

2017 PRSA Agency Salary Snapshot

Position	Sample NATIONAL (all specialties)
Executive vice president / Sr managing director	\$174,200
Senior vice president / Managing director	\$146,400
Vice president / Account director	\$118,400
Account supervisor / Account manager	\$80,300
Senior account executive / Senior account associate	\$67,600
Account executive / Account associate	\$54,900

Position	Sample METRO AREAS (all specialties)
Executive vice president / Senior managing director	Houston \$149,700
Senior vice president / Managing director	New York \$134,700
Vice president / Account director	Los Angeles \$96,400
Account supervisor / Account manager	Boston \$69,400
Senior account executive / Senior account associate	Chicago \$59,700
Account executive / Account associate	Washington, DC \$45,500

Source: "The Official PR Salary & Bonus Report©" – 2017 Edition
Spring Associates, Inc., New York, N.Y.

Please note, information is meant to be used a "guide" only.

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Percent Change from 2016

1.5
0.6
-0.3
0.7
-0.9
-0.2

Percent Change from 2016

2.2

3.0

2.7

-0.2

3.6

2.1