



 **IPA** | *Compensation & Benefits Study*



COMPENSATION AND BENEFIT PROGRAMS FOR ALL
PRIMARY POSITIONS IN GRAPHIC COMMUNICATIONS

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IPA | *Compensation & Benefits Study*

Publication Price

Study Participant: Free

IPA Member \$99

Non-Member \$249

This in-depth report is a powerful resource for comparing and contrasting compensation and benefit programs for all primary positions in graphic communications, including:

- Non-Production Employees
Including senior and middle management
- Sales and Marketing
From support to management
- Production
From creative through delivery
- Benefits Packages
From health to retirement

These results can indicate whether your organization is offering competitive compensation plans and distinguish whether your benefits package measures up to industry averages.

In cooperation with IPA, this study was compiled, tabulated and analyzed by Industry Insights, Inc., a professional research and consulting firm specializing in industry operating surveys.

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ABOUT THIS REPORT

The **2008 IPA Compensation and Benefits Survey** was commissioned with the objective of providing IPA members with comprehensive, accurate, and timely data on industry compensation and employment practices.

This study was conducted for IPA by Industry Insights, Inc., an independent, professional research and consulting firm headquartered in Columbus, Ohio. The company specializes in conducting industry operating surveys, compensation and benefit studies, and member attitude surveys for trade and professional associations, as well as offering educational programs and customized research services.

In addition to the information contained in the **2008 IPA Compensation and Benefits Survey**, all companies participating in this study received a confidential individual Company Compensation Report. The information in this confidential report contains an individual company's compensation levels compared to all responding companies, as well as the appropriate industry comparative (i.e., appropriate revenue and number of employees aggregates) right alongside the company's own figures for easy comparison.

IPA and Industry Insights wish to express gratitude to those members who participated in the survey. Your support was essential in making this study a success.

SURVEY METHODOLOGY

The **IPA Compensation and Benefits Survey** was conducted during the winter of 2007/2008. Survey questionnaires were mailed to IPA members in November 2007, and responses were received through early February. A total of 37 questionnaires were received by Industry Insights, Inc. A detailed breakdown of survey respondents is included in the Respondent Profile.

Upon receipt, all questionnaires were assigned a confidential identification number and any reference to company name was removed from the survey form. All survey data was analyzed for accuracy and keyed for computer processing. Strictest confidence of survey responses was maintained at Industry Insights throughout the process.

Final results were tabulated by Industry Insights, Inc., and the final report was completed in March 2008. All IPA members that participated in this study received a free copy of the final report along with an individualized Company Compensation Report.

USING THIS REPORT

The information contained in the pages of this report is designed to be of great benefit to anyone concerned with the employee compensation and benefits policies of graphic solutions providers. These data provide the opportunity to compare a company's compensation levels to others within the:

- industry as a whole,
- same annual revenue as your company, and
- same number of employees as your company.

As a company compares its compensation information versus the industry, it should remember that the statistics published in this report should be regarded as "guidelines" rather than "absolute standards." Since companies will differ, depending upon their location, size, and other factors, any two companies may offer their employees a reasonably attractive compensation package and yet be very different. For example, duration of employment and nature of prior experience will obviously influence the compensation offering for a particular individual. Thus, a deviation between any one manufacturer's figures and a number appearing on a table in this report is not necessarily good or bad; it is merely an indication that additional scrutiny may be warranted.

IPA members should also keep in mind that the data in this report are shown in either one or all of the following, three ways:

- **Average (or Mean)**—the arithmetic average obtained by adding the individual values for all companies answering a particular question and dividing by the total number answering; a measure of central value that can be distorted by extreme high or low values;
- **Median (typical)**—a measure of central value that is not affected by extreme values; calculated by arranging all responses in numerical order and selecting the value that falls exactly in the middle, with half higher and half lower; and
- **25th Percentile**—75% of the figures were higher than this amount.
- **75th Percentile**—25% of the figures were lower than this amount.

In cases where sample sizes are too small, insufficient data exists to provide meaningful statistics. Such situations are indicated by "**".

The statistical information contained in this report is believed to be representative of the companies responding to the survey. All reasonable efforts were taken to assure data comparability within the limitations of statistical reporting procedures. However, the statistical validity of any given number varies depending upon sample sizes and the degree of consistency among responses for that particular item. For those individuals having questions, contact: Industry Insights, Inc., 355 East Campus View Blvd., Columbus, Ohio 43235, (614) 802-2310.