

# Ad Talent Salary Survey 2019

Recruitment company, Ad Talent has released the results of its annual salary survey, which is compiled using figures of actual placements made by the agency, as well as salary information obtained from all candidates interviewed by Ad Talent from January to December 2019.



Image source: Getty Images

The numbers used are cost to company (CTC) figures and are an indicative of the average salary per sector, as salaries vary significantly depending on many factors, including size of the company, desirability to work for a particular company and status. Commission structure / incentives also have a significant impact on remuneration for media sales roles.

It is important to note that the experience rating (or weighting) is directly linked to the number of years working in that specific role, and not total work experience. For example, 0-2 years (light weight) means up to two years experience in that particular position, and not 0 to 2 years total working experience.

*This survey is not intended to be prescriptive, but is a report on what Ad Talent (not the entire industry) has experienced in the past 12 months.*

Click to view the full [Ad Talent Salary Survey here \(PDF\)](#).