

Title	Job Function + Sr	JF				JT				Difference (Title-Function)							
		Audience Size JF	Audience Size JT	Percentage	Floor Bid	Low Bid	Recommended	High Bid	Floor Bid	Low Bid	Recommended	High Bid	Floor Bid	Low Bid	Recommended	High Bid	
Sales Manager	Sales + Manager	1,900,000	1,000,000	52.63%	\$6.00	\$11.14	\$15.07	\$24.09	\$6.40	\$9.88	\$13.39	\$21.47	\$0.40	-\$1.26	-\$1.68	-\$2.62	
Sales Director	Sales + Director	760,000	260,000	34.21%	\$5.20	\$13.48	\$18.30	\$29.41	\$5.30	\$12.48	\$16.93	\$27.17	\$0.10	-\$1.00	-\$1.37	-\$2.24	
VP Sales	Sales + VP	350,000	160,000	45.71%	\$5.25	\$14.07	\$19.12	\$30.76	\$5.35	\$13.19	\$17.91	\$28.80	\$0.10	-\$0.88	-\$1.21	-\$1.96	
CSO/CRO	Sales + CXO	110,000	13,000	11.82%	\$4.95	\$15.33	\$20.78	\$33.32	\$4.95	\$15.82	\$21.08	\$32.93	\$0.00	\$0.49	\$0.30	-\$0.39	
Marketing Manag	Marketing + Manager	360,000	640,000	177.78%	\$4.60	\$15.98	\$21.30	\$33.27	\$4.65	\$14.31	\$19.18	\$30.24	\$0.05	-\$1.67	-\$2.12	-\$3.03	
Marketing Direct	Marketing + Director	490,000	240,000	48.98%	\$4.50	\$17.48	\$23.35	\$36.62	\$4.40	\$17.53	\$23.29	\$36.19	-\$0.10	\$0.05	-\$0.06	-\$0.43	
VP Marketing	Marketing + VP	170,000	79,000	46.47%	\$4.75	\$17.57	\$23.51	\$36.95	\$4.70	\$17.20	\$22.93	\$35.82	-\$0.05	-\$0.37	-\$0.58	-\$1.13	
CMO	Marketing + CXO	110,000	43,000	39.09%	\$4.75	\$17.51	\$23.22	\$35.98	\$4.70	\$18.78	\$24.80	\$38.18	-\$0.05	\$1.27	\$1.58	\$2.20	
Finance Manage	Finance Manager	400,000	420,000	105.00%	\$5.05	\$15.04	\$20.16	\$31.77	\$4.75	\$13.82	\$18.55	\$29.32	-\$0.30	-\$1.22	-\$1.61	-\$2.45	
Finance Director	Finance Director	520,000	130,000	25.00%	\$5.00	\$16.45	\$22.10	\$34.94	\$4.90	\$16.26	\$21.85	\$34.57	-\$0.10	-\$0.19	-\$0.25	-\$0.37	
Finance VP	Finance VP	370,000	77,000	20.81%	\$5.20	\$16.88	\$22.61	\$35.59	\$5.00	\$17.11	\$22.83	\$35.73	-\$0.20	\$0.23	\$0.22	\$0.14	
CFO	CFO	360,000	260,000	72.22%	\$5.00	\$17.12	\$22.94	\$36.11	\$4.95	\$17.43	\$23.27	\$36.45	-\$0.05	\$0.31	\$0.33	\$0.34	
IT Manager	IT Manager	480,000	630,000	131.25%	\$6.05	\$19.74	\$26.42	\$41.54	\$5.75	\$20.58	\$27.44	\$42.87	-\$0.30	\$0.84	\$1.02	\$1.33	
IT Director	IT Director	440,000	88,000	20.00%	\$6.20	\$20.95	\$28.24	\$44.91	\$7.35	\$24.30	\$32.58	\$51.36	\$1.15	\$3.35	\$4.34	\$6.45	
IT VP	IT VP	160,000	41,000	25.63%	\$7.10	\$21.26	\$28.78	\$46.07	\$8.40	\$22.54	\$30.91	\$50.49	\$1.30	\$1.28	\$2.13	\$4.42	
CIO/CTO	CIO/CTO	200,000	120,000	60.00%	\$6.45	\$20.61	\$28.01	\$45.09	\$6.90	\$20.63	\$28.07	\$45.28	\$0.45	\$0.02	\$0.06	\$0.19	
Ops Manager	Ops Manager	2,700,000	2,100,000	77.78%	\$5.05	\$13.11	\$17.80	\$28.60	\$5.20	\$12.67	\$17.13	\$27.37	\$0.15	-\$0.44	-\$0.67	-\$1.23	
Ops Director	Ops Director	1,300,000	330,000	25.38%	\$4.95	\$14.95	\$20.28	\$32.52	\$5.30	\$14.83	\$19.99	\$31.77	\$0.35	-\$0.12	-\$0.29	-\$0.75	
Ops VP	Ops VP	1,100,000	150,000	13.64%	\$5.25	\$14.85	\$20.20	\$32.55	\$5.60	\$15.21	\$20.60	\$32.97	\$0.35	\$0.36	\$0.40	\$0.42	
COO	COO	460,000	230,000	50.00%	\$5.00	\$15.33	\$20.71	\$33.02	\$5.10	\$14.86	\$20.02	\$31.80	\$0.10	-\$0.47	-\$0.69	-\$1.22	
		12,740,000	7,011,000	55.03%									Total	\$3.35	\$0.58	-\$0.15	-\$2.33
													AVG	\$0.17	\$0.03	-\$0.01	-\$0.12
														Positive numbers mean JT is more expensive			