</b>	7	535	374	213
<b>General Manager- Consumer/Generalist</b>	4	381	294	206
<b>General Manager- Corporate</b>	4	381	294	206
<b>General Manager- Crisis</b>	4	450	350	250
<b>Executive Vice President- Consumer/Generalist</b>	5	361	276	191
<b>Executive Vice President- Corporate</b>	4	376	279	181
<b>Executive Vice President- Crisis</b>	4	438	313	188

PR Council  
 Billing Rates Survey Report  
 2025 Hourly Rates- Canada  
 Strategy & Account Planning

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
Director of Strategy/Account Planning	5	293	245	197
Account Planning Manager	5	245	206	167
Digital Strategist	5	184	150	116

PR Council  
 Billing Rates Survey Report  
 2025 Hourly Rates- Canada  
 Creative

2025 Hourly Billing Rates				
Benchmark Range				
	No. of Agreed Rates	Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Chief Creative Director</b>	4	375	276	177
<b>Senior Art Director</b>	4	198	191	185

# PR Council Billing Rates Survey Report 2025 Hourly Rates- Canada

## Digital

	2025 Hourly Billing Rates		
	Benchmark Range		
	No. of Agreed Rates	Upper (+1 Std Dev)	Lower (-1 Std Dev)
<b>Digital Media Director</b>	7	221	184
<b>Digital Senior Account Executive</b>	4	175	135
<b>Digital Specialist</b>	5	171	117
<b>Digital Media Buyer</b>	5	187	115

# PR Council Billing Rates Survey Report 2025 Hourly Rates- Canada

## Social Media

	2025 Hourly Billing Rates		
	Benchmark Range		
	No. of Agreed Rates	Upper (+1 Std Dev)	Lower (-1 Std Dev)
<b>Director of Social Media Communications</b>	3	317	183
<b>Community Manager</b>	7	183	100
<b>Social Media Analyst</b>	5	172	82

PR Council  
 Billing Rates Survey Report  
 2025 Hourly Rates- Canada

Influencer Marketing

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
Director , Influencer Marketing	5	281	216	151
Supervisor, Influencer Marketing	3	268	218	168
Influencer Marketing Specialist	6	175	155	135

# PR Council Billing Rates Survey Report 2025 Hourly Rates- Canada

## Account Management

	2025 Hourly Billing Rates			
	No. of Agreed Rates	Benchmark Range		
		Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
<b>Director of Client Services/SVP</b>	4	376	279	181
<b>Group Account Director</b>	4	311	244	176
<b>Account Director</b>	8	267	218	170
<b>Account Supervisor</b>	5	228	195	162
<b>Senior Account Executive</b>	5	185	162	139
<b>Account Executive</b>	5	154	137	120

# PR Council Billing Rates Survey Report 2025 Hourly Rates- Canada

## Blended Hourly Rates

**Blended Rates- Overall**

2025 Hourly Billing Rates			
Benchmark Range			
No. of Agreed Rates	Upper (+1 Std Dev)	Avg	Lower (-1 Std Dev)
8	204	174	143



## PR Council 2025 Labor Billing Rate

### **I. Introduction**

The PRC Hourly Billing Rate Survey collects actual 2025 hourly billing rates agreed upon with clients. Agencies that bill clients using individual staff rates or blended rates should participate.

#### **Key Guidelines:**

- **Report actual client-agreed rates, not internal rate cards**
- **Job descriptions are provided to standardize roles across agencies. Titles may vary, so focus on responsibilities and experience levels. You will find that the roles are typically presented from most senior to most junior so when in doubt consider reporting relationships.**
- **Separate submissions are required for each agency business unit, branch, or office that sets its own pricing. If multiple responses will come from a single location, contact Paul Cusker (paul@prcouncil.net).**
- **Confidentiality: Individual responses remain confidential. Results will be shared only with participating agencies and grouped by agency size and geography.**

#### **Survey Sections:**

- I. Introduction
- II. Agency Information
- III. Instructions
- IV. Hourly Rate Input- Individual Staff Positions
- V. Hourly Rate Input- Blended Rates

### **Re: Section IV: Hourly Rate Input- Individual Staff Positions**

#### **Service Departments**

If your agency bills clients based on individual staff rates, provide rates for up to **three representative clients**. Covered service areas include:

Public Relations  
Strategy & Account Planning  
Research  
Creative  
Digital  
Content  
Data & Analytics  
Project Management  
Social Media  
Influencer Management  
Account Management Services

## Earned Media

This survey includes both PR and Account Management Positions. While not all firms have dedicated account management staff, some fully integrated agencies do, so we've included this benchmark. If it doesn't apply to you, simply skip that section.

New for 2025: Agencies can now specify PR rates by specialty: Consumer/Generalist, Corporate, Crisis and Healthcare.

### **Re: Section V Blended Rates**

If your agency bills clients using blended rates, provide rates for up to three representative clients in this section.

Thank you for your participation in this critical industry survey.

**We strongly encourage you to review all survey staff positions and blended rates descriptions prior to organizing and populating your input. Please refer to the PDF survey attached to the email that included the survey link.**

## **II. Agency Information**

1. Agency's Full Name and City (please add the city name to your agency's name)

The agency's full name is necessary for results to be included and to receive a copy of the results.

2. Name of person completing the survey

3. Title

4. E-mail Address

5. Is your agency Independently Owned or part of a Holding Company?

- Independently Owned
- Part of a Holding Company (please specify)
- Part of a Private Equity

6. Please indicate your agency's revenue.

- Less than \$9.1 Million
- \$9.1 to \$20 Million
- \$20.1 to \$60 Million

- Greater than \$60 Million

7. Please indicate the geographic region for the agency reporting office. For any individual that will be submitting multiple responses from one location please contact Paul Cusker at paul@prcouncil.net.

- New York City
- Eastern Region (exclusive of New York City)- Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York (excluding NYC), Pennsylvania, Rhode Island, Vermont
- Central Region- Illinois, Indiana, Iowa, Michigan, Minnesota, Nebraska, North Dakota, Ohio, South Dakota, West Virginia, Wisconsin
- Southeast & Mid-South Region- Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, Puerto Rico, South Carolina, Tennessee, Virginia
- California
- Far West & Southwest- Alaska, Arizona, Colorado, Hawaii, Idaho, Kansas, Montana, Nevada, New Mexico, Oklahoma, Oregon, Texas, Utah, Washington, Wyoming

8. Does your firm have a specialty? Please select a specialty, full service, or no specialty/generalist below.

- B2C
- B2B
- Corporate Comms/Corporate Reputation/Issues and Crisis
- Employee Engagement
- Full Service
- Healthcare
- Public Affairs
- Technology
- Other specialist firm (please specify)
- No Specialty/Generalist

### **III. Instructions**

Please provide data on current actual hourly billing rates agreed upon with your clients for 2025. Include hourly rates for your significant, representative clients for appropriate job titles for the different agency functions provided by your agency that are included in Section IV of the survey questionnaire, please provide agreed upon billable rates for up to three significant representative clients. Additionally, if you have clients with agreed upon blended rates for 2025, please also provide the actual blended rates for up to three clients in Section V of the questionnaire.

**[Note: we are not looking for the highest and lowest rates but rates from significant and representative clients.]**

#### **Skip Positions/Questions That Do Not Apply**

Please provide the actual 2025 hourly billing rates agreed upon with your clients:

- In Section IV, enter billable rates for up to three significant clients for relevant job titles.
- In Section V, if applicable, enter blended rates for up to three clients.
- When entering rates please use whole dollar only, e.g., 50, 76, 113, 157, etc. **Please do not include the \$ sign.**

#### **Individual Positions Hourly Rates (Section IV)**

For each billable job title, provide the **actual 2025 hourly rates** agreed upon with up to three significant clients:

- Enter the rate for Client #1 in the designated box.
- Enter the rate for Client #2 in the designated box.
- Enter the rate for Client #3 in the designated box.

If a single rate applies to most clients, enter the same rate in all three boxes.

#### **Blended Hourly Rates (Section V)**

If your agency uses blended hourly rates, provide the **actual 2025 blended rates** agreed upon with up to three significant clients:

- Enter the rate for Client #1 in the designated box.
- Enter the rate for Client #2 in the designated box.
- Enter the rate for Client #3 in the designated box.

**Only complete this section if your agency applies a single hourly rate across all billable positions. Do not duplicate these rates in Section IV (Individual Hourly Rates).**

#### **Important Notes:**

- You may submit data for up to six clients: three in Section IV (individual rates) and three in Section V (blended rates).
- Ensure all rates reflect actual 2025 agreements with clients.

### **IV. Hourly Rate Input- Individual Staff Positions**

**We recommend that you review all survey staff position options that are included in the questionnaire prior to organizing and populating your online input.**

**The email that provided the link to this survey also included a PDF attachment of the questionnaire that may be used for this purpose.**

**Please skip any individual staff position rate questions that are not applicable to your agency; do not add 0 for those positions.**

## **PUBLIC RELATIONS**

In the Public Relations section, enter rates only for applicable specialties. If a specialty does not apply, leave it blank-- do not enter "0".

#### **President (New for 2025)-**

**Job Code: PRPRES**

The President is responsible for directing the operations of most or all key functional areas within the agency. This role requires at least 20+ years of experience working closely with the

CEO, COO, and other senior executives to ensure strategic alignment and operational efficiency.

	Consumer/Generalist	Corporate	Crisis	Healthcare
Hourly Rate Client #1 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #2 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #3 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**General Manager (GM) (New for 2025)-**

**Job Code: PRGM1**

The General Manager is responsible for overseeing all internal company or agency controls and operations for a specific region or office unit. Reporting to the CEO, President, or COO, the GM ensures smooth administrative and operational functions. This role typically requires 20+ years of experience and may also be referred to as Executive Director of Shared Services or Managing Director. The GM is accountable for staffing, client management, and financial performance within their assigned region or office.

	Consumer/Generalist	Corporate	Crisis	Healthcare
Hourly Rate Client #1 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #2 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #3 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Executive Vice President (New for 2025)-**

**Job Code: PREVP1**

The EVP plays a critical role in managing a practice, service offering, or a major client relationship. Recognized for their expertise and leadership within the firm. Their responsibilities include overseeing key business functions, driving client success, and contributing to the firm's overall growth. EVP roles require 15+ years of relevant experience.

	Consumer/Generalist	Corporate	Crisis	Healthcare
Hourly Rate Client #1 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #2 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #3 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Global Client Lead-**

**Job Code: PRGCL1**

Responsible for bringing appropriate resources from across the agency, across all geographies, to meet the needs of a single, very substantial client (typically >\$2 million). Top level client contact. Well versed in the fully integrated offerings of the agency. Usually brings 14+ years of experience.

	Consumer/Generalist	Corporate	Crisis	Healthcare
Hourly Rate Client #1 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #2 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #3 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Director of Client Services/SVP-**

**Job Code: PRCSVP**

Act as senior strategic partner to client, leveraging category expertise. Build and maintain relationships with client decision makers and resolve major client issues. Provide high-level

oversight of all team and client communications. Responsible for management of the department. Responsibilities include resource allocation, budgets, and managing costs. Provide strategic leadership and is the top-level client contact. Department head with 12+ years relevant industry expertise.

	Consumer/Generalist	Corporate	Crisis	Healthcare
Hourly Rate Client #1 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #2 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #3 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Vice President-**

**Job Code: PRVIPR**

Provides strategic recommendations and drives forward the client's plan in terms of activities and strategy execution. Supervise day-to-day and long-term activities of account team and projects. Participate in new business development including development of new business proposals. Manage client budgets and scope of services to ensure the account is serviced within budget parameters. Demonstrate in-depth knowledge of communications and marketing strategies for your brand(s). Oversees earned and integrated programming to meet client's business goals. Generally, has 9-10+ years of relevant industry experience.

	Consumer/Generalist	Corporate	Crisis	Healthcare
Hourly Rate Client #1 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #2 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #3 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Director of Account Services-**

**Job Code: PREAS1**

Responsible for management of the division or department. Responsibilities may include budgets, costs, resource allocation, Company/Agency standards and P&L. Provides strategic leadership and has considerable knowledge of public relations. Top-level Client contact. Department head, probably an EVP with usually 12+ years of relevant industry and marketing expertise.

	Consumer/Generalist	Corporate	Crisis	Healthcare
Hourly Rate Client #1 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #2 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #3 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Account Group Supervisor/Group Manager-**

**Job Code: PRAGSM**

Contribute to the overall performance of the firm by managing client relationships and programs, generating new business, recruiting, developing, and growth staff. Build and maintain relationships with client decision makers. Design client development plans to drive organic growth. Ensure the highest quality client service, measured by client retention and satisfaction. Counsel clients about media opportunities and how to utilize key influencers to deliver results. Generally, has 10+ years relevant industry expertise.

	Consumer/Generalist	Corporate	Crisis	Healthcare
Hourly Rate Client #1 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

	Consumer/Generalist	Corporate	Crisis	Healthcare
Hourly Rate Client #2 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #3 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Account Director-**

**Job Code: PRDAD1**

Responsible for leadership and overall management of the Client relationship on one large or multiple accounts. Primary contact with the Client's senior PR/marketing staff. Drives long-term business building, the development of internal/Client marketing and business strategy, oversees Account team management, and may have overall accountability for budgets, planning and quality control. Typically reports to VP or above. Usually has 8+ years of relevant industry and public relations expertise.

	Consumer/Generalist	Corporate	Crisis	Healthcare
Hourly Rate Client #1 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #2 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #3 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Account Supervisor-**

**Job Code: PRSAS1**

Provide day-to-day contact and counsel to clients. Perform daily activities necessary to deliver results in accordance with the client's plan. Hone strategic thinking skills and have an expert understanding of the client's business, plan, industry, trends, and competitive landscape. Begin to participate in new business development. Demonstrate a strong understanding of the media landscape and expand all programming to include digital media. Generally, has 5+ years of relevant industry experience.

	Consumer/Generalist	Corporate	Crisis	Healthcare
Hourly Rate Client #1 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #2 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #3 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Senior Account Executive-**

**Job Code: PRPAE1**

Responsible for the day-to-day management of assigned account(s). Manages/coordinates Client projects and may take an active role in all disciplines (marketing, creative, media, research, production, database) from planning to completion. May serve as the daily contact between the Company/Agency and the Client. Effectively executes strategies, problem-solves, and develops solid business relationships. May oversee some of the work of junior team members. Typically reports to an Account Supervisor or Account Director. Usually has 3+ years of relevant industry and public relations experience.

	Consumer/Generalist	Corporate	Crisis	Healthcare
Hourly Rate Client #1 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #2 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #3 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Account Executive-**

**Job Code: PRPAE2**

Assist with the implementation of campaigns, press efforts, trade shows, events, etc. Write and edit materials ranging from pitches to client emails. Monitor several outlets a day and demonstrate the ability to differentiate between what is newsworthy to give constructive and well-thought-out client recommendations. Proactively identify and develop relationships with third party constituencies, external spokespeople, key vendors, etc. as needed to convey the client's message and solicit new ideas and recommendations. Firm grasp on the key influencers in your client's industry. Monitor influential bloggers and pitch media outlets. Generally, 2+ years of relevant industry experience.

	Consumer/Generalist	Corporate	Crisis	Healthcare
Hourly Rate Client #1 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #2 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #3 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Assistant Account Executive-**  
**Job Code: PRJAE2**

Responsible for monitoring media coverage, key publications, websites, and trade publications for industry news/trade and competitor activity relevant to your client. Learn the fundamentals of client service, desktop research, media relations, and communications. Participate in client planning, brainstorming meetings, and client calls. Assist in coordinating client outreach including drafting social posts and emails, and event logistics. Become familiar with various social networking sites and learn how to utilize these social networking formats to reach specific audiences. Generally, has at least 1 year of relevant industry experience.

	Consumer/Generalist	Corporate	Crisis	Healthcare
Hourly Rate Client #1 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #2 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #3 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Account Coordinator-**  
**Job Code: PRACCO**

Responsible for monitoring media coverage, key publications, websites and trade publications for industry news/trade and competitor activity relevant to your client. Learn the fundamentals of client service, research, media relations, and communications. Participate in some client planning, brainstorming meetings, and client calls. Assist in coordinating client outreach including drafting social content, emailing and event logistics. Become familiar with various social networking sites and learn how to utilize these social networking formats to reach specific audiences. Generally, a recent college graduate; may have relevant internship experience.

	Consumer/Generalist	Corporate	Crisis	Healthcare
Hourly Rate Client #1 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #2 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hourly Rate Client #3 \$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**STRATEGY & ACCOUNT PLANNING**

**Chief Strategy Officer-**  
**Job Code: APEAP1**

Executive with primary responsibility formulation and management, including developing the vision and strategy, managing strategic planning, and leading strategic initiatives for all the agency's clients and new business prospects. Responsible for management of the global/national/regional/local strategy/account planning department. May include responsibility for budgets, resource allocation, and strategic leadership. Top level Client relationships. Drives long-term business building and may be an integral member of the new business team. Usually brings 15+ years relevant industry or strategy/planning expertise.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Executive Director of Strategy or Account Planning/EVP (updated title for 2025)-**  
**Job Code: ASPEVP**

Responsible for management of the global/national/regional/local account planning department. May include responsibility for budgets, resource allocation and strategic leadership. Establishes the systems, tools, and procedures necessary to account planning. Top level Client relationships. Drives long-term business building and may be an integral member of the new business team.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Director of Strategy/Account Planning-**  
**Job Code: APDAD1**

Responsible for the management of one or more Client groups. Responsible for developing campaign strategy and creative brief. Provides leadership and expertise to other departments. Brings a strong focus to all PR/integrated marketing decisions. Senior-level Client contact. Usually has 10+ years of experience.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Strategy/Account Planning Manager (updated title for 2025)-**  
**Job Code: ASPAPM**

Responsible for the day-to-day activity on assigned accounts, may include training and development of staff. Brings a strong focus to all campaign decisions.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Account Planning/Strategy Supervisor-**  
**Job Code: APSAP1**

Responsible for applying consumer and customer understanding to creative problems on assigned accounts. Client contact. May supervise account planners. Partners with other

departments to ensure the quality of the creative brief. Communicates consumer/customer knowledge to Clients and other departments. Typically reports to Functional Manager. Usually has 5+ years relevant industry/strategy experience.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Strategist/Account Planner-**

**Job Code: APPAP1**

Manages all research pertaining to strategy and creative development. Builds positive relationships with Clients and other departments. Provides insight to Clients regarding consumer/customer preference. Typically reports to Functional Manager. Usually has 3+ years of relevant industry/planning experience.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Assistant Strategist/Account Planner-**

**Job Code: APJAP2**

Responsible for assisting the planners in applying consumer understanding to creative problems. Seeks out knowledge of consumer/customer preferences and relationships to Client products. Manages analysis and research. Typically reports to Functional Manager. 1+ years related experience required.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Digital Strategy Manager-**

**Job Code: ASPDSM**

Position is based on a unique set of technological knowledge and promotes opportunities to support digital marketing programs. Collaborates with all departments and uses leadership skills to build strategic partnerships. Focuses specifically on the client's brand to lead, build, and maintain their presence in the digital world.

Accountable for driving the prioritization of the technology infrastructure for digital advertising continuity across all multi-media platforms. Functions as a conduit between the agency IT department and all campaign and/or marketing activities. Consults with senior staff to strategize the client's specific marketing needs incorporating the digital technology structures.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Digital Strategist-**

**Job Code: ASPDS**

Integrates campaign planning, mobile and social media to bring strategies to life and ensure that plans support client's brand and business goals and objectives. Identifies business and marketing problems, industry drivers and competitive dynamics. Performs research, analyzes trends/results to determine strategic implications.

Conducts analysis of multiple solution options, develops, and recommends strategic approaches that meet clients' objectives and applies customer insights which enables clients to compete effectively. Collaborates with project teams to create and implement integrated marketing strategies. Proactively identifies new opportunities for client growth, enforces processes, provides quality assurance and implementation of best practices.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

## **RESEARCH**

### **Executive Research Director-**

**Job Code: RSERD1**

Responsible for the overall operation of Company/Agency/department research services group. May interact with top level management/Clients. May oversee marketing/strategic research that direct Client branding, competitive analysis, positioning, usage/segmentation studies, media spending analysis, tracking market trends, and/or other primary or secondary research. Responsible for staff management and development. Typically reports to Executive Functional Director. Usually has 15+ years of relevant industry and/or research experience.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

### **Group Research Director-**

**Job Code: RSDRD1**

Directs Client marketing and research activities. May provide critical thinking and innovative solutions for research/marketing programs including qualitative/quantitative analysis, media spending, and usage, strategic planning, and positioning, and/or primary/secondary studies. Typically reports to Executive Director of Research. Usually has 10+ years relevant industry and research expertise.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

### **Associate Research Director-**

**Job Code: RSMRD1**

Responds to specific research requests and oversees programs/progress to support Client/Agency goals. May initiate, manage, and evaluate outside vendors and tools, develop, and institute systems for the processing and retrieval of all information, administer funds, and supervise staff. Typically reports to Group Research Director. Usually has 7+ years relevant industry and/or research expertise.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Research Supervisor-**

**Job Code: RSSRS1**

Manages the execution of or conducts specific research and strategic planning projects under guidance from director/manager. May supervise one or more research project managers. Typically reports to Associate Research Director. Usually has 5+ years of relevant industry and/or research experience.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Research Specialist-**

**Job Code: RSPRS2**

Has working knowledge of basic research techniques and research tools. May prepare questionnaires, write instructions for interviews, and/or conduct searches on market trends, consumer/customer insights, competitor activities, etc. utilizing secondary information. Typically reports to Associate Research Director. Usually has 2+ years of relevant industry and/or research experience.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Assistant Research Specialist-**

**Job Code: RSJRS2**

Assist with research requests/needs. May include conducting/correlating searches, tracking status, analyzing information, and keeping materials/programs organized. Typically reports to Associate Research Director. Usually has 1+ years of relevant experience.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**CREATIVE**

**Chief Creative Officer (New for 2025)-**

**Job Code: PRCCCO**

The Chief Creative Officer, or CCO, is an executive-level role that leads the creative department and oversees the strategy and execution of creative activities. The CCO shapes the creative strategy of an organization. CCO reports directly to the CEO (aka Executive Creative Director)

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Chief Creative Director-**

**Job Code: GAECO1**

Overall responsibility and accountability for the management of the total creative function of the agency and its clients. May participate in setting Agency goals and policy-making decisions. Establishes the "creative tone" and pace of the Agency. Has top-level Client contact. Typically reports to the CEO or Chief Creative Officer. Usually has 15+ years of experience.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Creative Director-**

**Job Code: GADCD1**

Responsible for all creative operations for an assigned account(s). Directs the activities of subordinates to maintain the agency's standards of creative excellence, timeliness, and profitability, while achieving the clients' goals. An experienced presenter. Senior-level client contact. Ensures the timely development and execution of plans, campaigns, and projects. Plans and develops budget recommendations, work goals, measurements, and training requirements. Provides leadership/motivation and conveys the vision and values of the agency to staff. Oversees creative consultations with account teams to assure appropriate creative strategies, adequacy/accuracy of input, schedules, budgets, production support, necessary reviews, and client presentations. Trains and supervises staff. Recommends staffing and compensation changes. Assures the staff adheres to established agency policy/procedures, with special emphasis on the purchase of outside services. Maintains external professional relationships to assure the ongoing availability of specialized expertise, gifted freelancers, and reputable studios/producers when their services are required. Participates in the new business efforts as directed. Typically reports to the Chief Creative Director or Chief Creative Officer. Usually has 15+ years of experience.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Associate Creative Director-**

**Job Code: GAMAC1**

Fulfills the leadership tasks and deliverables of their assigned client accounts. Works in support of the Creative Director. Leads and directs cross-disciplinary development and execution of short-term (project specific) and long-term (account specific) creative strategies. Requires the capabilities to direct and enhance the efforts of a creative team. Applies conceptual strategy, brainstorm facilitation, day-to-day shepherding of a project to completion and team play with engagement managers, production, and technology leads. Typically reports to a Creative Director. Usually has 10+ years of experience.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Creative Supervisor-**

**Job Code: GASCS1**

Responsible for supervising and guiding the overall creative effort of assigned creative groups or assignments on one or more accounts. Integrates art, copy, and production functions. May ensure creative compliance with Clients' goals. Has mid-level Client contact. Typically reports to an Associate Creative Director. Usually has 8+ years of experience.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Senior Art Director-**

**Job Code: CSSRAD**

Position requires a high level of creative talent, problem-solving ability, commitment, and experience. Individual must be capable of working independently, collaborating successfully with other creative teams, and directing the work of less experienced creative and production support staff.

Responsible for the visual creation of marketing campaigns on one or more accounts. Develops innovative concepts that are on strategy. Meets internal and external deadlines for creative reviews and client reviews. Presents work both internally and to clients in a clear, confident, and strategic way. Understands and contributes to the strategic thinking that drives creative work. Ensures that creative presentations to the client meet the highest professional standards. Works with account and creative management to grow agency business at existing clients. Helps to ensure that deadlines and budgets are met. Provides direction to creative and production staff. Aids in the selection of vendors, as needed, to assist in the creative development process. Follows jobs through to completion to ensure that the creative vision for the work is realized.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Art Director-**

**Job Code: GAPAD1**

An experienced specialist who is responsible for the visual creation of campaigns on one or more accounts. May adapt to changes in format, media, and/or Clients' general strategies. Coordinates the design and reproduction of the copy with the art and production staff. Has mid-level Client contact. Typically reports to the Creative Supervisor. Usually has 2+ years of experience.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Assistant Art Director-**

**Job Code: GAJAD2**

Responsible for concepts/ideas and designing/executing simple layouts and type mechanicals for one or more accounts. Learns to adapt to creative strategies, formats, and/or media. Typically reports to the Creative Supervisor. May have little to no experience.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Senior Designer-**

**Job Code: CSSRD**

Executes creative concepts that are on strategy across all media channels. Experienced in both digital and traditional mediums as well as integrated and ambient environments. Generates breakthrough ideas and constantly strives for new, better, and more innovative solutions. Demonstrates expertise in cutting edge, innovative and culturally savvy designs. Partners with different account managers to adapt brands. Works with members of the creative department as well as other core departments to achieve client satisfaction. Possesses strong conceptual thinking, solid design skills and expertise in design programs.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Designer-**

**Job Code: CSDESR**

Develops designs that are on strategy and reflect brand's personality. Designs and produces material for presentation by visual communications. Designs media in a wide variety of styles that correspond to clients' needs. Presents new ideas to team members. Interacts with art directors. Monitors projects through all phases of production.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Senior Copywriter-**

**Job Code: CSSRCW**

Produces bold, strategic, persuasive messages in all media for Agency clients. Writes advertising copy from conception to completion for print, broadcast, and online media to promote the sale of goods and services.

Collaborate with senior art personnel to ensure creation of consistent advertising messages. Participates in shaping strategy. Detects vital disconnects and informs senior creative personnel prior to beginning copy. Delivers presentations to senior creative and/or account personnel. Maintains communication with senior art personnel concerning status of jobs. Creates and completes projects on time and within budget constraints.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Copywriter-**

**Job Code: GAPCW1**

Responsible for generating concepts/ideas and highly targeted copy on one or more assigned accounts. May adapt to changes in format, media, and/or the Clients' marketing strategies. Coordinates visuals with the Art Director. Has mid-level Client contact and usually has 2+ years of experience.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Assistant Copywriter-**

**Job Code: GAJCW2**

Responsible for generating concepts/ideas and simple copy on one or more accounts. Learns to adapt to creative strategies, formats, and/or media. Typically reports to a Creative Supervisor. May have little to no experience.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Creative Technologist-**

**Job Code: IACCT1**

Works as a member of the creative team (and brand activation) on assigned projects to help improve the quality of the work and contributing knowledge and ideas related to the latest technology that is available. The role will accomplish this by focusing on bringing an idea to life in digital and non-traditional forms using technology as a foundation. The role is responsible for delivering a functional and on-budget demonstration of these ideas before releasing to production, as directed. The role will demonstrate practical working knowledge across all aspects of digital marketing, media, and the consumer experience. Will also demonstrate understanding in the areas of search, media, analytics, user experience or digital strategy. Responsible for understanding execution implications of technology-based marketing, including requirements definitions, feasibility, and production. Works closely with writers, art directors, designers and all team members for the assigned project or work.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Senior Web Developer-**

**Job Code: CSSRWD**

Requires both a mastery of the hands-on aspects of Web interface engineering, as well as an ability to design solid front-end architectures that integrate with other systems and technologies and the ability to communicate these solutions to other members of the team both verbally and in written documentation. Day-to-day responsibilities include leading the design of client-side engineering solutions; the hand coding of Web-based applications, Web pages, e-mail, and Web-based mobile experiences; integrating your code with other

technologies (Flash, Web Services, client back-end systems, content management systems, etc.); optimizing performance of front-end applications; and working with visual designers, interaction designers and software engineers.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Web Developer-**

**Job Code: CSWBDEV**

Develops web sites, web applications, web services, and other real-time interfaces. Creates functional development code to be tested across browsers and operating system platforms.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Developer (Front-end or Back-end) (New for 2025)-**

**Job Code: IAPDEV**

Develops websites, web applications, web services, and other real-time interfaces. Creates functional development code to be tested across browsers and operating system platforms. Programming proficiency in ASP.NET, C#, JavaScript, and PHP. Skilled with HTML, DHTML, CSS, and XML. Works with SQL, Oracle, and MySQL. Works with Microsoft IIS, Apache, and similar web servers. (aka Sr. Developer, Web Developer, Interactive Developer)

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Mobile Web Developer-**

**Job Code: CSMWBDV**

Brings strong capabilities with mobile application frameworks in order to code mobile optimized websites. Requires understanding of latest technologies, platforms, and coding techniques. Has experience developing for cross-browser/platform compatibility and integrating social-media platforms and APIs.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Senior Web Graphic Designer-**

**Job Code: CSSWGD**

Consults with client organizations to determine visual requirements that support organizational business goals. Determines what the client wants out of the product. This includes what message is being sent out and what audience is being targeted.

Responsible for the creation of all online visual design, including typography, visual concept, logo and icon design for the Internet and interactive platforms. They effectively communicate

and coordinate with the information architect, writer, and production artists to ensure that the visual design communicates the desired message, and functions successfully for varying technical and performance specifications. Leads the creative aspects of a project and have demonstrated strong business acumen.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client 3 \$

**Web Graphic Designer-**  
**Job Code: CSWGD**

Performs work on all aspects of the image production process including color correction, cropping, color renders, re-touching, and re-sizing of images. Design page templates, site navigation, and story boards for web applications. Attends website meetings to ensure creative elements are aligned with brand messaging. Brainstorms creative concepts with team.

Must be able to coordinate work on a variety of projects simultaneously and have an acute attention to detail. Ensures all work, both creative and technical, is reviewed for accuracy before deployment.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Senior Digital Designer-**  
**Job Code: CSSRID**

Participates in the creative process including strategy, conception, and design of multi-context platforms. Included in brainstorming of and creation of concepts for the purposes of developing positive user experiences. Translates abstract concepts into simple and elegant user interfaces. Creates concept models, user interface sketches, and detailed schematics. Works closely with fellow creatives and developers to ensure the solidity of design systems.

Possess a solid understanding of user centered design principles and a good understanding of what types of experiences are made possible by current digital technologies. Able to develop simple and elegant design approaches to complex design problems and collaborate actively as part of a multi-disciplinary team.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Digital Designer-**  
**Job Code: IAPIL2**

Responsible for art concepts in the production of websites, interactive advertising, mobile apps and other digital projects. Works with art directors, copywriters, and other digital team personnel in the production of interface designs, storyboards, and other graphic assets. Leverages creative and technical ability to enhance the user interface and user experience for all digital assignments. Has knowledge of interaction design, graphic and animation design, information architecture, human-computer interaction and usability principles, web

programming, web and mobile browser capabilities, mobile application, and digital advertising specifications.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Rich Media/Motion Developer-**

**Job Code: CSRMMMD**

Rich Developer is responsible for taking static creative concepts and working in partnership with creative designers and/or art directors to create motion, functionality utilizing the latest Action-scripting standards. Working closely with all of the major rich media providers, the developer ensures preparation of all assets and a seamless transition from development to deployment as well as a complete knowledge of all of the latest emerging technology within the space.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Illustrator-**

**Job Code: GAPIL2**

Responsible for preparing a variety of illustrations for one or more accounts. May design, select layout materials, prepare material, prepare interpretive drawings from Client and team written plans. May keep management up to date regarding design and production of graphics products. Has low-level Client contact. Typically reports to the Associate Creative Director. Usually has 2+ years of experience.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Creative Resource Manager-**

**Job Code: GACRM1**

The Creative Resource Manager typically manages an agency's creative resources. A Creative Resources Manager directs and helps coordinate the day-to-day agency creative and production efforts, typically with the Creative Director. In this role, the Creative Resource Manager ensures that the agency maintains an environment where creativity can happen, enhances the agency's talent base, manages talent needs, and supports the creative process. Responsibilities and duties may include working with both creative directors and studio directors, account management, and project management to plan, analyze, and evaluate creative needs, coordinate, assign, and manage creative/project schedules as well as manage staffing finance and administrative functions. The Creative Resource Manager is the main contact point for all creative workflow and trafficking queries.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Director of Video/Photography-**

**Job Code: SSDRVP**

Operates video cameras, either solo or on multi-camera shoots, coordinates and directs secondary cameras, sound, and gaffers, as needed on set during video productions and contributes to the creative development of video projects from the perspective of cinematography, art directs, and production logistics. Also responsible for creating/managing budgets and calendars for assigned projects and assisting with the editing process, as needed, from reviewing footage to leading edits.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Director/Post-Production-**

**Job Code: SSDRPP**

Responsible for high-level video editing projects, creating a streamlined workflow for all editors and animators, and helping editors improve their skills in new programs. Contributes to the creative development of video projects from the perspective of editing logistics, reviews projects, and provides constructive feedback, assists in the creation of storyboards and working closely with the Creative Director and manages the appropriate storage and organization of all footage and files from video shoots and previous edits.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Studio Manager-**

**Job Code: SSSMGR**

Oversees all functions of digital, imaging, and manual studio with regards to workflow, staffing, resources, billing, conflicts, technology, costs, focus and training. Ensures that all work produced is technically correct. Assigns, schedules, and estimates all production art. Ensures that production pieces are produced timely, on budget and with the degree of quality promised to the client. Maintains interaction with production and art directors on scope of projects. Directs and guides production artists in preparation of files. Collaborates with art directors to design and produce pieces for new business and client presentations.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Studio Specialist-**

**Job Code: SSSSPEC**

Experienced artist who may create and/or retouch/repair digital art and/or execute graphic designs, logos, etc., for use on packaging, collateral material, etc. May be a troubleshooter, overseeing defect tracking and resolution, evaluating pre-press and studio technology/scanning needs.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**DIGITAL**

**Chief Digital Officer-**

**Job Code: IAEAS1**

Responsible for management of the division or department. Responsibilities may include budgets, costs, resource allocation, agency standards and P&L. Provides strategic leadership and has considerable account management background with specific knowledge of interactive advertising. Top-level Client contact. Department head, probably an EVP with usually 20+ years of relevant industry and marketing expertise.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Executive Director Digital Production-**

**Job Code: DPCMEDDP**

Responsible for the planning and execution of integrated digital campaigns as well as the supervision, mentoring and training of producers. This position is responsible for the day-to-day management of large-scale projects including project discovery, resources allocation, creative development, technical production, and quality assurance.

High-level management of projects including, but not limited to complex websites, social media executions, campaign mini-sites, online video production, e-mail campaigns, and comprehensive online media campaigns. Partner with Sr. Account Directors to plan and execute digital efforts at the client and project level.

Effectively lead, manage, and mentor Associate, Mid, and Senior Producers to ensure the following:

- (1) Appropriate management of creative and technical resources and utilization levels of all resources for assigned client(s),
- (2) Projects are accurately estimated and managed appropriately,
- (3) SOWs are thoughtfully and thoroughly written, and change orders are executed as needed,
- (4) Detailed project plans are developed and maintained on a regular basis.

In addition, monitor project budgets, and the quality of work produced from both internal and external resources.

Ensure that internal processes and best practices are adhered to for all projects and that integrated teams are appropriately assigned when developing cross-platform projects.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Director of Digital-**

**Job Code: IADAD1**

Responsible for leadership and overall management of the Client relationship on one large or multiple accounts. Primary contact with the Agency/Client's senior marketing staff. Drives long-term business building, the development of all interactive websites including site architecture, CD-ROMS, etc. related to database marketing solutions. Oversees account team and may have overall accountability for budgets and planning. Typically reports to VP or above. Usually has 15+ years of relevant industry and interactive advertising expertise.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Digital Media Director-**

**Job Code: MSDMDR**

The Digital Media Director is a senior member assisting in the development of media and audience strategy, innovative digital media plans, and working with the technology and analytics team to ensure campaign execution, optimizations, and performance.

Responsible for analyzing and benchmarking digital media campaign performance history and results. Conducting qualitative and quantitative research for campaign planning. Coordinating digital media specifications between creative teams and publishers. Managing set-up, configurations, and management of third-party ad servers, including search bid-management platforms, third-party online ad servers, email marketing campaign systems and mobile phone marketing platforms. Prepares reports on campaign performance. Conducting ongoing campaign optimization.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Group Digital Media Director-**

**Job Code: IADMA1**

Responsible for leadership and overall management of the department, setting strategic direction and establishing positive relationships with senior level Clients. Drives long-term business building and has overall accountability for budgets and planning. Typically reports to VP or above. Usually has 15+ years of relevant industry and interactive/media expertise.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Associate Media Director-**

**Job Code: IAMMD1**

Responsible for the overall services of assigned accounts and media teams. Oversees and approves the development and execution of interactive media communications plans and team/relationship building while maintaining cost controls. Typically reports to VP or above. Usually has 7+ years of relevant industry and interactive/media expertise.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Media Supervisor-**

**Job Code: IASMS1**

Responsible for providing strategic recommendations and managing media teams to ensure Client's interactive marketing needs are met. Leads and monitors day-to-day activities, including execution of interactive media plans. Manages, motivates, and develops media team. May include Client and/or departmental contact. Typically reports to Functional Manager. Usually has 4+ years of relevant industry and interactive/media expertise.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Digital Supervisor-**

**Job Code: IASAS1**

Provides strategic recommendations and manages all Company/Agency resources to ensure the Client's online marketing needs are met. May lead and monitor day-to-day activities; manage, motivate, and develop an interactive team and works with other departments to develop and execute strategies that will build the Client's business. May also include site architecture. May manage mid-to-large scale microsites and web builds. Typically reports to Functional Manager. Usually has 7+ years of relevant industry and interactive advertising experience.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Digital Production Director-**

**Job Code: IAPDP1**

Manages/oversees the activities of the Digital/Integrated Production Department. Ensures the integrity of the online systems and information through implementation and maintenance of established system management practices, processes, and controls. Works closely with the IT organization to develop solutions that are robust, fit into the current architecture and leverage data assets. General understanding in the areas of application programming, database, and system design. Creates an environment and opportunities for growth in the department. Trains the staff and clients on digital technologies, best practices, and processes. Forecasts resource needs, leads quality assurance, and coordinates work with other agency departments. 10+ years of digital production experience.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Digital Production Manager-**

**Job Code: DPCMDPM**

Manages the digital production team. Coordinates and monitors the production of all online content and assets. Remain current with the latest digital trends and technologies. Will develop timelines, schedules, and processes for streamlining the production of digital

content. Technical skills to direct and collaborate with graphic artists, photographers, video editors and web developers, guiding them from conception through to final product.

Strong background working with Web content management systems. Deep knowledge of user-experience design. Strong project management skills and keen understanding of website development process. Understanding of creative development and design process. Familiarity/experience with photo production.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Senior Digital Producer-**  
**Job Code: DPCMSRDP**

Leads large digital projects and meets client business requirements in a way that demonstrates creativity.

Leads discovery process on large engagements and accurately scopes projects, defining project requirements and success metrics. May serve as the main client interface on projects, clarifies strategic requirements, explains complex ideas clearly and manages expectations. Leads teams by communicating a vision for the project as well as leads meetings with senior clients to ensure that they meet the stated objectives and stay on agenda. Participates in the development of new business.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Digital Producer-**  
**Job Code: DPCMDP**

Assists in developing digital project SOWs and related schedules. Gathers and organizes all client-related assets. Conducts thorough site quality assurance testing. Troubleshoots technical issues with the technology department. Maintains continuity, learning, assurance across projects. Must be knowledgeable of web technologies to effectively communicate with vendors and staff and to properly spec out and manage digital project components.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Assistant Digital Producer-**  
**Job Code: IAPADP**

Provides assistance to producers as need in the production process. Role aids in the orchestration of all sub-departments as to their role in production.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Mobile Producer-**

**Job Code: DPCMMP**

Responsible for successful planning, management, and implementation of mobile marketing and mobile advertising programs. These may include mobile site development, mobile application development, SMS campaign setup and management, short code requisition and management, or content management for binary content delivery to mobile devices (audio, graphics, video, games, or applications).

Creates initial and detailed project plans, coordinates vendors or internal resources, manages resource and cost estimates, project change requests and scope tracking. Coordinates project plans with the technology development team, database services team, and QA team to ensure requirements get prioritized and implemented.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Digital Senior Account Executive-**

**Job Code: IADSAE**

Digital Senior Account Executive (aka Interactive Senior Account Executive) provides strategic recommendations and manages all Company/Agency resources to ensure the Client's online marketing needs are met. May lead and monitor day-to-day activities; manage, motivate, and develop an interactive team; and works with other departments to develop and execute strategies that will build the Client's business. Works alongside experts in the areas of earned media, SEO, analytics, and creative services to build successful integrated campaigns. Serves on dedicated account teams as a Senior Account Executive (SAE), managing client paid media programs. Should have command of best practices and trends in PPC, display and paid social marketing, enjoys being creative, and understands how to both build and convert a digital audience.

May manage mid-to-large scale microsites and web builds. Typically reports to Functional Manager. Usually has 7+ years of relevant industry and interactive advertising experience.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Digital Specialist-**

**Job Code: IAPAE2**

Responsible for the day-to-day management of assigned account(s). Manages/coordinates Client projects and may take an active role in all disciplines (marketing, creative, media, research, production) from planning to completion. May serve as the daily contact between the Company/Agency and the Client. Effectively executes strategies, problem-solves, and develops solid business relationships. May assist in the architecture of the website. Provides Client service support. Typically reports to Functional Manager. Usually has 2+ years of relevant industry and interactive advertising experience.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Digital Media Buyer-**

**Job Code: MSMDBY**

Responsible for negotiating and buying assigned media/markets/accounts. Leads and monitors day-to-day activities. Effectively executes, problem solves and develops solid business relationships. May include client and/or departmental contact. May train and develop junior staff.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Digital Media Planner-**

**Job Code: IAPMP2**

Responsible for developing, executing, and managing digital media plans best suited to meet established Client requirements and objectives. The role is also responsible for the administration, financial management, reporting, and optimization recommendations/implementation. Development of POVs based on media valuation, budget tracking, and management. Develops solid business relationships with Clients and vendors. Provides Client service support. May include Client and/or departmental contact. Supervises, trains, delegates, and develops assistant media planners. Typically reports to Functional Manager. Usually has 1+ years of industry or general business experience.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Online/Digital Media Strategist -**

**Job Code: IASEM1**

Responsible for the strategy and implementation of online campaigns that include or may include paid search, display advertising, and emerging media. Drives optimization of campaign and reporting.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Search Director-**

**Job Code: MSSRDIR**

Responsible for managing the strategy and planning of paid search accounts, managing the launch of each program, guiding the optimization to meet specified performance objectives, and managing client expectation/communications throughout the duration of the engagement.

Leads team to achieve targeted performance KPIs and provide assistance including optimization and campaign troubleshooting. Coordinated strategies with internal teams (organic search, digital media, traditional media) to develop fully integrated campaigns.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Search Supervisor-**

**Job Code: IASSS1**

Responsible for the day-to-day management of search marketing activities at the agency. Maintains a high level of knowledge of clients' business. Organizes/manages workflow; coordinates search specialists and analysts in order to fulfill all search planning, analysis, and scheduling requests. Is a trainer, a team player, and an initiator.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Search Marketing Specialist-**

**Job Code: IASMMS**

Responsible for planning client search marketing activities. Hands-on day-to-day management of SEM campaigns to drive new customers to clients at an effective cost. Performs analysis and provides recommendations for all search projects on assigned account list. Engages in keyword development and testing, competitive and market analysis, and measurement of results and reporting. Motivates and trains search marketing analysts.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Search Marketing Analyst-**

**Job Code: IASMMA**

Entry-level search position. Responsible for day-to-day details of search activities on assigned accounts. Assists Search Marketing Specialists and Supervisors in daily search activities.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Media Research Director-**

**Job Code: MSMRDIR**

Plans, budgets, and staffs department to provide media research services to the agency and its clients. Supervises and assigns responsibilities to media research personnel. Assures quality of media research projects and interpretations. Consults with management supervisors and account supervisors to determine staffing requirements for each account. Consults on all aspects of media research issues, measures, and tools. Oversees all facets of analytic insights that drive continual optimization of media strategies and tactics for existing clients and in new business. Oversees the design and manage measurement protocols (tools and/or approaches to targeting) to enhance data capture and reporting. Oversees the assessment of channel planning, advertising effectiveness, and optimum advertising delivery to client business. Participates in industry forums to keep the department up to date on media research, problems, techniques, and methods, as well as to provide public visibility.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Media Research Analyst-**

**Job Code: MSMRANA**

Responsible for creating recommendations based on statistical-rich analyses that provide actionable insights to drive the development of targeting and media strategies for clients. Supports business units in all facets of analytic insights that drive continual optimization of media strategies and tactics for existing clients and in new business. Designs and manages measurement protocols (tolls and/or approaches to targeting) to enhance data capture and reporting. Applies industry-leading tools that assess channel planning, advertising effectiveness, and optimum advertising delivery to client business. Primary day-to-day contact on analytical and measurement projects addressing specific client issues. Collaborates with research and media teams to ensure analytical projects applicability to consumer marketing.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**CONTENT**

**Director of Content Management-**

**Job Code: IAPDCM**

Raises awareness of content management practices through the agency. Reinforces content management involvement in the copy development process. Gets involved early in the creative development process and is the lead for new content ideas. Standardizes the format of source documentation across all clients. Brings SEO best practices to every project. Keeps up with advancing technologies by attending industry events or researching and sharing findings with the department. 7+ years in website development, marketing, advertising. At least 4 years' experience in content development.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Content Manager-**

**Job Code: DPCMCM**

Reinforces content management involvement in the copy development process. Gets involved early in the creative development process and is the lead for new content ideas. Standardizes the format of source documentation across all clients. Brings SEO best practices to every project. Improves the quality and consistency of copy decks across brands.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Editorial Manager-**

**Job Code: PRESEM**

Ensures that all messages and content are relevant to the target audience. Helps in creating content programs that bridge a brand's perspective with the consumers' POV. Helps with the brand messaging, tonality and actions throughout the content and authentically reflects consumer perspective and attitude. Assesses, identifies, defines, and aggregates user-centered content from across the creative organization and from available client assets. Works with the interaction designers, producers, and media specialists to structure the content to fit the medium. Defines the requirements for written content as well as the guidelines for its use and ensures a consistent and cohesive user experience from a content and creative perspective. Manages the editorial calendar for content across mediums and identifies new content program areas.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Senior Content Specialist-**

**Job Code: IAPCM1**

Reinforces content management involvement in the copy development process. Gets involved early in the creative development process and is the lead for new content ideas. Standardizes the format of source documentation across all clients. Brings SEO best practices to every project. Improves the quality and consistency of copy decks across brands. 5+ years of website development, marketing, advertising, public relations. At least 3-4 years' experience in content development.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Content Specialist-**

**Job Code: IAPCSW**

Gets involved early in the creative development process and contributes new content ideas. Standardizes the format of source documentation across all clients. Brings SEO best practices to every project. Writes client-ready content Typically has 2+ years of public relations or marketing experience and some experience in content development.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Editor-**

**Job Code: PRESED**

Monitors projects to guarantee that content is correctly presented and is on-strategy, logically placed, comprehensible and appropriate to the target audience. Highly experienced in reading a document for content, editorial changes, and internal consistency. Able to proofread across multiple documents in different formats for content, editorial changes, and cross consistency. Assists in managing documents. Able to create "clean" versions from "marked up" versions. Maintains version histories.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Proofreader-**

**Job Code: PRESPR**

Cross-checks materials for grammar, punctuation, and preferred style ensuring all projects adhere to Client standards and consistency of changes across all elements of a package/program. Reviews/resolves with Account management any discrepancies.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**DATA & ANALYTICS**

**Director of Marketing Analytics-**

**Job Code: IAMDMA**

Responsible for leading the development of client solutions in the areas of measurement reporting and predictive analytics. Additionally responsible for the implementation of client measurement plans and staff spanning goal setting, resources and technology, measurement, strategy, cadence, reporting and analysis. Client facing. Provides and establishes agency best-practices in analytics, staff evaluation and deployment.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Digital Analytics Manager-**

**Job Code: IAMDAM**

Responsible for the development, reporting and analysis of client-specific web performance programs including recommendations for construction, KPI's, measurement resources, cadence and client recommendations. Role also provides the management oversight across all key clients involved in the area and provides collaborative interface with other key management disciplines to ensure one cohesive end-to-end view is provided. Role is also responsible to support business improvement effectively and efficiently by overseeing, leading, and directing the management of their team through effective planning, organizing, directing, coordinating, measuring, and staffing in support of departmental and agency goals and objectives.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Digital Analytics Strategist/Associate-**

**Job Code: IAMDAS**

Responsible for pulling reports and providing analysis for web projects. Role will analyze the data and deliver regular reports and recommendations to improve results. Additionally, the position collaborates with other key analytics positions to provide an end-to-end view of measurement, performance, and recommendations to improve results.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Database Analyst-**

**Job Code: ANADBA**

May analyze, evaluate and/or design existing or proposed systems relative to corporate/Client/department-specific computer programming, databases, websites, and/or systems data. May serve as a liaison between operational units and IT. May supervise staff.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Web Metrics Analyst-**

**Job Code: ANAWMA**

Responsible for tracking and reporting web performance Based on analyzing metrics data, will provide insight/knowledge and help drive business decision making. Track and analyze web site performance, click stream and paths to provide data driven business intelligence and improve online experience. Create data reports to provide insights and help drive business decision making. Participate in the development of digital media strategies and tactical programs. Utilize internal and external resources to gather relevant industry benchmarks for website metrics. Supports A/B testing and multivariate testing implementation, planning and analysts. Participates in site re-designs and enhancements as a measurements expert, identifying reporting requirements, implementing new metrics, and reporting enhancement results.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**PROJECT MANAGEMENT**

**Director of Project Management-**

**Job Code: PSPMD1**

Establishes and enforces a streamlined workflow of agency project-related processes and monitors all project processes and operations for time and resource efficiencies, cost management, and process improvement opportunities. Monitors adherence to project approvals, scheduling, time, and financial management policies. Manages project managers. Helps to recruit, hire, and develop staff and support ongoing departmental training initiatives and resources. May report to COO, Director of Production, or others, depending on agency structure. Usually has 8+ years of project management experience.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Senior Project Manager-**

**Job Code: PSPMM1**

Takes on all project management responsibilities on large-scale projects. Responsible for the development of all Scopes/Statements of Work. Develops, implements, and manages the project plan. Develops the staff plan and creates the budget. Responsible for resource allocation in conjunction with the resource manager. Day to day management of projects from initiation through implementation and deployment. Manages changes, evaluates risks and assesses potential impacts on project delivery. Monitors and communicates project status and adjusts resources and priorities accordingly. Supervises Project Managers and Assistant Project Managers. Reports to Director of Project Management, Director of Production, or others, depending on agency structure. Usually has 6+ years of experience.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Integrated Project Manager-**

**Job Code: PSPMIM**

A creative problem solver whose production expertise allows him/her to guide complex efforts for paid, earned, social, and owned media. Manages all aspects of the project lifecycle from concept to delivery and must be intimately familiar with the roles played by all members of integrated teams. Works with Account Management and subject matter experts to develop detailed scopes of work based on business objectives and requirements. Develops staff plans with Account Management, Resource Managers, and functional leads based on defined scopes of work. Develops, implements, and manages project plans. Partners with production areas to ensure that overall timelines also represent appropriate steps and details required for an integrated campaign. Ensures project dependencies are linked throughout and that any events that may affect subsequent dates and deliverables are communicated clearly to all resources. Ensures proper change management process and documentation are executed as the scope of work or project priorities shift, and that new requirements are communicated to project teams. Oversees workflow and process so that critical steps are followed.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Project Manager-**

**Job Code: PSPMM2**

Works with account and team leads to develop the scope of work based on functional and business requirements. Develops, implements, and manages the project plan. Develops the staff plan and creates the budget. Responsible for resource allocation in conjunction with the resource manager. Day to day management of the project from initiation through implementation and deployment. Communicates status of project to the team and client on a regular basis. Resolves schedule conflicts. Ensure changing resources and project requirements are communicated to all members of the project team, and that the changes are

understood by all members of the team. Reports to Director of Project Management. Usually has 3-4 years of experience.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Traffic Manager-**

**Job Code: PMRMGR**

Oversees and manages traffic department. Prepares and updates department procedures. Ascertain status and staffing of current and prospective work.

Responsible for efficient and smooth functioning of traffic department. Involved in development, organization, and implementation of all systems. Maintains contact with Creative, Project Management, and Account Management as well as with client/vendor liaisons. Aids in implementing and maintaining procedures.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**SOCIAL MEDIA**

**Director of Social Media Communications-**

**Job Code: ISMDIR**

Responsible for overseeing the health of the clients' business by driving the brand strategy forward within social channels and seeking ways to expand business services. The Director is responsible for the development and growth of the team they manage, ensuring they are effectively meeting their goals and responsibilities as well as helping to nurture their career path.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Associate Director, Social Media Communications-**

**Job Code: ISMASD**

Responsible for overall delivery of excellence across all scoped Comms work for clients under purview. Represent the Comms team's point of view and best practices to senior and executive leadership in meetings. Help guide new business pitches, ensuring that we're bringing the best thought leadership to bear in the pitch and that we'll later be able to operationalize the activations and client structures that we pitch in. Build skills and capabilities of teams that you manage--develop job skills both hard and soft. Help to identify and develop department-wide capabilities that help drive expansion and profitability. Serve as a thought leader and escalation point for senior level clients, guiding them in new ways that benefit their business and further the agency's objectives, and helping to resolve any concerns should they arise as a main stakeholder in these agency-crucial relationships.

Partner with leadership of other internal departments to deepen cross-agency collaboration and deliver best possible work for clients.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Social Media Strategist/Planner-**

**Job Code: ISMSTP**

Leads social media strategy development; plans social marketing campaigns; oversees the execution of campaigns and tracks their success. Develops and executes social media plans based on objectives, identifies key performance indicators, and effectively provides campaign performance analytics.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Community Manager-**

**Job Code: ISMCMG**

Works directly with the client and internal teams to plan, execute and measure social media communications programs. Responsible for managing content calendars, publishing content across social channels, reporting on results and keeping up to date on platform changes.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Social Media Analyst-**

**Job Code: ISMANA**

Research and analyze organic conversations across online sources (boards, blogs, social media platforms) to uncover trends and insights using analysis tools. Construct actionable recommendations for client and partner agency teams. Knowledge of advanced social media analysis tools such as Radian6, Sysomos, Tracx, Visible Technologies, Brandwatch, Netbase, Gnip (or similar platforms).

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Social Media Copywriter-**

**Job Code: ISMCPW**

Responsible for Content planning in collaboration with client marketing team, 3rd party agencies, and agency co-workers. Includes conceiving, designing, and producing evergreen and campaign-specific social channel content as well as curating 3rd party content. Ensuring all planned content adheres to identified client brand guidelines and meets quality expectations. Management of content approval flow for internal and client reviews. Content calendar management-initial scheduling and optimizations. Management of freelance design and production resources.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Social Media Designer-**  
**Job Code: ISMDES**

Responsible for conceiving social content ideas, designing, and producing visual content for social media channels, researching and curating third-party content, comping and proofing designs, and assisting and improving the digital art production process.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Social Studio Producer-**  
**Job Code: ISMPRO**

The primary role of the Producer is to assist the team with the creation of static, animated, and short-video content, as well as serve as the liaison between clients and legal teams, external partners and vendors, and internal agency team members. The Producer has project management experience. Works closely with the Director of the Social Studio to execute breakthrough work in social media. Manages all social media content for the brand. Collaborates with editorial and creative leads on timing and approvals of content creation. Concepts, edits, and organizes social media content from ideation to execution. Sets timely production schedules, helps create shot lists and coordinates photo/video shoots for social media content. 3+ years managing social media content and social media campaigns for multiple brands.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

## **INFLUENCER MANAGEMENT**

**Director of Entertainment Marketing & Talent Partnerships/SVP-**  
**Job Code: DEMTPS**

Responsible for connecting clients and their brands with relevant entertainment properties from developing ideas to negotiating contracts. Must be extremely knowledgeable about pop culture and have relationships with talent agents and studios. Take responsibility for ensuring contract details are honored by all parties.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Director, Influencer Marketing-**  
**Job Code: IMMDIM**

Supports influencer strategy component of new business and client work with minimal senior oversight, develops influencer casting criteria, reviewing lists created, and supports junior

team development, running influencer training sessions and reviewing deliverables created by junior team members. Also reviews and approves content compiled by junior team members and leads whitelisting initiatives, either owning or helping to manage the process, with a strong grasp on influencer management platforms, placing a paid media spend, overseeing reporting efforts, tracking influencer posts and stories, QAing for FTC compliance, downloading influencer content to account folders, and creating campaign reporting documents with minimal oversight. Generally, has 7+ years of experience.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Supervisor, Influencer Marketing-**

**Job Code: IMSIM**

Supports influencer strategy component of new business and client work with minimal senior oversight, develops influencer casting criteria, reviewing lists created and supports junior team development, running influencer training sessions and reviewing deliverables created by junior team members. Also reviews and approves content compiled by junior team members and leads whitelisting initiatives, either owning or helping to manage the process, with a strong grasp on influencer management platforms, placing a paid media spend, overseeing reporting efforts by inputting influencers, tracking influencer posts and stories, QAing for FTC compliance, downloading influencer content to account folders, and creating campaign reporting document with minimal oversight.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Senior Influencer Marketing Specialist-**

**Job Code: IMMISM**

Supports influencer strategy component of new business efforts with senior oversight, develops influencer casting criteria, reviewing lists created and helping to build lists, supports junior team development, running influencer training sessions and reviewing deliverables created by junior team members and manages some communications with clients, with senior oversight. Also consults with finance department, when executing programs and managing budgets, facilitates client content review, ensuring materials are client-ready for senior team members and addressing client concerns, supports whitelisting initiatives, either owning or helping to manage the process, with a strong grasp on the fundamentals of placing a paid media spend, demonstrates strong knowledge of influencer marketing by serving as a resource for colleagues who have questions about your expertise, applying learnings and best practices daily, demonstrating knowledge of influencer management platforms, tracking influencer posts and stories, QAing for FTC compliance, downloading influencer content to account folders, and creating campaign reporting documents with minimal oversight. Generally, has 3-4+ years of experience.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Influencer Marketing Specialist-**

**Job Code: IMMIMS**

Helps build sourcing lists on influencer management platforms, explores the creator casting process, learns fundamental influencer team processes and develops documents, reviews client content, ensuring materials are client-ready for senior team members and addresses client concerns. Also executes campaigns, communicating with influencers, with close senior oversight, collects all influencer documentation, sharing with internal teams and the finance department and supports whitelisting initiatives with influencer-facing tasks and learning about the whitelisting process. Leads reporting efforts by inputting influencers into Tagger, tracking influencer posts and stories, QAing for FTC compliance, downloading influencer content to account folders, and creating campaign reporting documents with close senior oversight. Generally, has 2+ years of experience.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**ACCOUNT MANAGEMENT SERVICES**

**Director of Client Services/SVP-**

**Job Code AMSDAS**

The most senior person dedicated to account service in the agency. Responsible for major client activity. Appoints and directs the activities of the senior account services management within the agency and may conceive and direct the execution of special marketing services for specific clients. Top level client contact. Ensures the agency's clients receive appropriate and professional counsel and service from the account management staff, resulting in accounts stability, increased business, and profit for the agency.

Selects, evaluates, and assigns account service personnel. Supervises the performance and strategic direction of top management supervisors. Conduct periodic account performance reviews and strategic business quality reviews. Conduct an annual strategic business/manpower review. Follows the agency's standard operating procedures and quality standards established for client services. Direct expenditures for the account service function and ensure adherence to budgets. Maintain awareness of changes at other agencies which might afford opportunities for new business. Solicit, develop, and implement new methods and processes to conduct agency business for efficiency and profitability. Assist and advise the account management in matters relating to account profitability such as compensation negotiations and profitability reviews.

Maintain cordial relationships with top management of established clients and key prospects.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Group Account Director-**

**Job Code: AMSGAD**

Oversees day-to-day agency performance and agency/client relationships of assigned accounts. Understands client's business at the highest level in order to be a champion and help bring forth big business advertising ideas for the client. Actively listens, proactively plans, conceptualizes, understands research to drive and achieve results. Solves problems at all

levels utilizing various leadership skills. Anticipates problems, surfaces them, and effectively resolves issues. Develops and mentors staff. Directs account staff in the performance of their operating responsibilities. Partners with Creative Director, Brand Strategist, and Research Team as well as guides creative development of product campaigns. Utilizes leadership skills (internally and externally) to influence and persuade. Participates in new business functions. Consults with account management on all functions of agency staffing on assigned accounts.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Account Director-**

**Job Code: AMSAD**

Responsible for leadership and overall management of the Client relationship on one large or multiple accounts.

Primary contact with the client's senior marketing staff. Drives long-term business building, the development of internal/Client marketing and business strategy, oversees Account team management, and may have overall accountability for budgets and planning.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Management Supervisor-**

**Job Code: AMSMSPR**

Responsible for the overall service and profitability of assigned account(s). Represents the Agency's senior management on a day-to-day basis at the Client and within the Agency. May oversee the development of business/advertising marketing strategy, process/communications management, and people/relationship building while maintaining cost controls.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Account Supervisor-**

**Job Code: AMSASPR**

Provides strategic recommendations and manages all Agency resources to ensure the Client's marketing needs are met. May lead and monitor day-to-day activities; manage, motivate, and develop Account team; and may work with other departments to develop and execute strategies that will build the Client's business.

Hourly Rate Client #1 \$

Hourly Rate Client #2 \$

Hourly Rate Client #3 \$

**Senior Account Executive-**

**Job Code: AMSSAE**

Creates tactical implementation plans to achieve clients' campaign objectives by reviewing the strategic plan, flushing out tactics, submitting to clients for feedback and client approval. Writes creative briefs in line with client objectives by identifying the key project outcomes and soliciting client feedback and gaining approval prior to the job opening meeting. Stay abreast of each campaign's current project and financial status by actively engaging in all meetings pertaining to the project and via consistent communications with the client to manage needs, deliverables, and expectations. Act as the main client contact for managing questions, concerns, and project feedback by communicating with client and preparing service reports to document next steps and issue solutions for internal and external team members.

Manage internal team resources to ensure project is progressing by working with Project Manager as a liaison between the Creative, Production and Account teams. Provide ongoing training/mentoring to junior team members.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Account Executive-**

**Job Code: AMSAE**

Responsible for the day-to-day management of assigned account(s). Manages/coordinates Client projects. May serve as the daily contact between the Agency and the Client. Effectively executes strategies, problem-solves, and develops solid business relationships. Provides Client service support.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**EARNED MEDIA**

**Director, Earned Media-**

**Job Code: EMRDIR**

Builds and fosters relationships with traditional and online journalists, establishes and implements strategic media relations plans. Oversees tracking and monitoring of media coverage and helps ensure that client results are commensurate with the spend. Demonstrates ability to manage media during crisis situations and counsel clients on appropriate strategies. Typically has 7+ years of experience in agency or corporate communications.

Hourly Rate Client #1 \$   
Hourly Rate Client #2 \$   
Hourly Rate Client #3 \$

**Senior Earned Media Specialist-**

**Job Code: EMRSEM**

Develops and executes successful earned media strategies that support the overall business goals and priorities of the agency and agency's clients. Works closely with account teams,

media relations colleagues and clients to provide strategic media counsel, create media relations plans, execute those plans, and evaluate the results of outreach. Generally, has 3-4+ years of experience in agency or corporate communications.

Hourly Rate Client #1 \$	<input type="text"/>
Hourly Rate Client #2 \$	<input type="text"/>
Hourly Rate Client #3 \$	<input type="text"/>

**Earned Media Specialist-**  
**Job Code: EMREMS**

Develops and executes successful earned media strategies that support the overall business goals and priorities of the agency and agency's clients. Works closely with account teams, media relations colleagues and clients to provide strategic media counsel, create media relations plans, execute those plans, and evaluate the results of outreach. Generally, has 2+ years of experience in agency or corporate communications.

Hourly Rate Client #1 \$	<input type="text"/>
Hourly Rate Client #2 \$	<input type="text"/>
Hourly Rate Client #3 \$	<input type="text"/>

**V. Blended Hourly Rates**

If you bill any client using blended rates for 2025, please complete the section below.

**Overall Agency Rate-**  
**Job Code: BHROAR**

Blended Rate 1 \$	<input type="text"/>
Blended Rate 2 \$	<input type="text"/>
Blended Rate 3 \$	<input type="text"/>

**Tiered Agency Rate - Senior Level Positions-**  
**Job Code: BHRSNR**

Blended Rate 1 \$	<input type="text"/>
Blended Rate 2 \$	<input type="text"/>
Blended Rate 3 \$	<input type="text"/>

**Tiered Agency Rate - Mid Level Positions-**  
**Job Code: BHRMID**

Blended Rate 1 \$	<input type="text"/>
Blended Rate 2 \$	<input type="text"/>
Blended Rate 3 \$	<input type="text"/>

**Tiered Agency Rate - Junior Level Positions-**  
**Job Code: BHRJNR**

Blended Rate 1 \$	<input type="text"/>
Blended Rate 2 \$	<input type="text"/>
Blended Rate 3 \$	<input type="text"/>

# Participating Agencies

360 Public Relations  
Adfero  
Aker Ink  
Akrete Communications  
APCO Worldwide LLC  
Arketi Group  
Beehive Strategic Communication  
Beekeeper Group, LLC  
Belle Communication, Inc  
Berlin Rosen LLC  
Black Digital  
Boden Agency  
BRG Communications, Inc.  
CLYDE, LLC  
Colehour & Cohen dba C+C  
Communique PR  
Crosby Marketing Communications  
Curley Company  
Day One Agency  
Diffusion PR  
Dix & Eaton Incorporated  
Double Forte  
Egami Group, Inc.  
Fahlgren Mortine  
Fenton Communications Inc  
Flowers Communications Group  
G&S Integrated Marketing Communications Group  
Global Gateway Advisors  
Greentarget Global Group LLC  
Highwire Public Relations  
Hotwire Public Relations Group, LLC  
Inizio Evoke Comms LLC  
Integral Communications Group LLC  
Jackson Spalding  
Jones Public Affairs, LLC  
JSA+Partners  
KAOH Media  
Laura Davidson Public Relations  
Linhart Public Relations  
Lucas Public Affairs  
M Booth & Associates LLC  
M Booth Health LLC  
Marathon Strategies LLC  
Mission North, Inc  
Movement Strategy LLC  
MSLGROUP Americas, LLC  
Mueller Communications, LLC  
O'Malley Hansen Communications  
Padilla Speer Beardsley, Inc  
PAN Communications  
Paul Werth Associates, Inc.  
Racepoint Global, Inc.  
Reputation Ink  
Reputation Partners, LLC  
RF Binder Partners Inc.  
ROI Communication, Inc.  
ROKK Solutions  
Ruder Finn  
Sharp Think Inc  
Silverline Communications  
Small Girls PR  
SourceCode Communications LLC  
SPM Communications, Inc  
Spool Marketing and Communications, LLC  
Sprouthouse  
Stratacomm, LLC  
The Bliss Group Holdings, LLC  
The Hoffman Agency  
Tier One Partners  
UpSpring  
V2 Communications  
We. Communications  
Zeno Group