

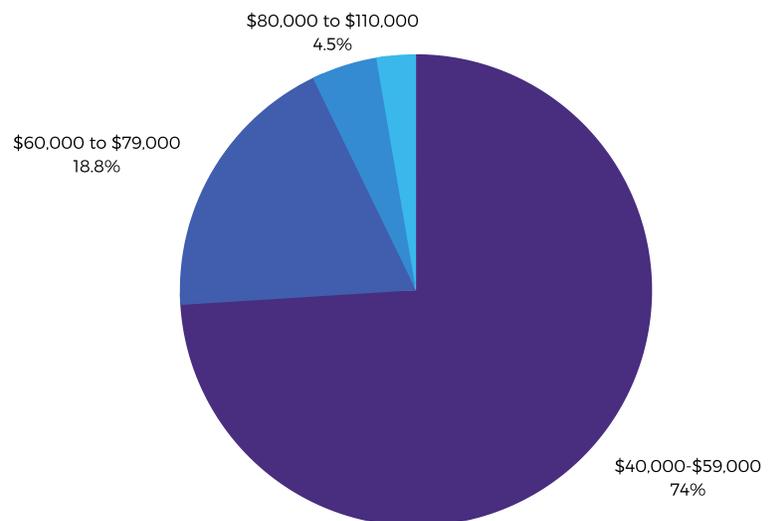
2020 NEWSPAPER SALES COMPENSATION STUDY

Welcome to our first annual newspaper sales compensation study. In combination with America's Newspapers and Editor and Publisher, Media Staffing Network is happy to share this important data with you. We currently survey radio, television and now newspaper has been added. All studies are located on our website (www.mediastaffingnetwork.com) to help media owners and operators better research recent trends affecting talent acquisition. With offering annual surveys, across various media platforms, we can offer more insight as to what it will take to attract, hire and retain top sales talent through tracking changes from year to year. This year our timing of the survey was in mid-summer so well into the pandemic. As we continue to see changes stemming from this crisis, we feel that our information will be timely for those in the budget process.

SURVEY RESULTS

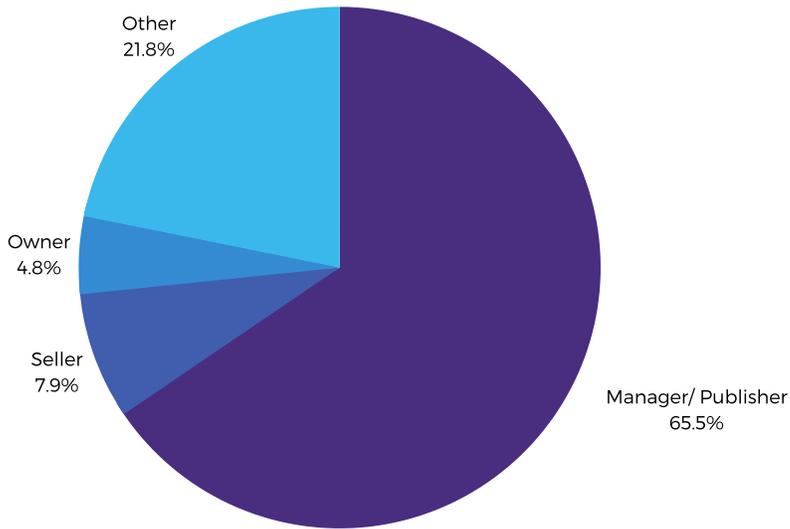
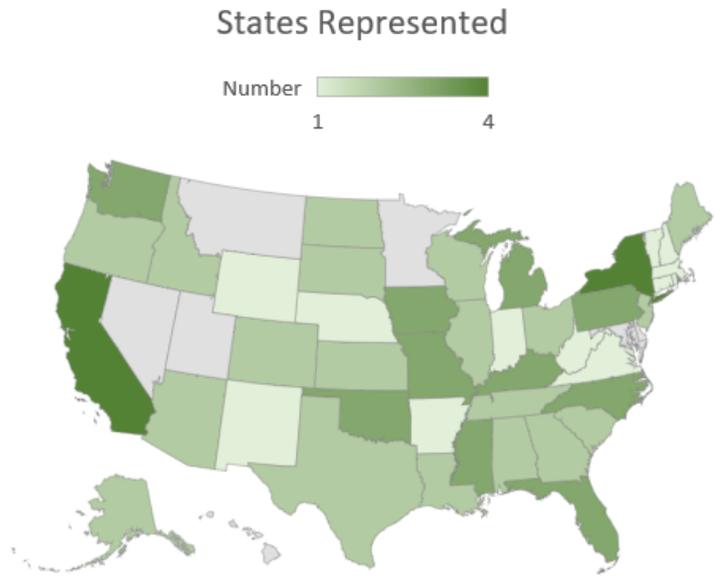
What is the current income of your average seller?

THE AVERAGE SELLER EARNS \$40,000 TO \$59,000



MSN INSIGHT: The average income of all reps tops out at \$40,000-\$59,000 at 74% with 18.8% earning \$60,000 to \$79,000, only 4.5% earning between \$80,000 and \$110,000 with no one showing an average rep earning above that figure. In comparing this against other media, it is definitely lagging.

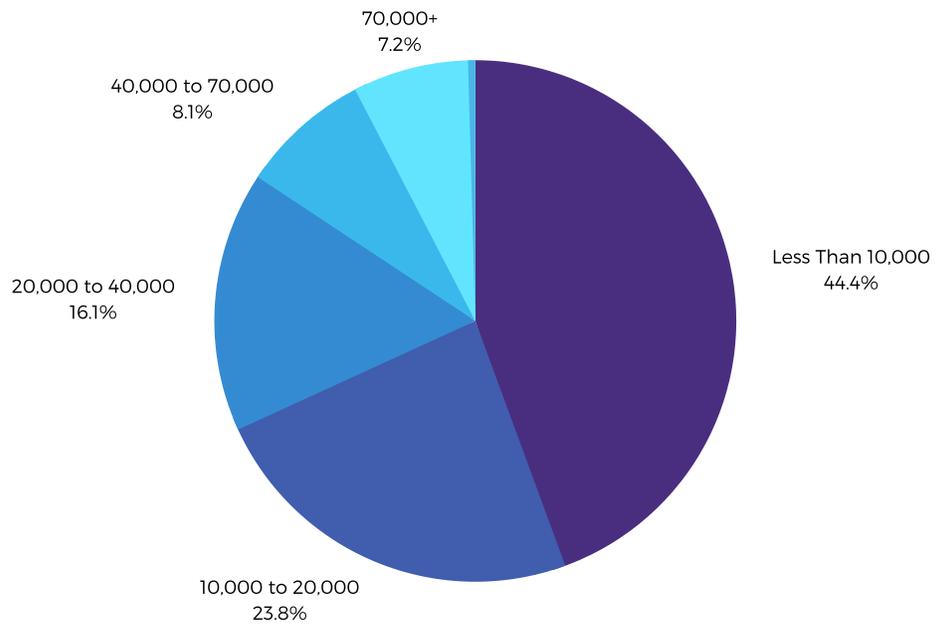
**223 RESPONDENTS
45 STATES
REPRESENTED IN
THIS SURVEY**



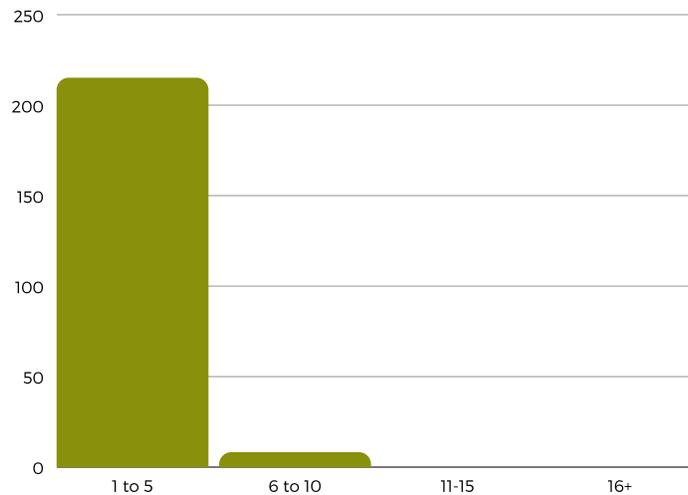
65.5%

OF INDIVIDUALS SURVIED ARE MANAGERS/ PUBLISHERS

44.4%
Circulation size Less Than 10K



How many sales managers (including Sales Directors/ Leaders) are on your team?



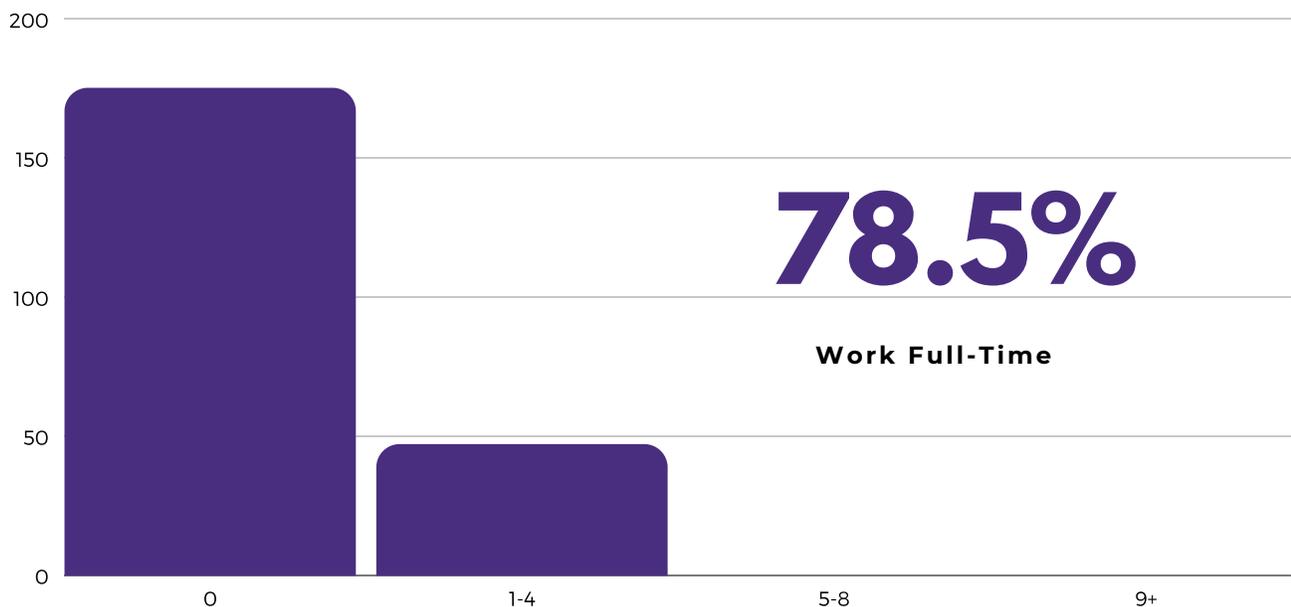
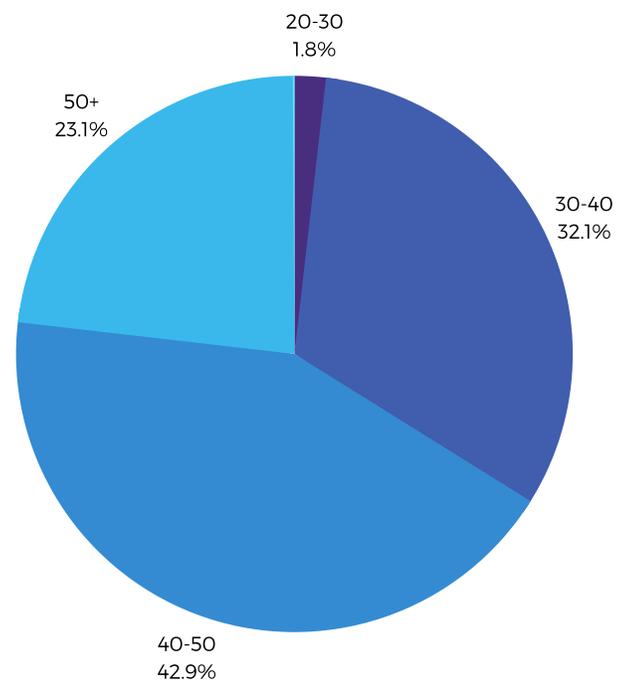
96.4%

**Team size is:
1 to 5 people**

42.9%

**Average age of sales team:
40 to 50 years old**

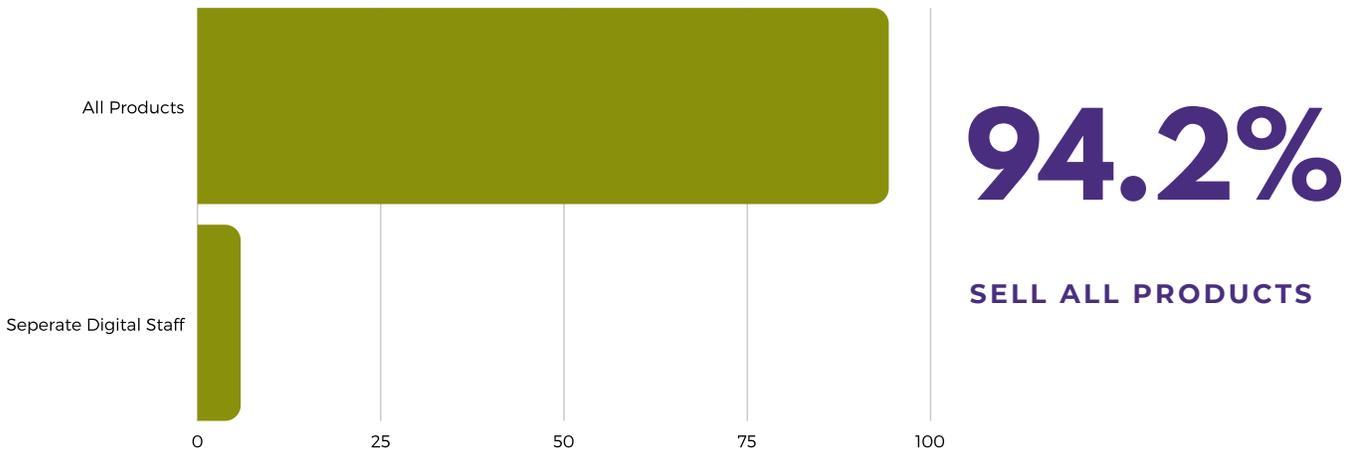
MSN INSIGHT: The average age of sellers in the industry is aging and without attracting and retaining from the younger generations, this will create a crisis in a few years. 74.4% of newspaper sellers are over forty, while only 31.8% are between thirty and forty.



78.5%

Work Full-Time

Do your sellers represent all products or do you have a separate digital staff?

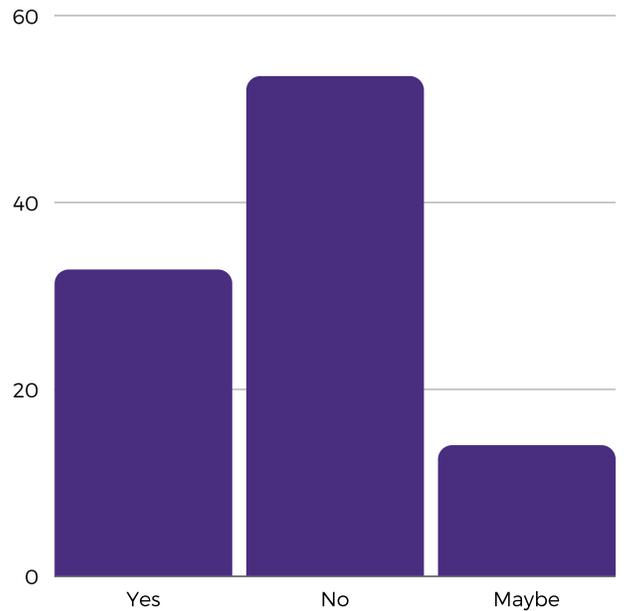
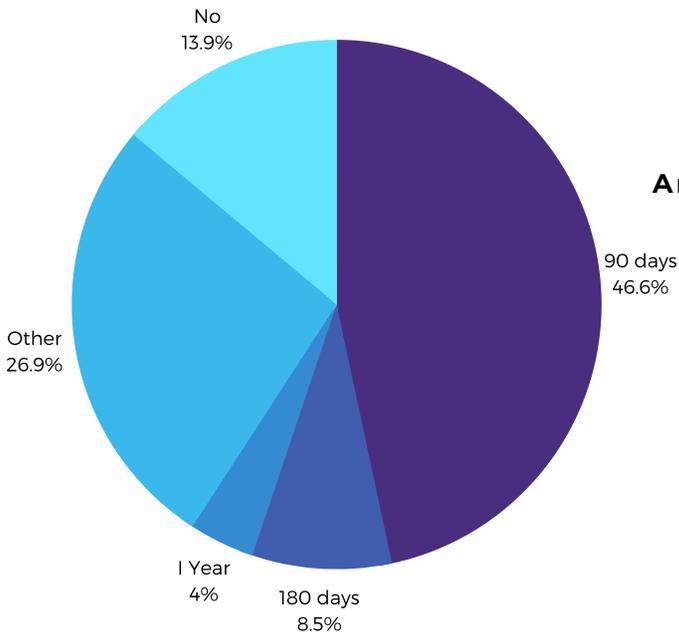


MSN INSIGHT: Only 5.8% have separate digital teams. This is a good area to promote when looking to attract new sellers, especially younger generations, as there is a high amount of interest to sell digital.

Is there a different compensation plan for new hires vs. established sellers?

53.4%

**SAID NO.
COMPENSATION IS THE SAME.**



Are new hires paid a guarantee for an initial period?

46.6%

**OFFER 90 DAY COMPENSATION TO
HELP NEW HIRES**

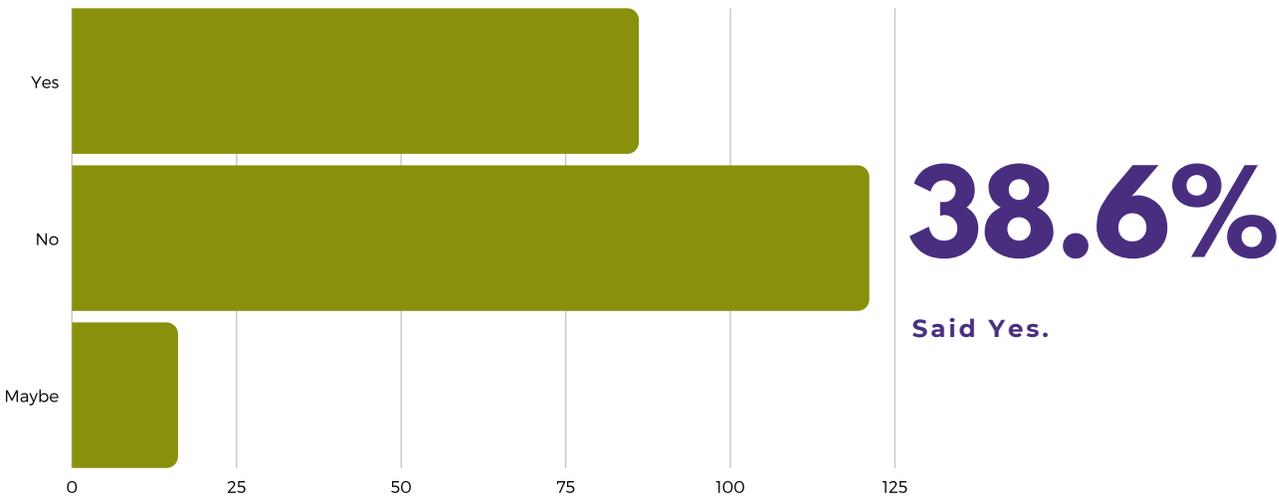
Are new hires paid a guarantee plus commission or against earned commission during their initial guarantee period?

68.2%

OF NEW HIRES CAN EARN OVER AND ABOVE THEIR GUARANTEE

- 68.2% can earn commission on top of guarantee
- 22.4% can earn commission against a draw
- 9.4% do not have the ability to earn commission

Does management look at non-revenue activity/accomplishments/goals part of the compensation plan for new hires?



38.6%

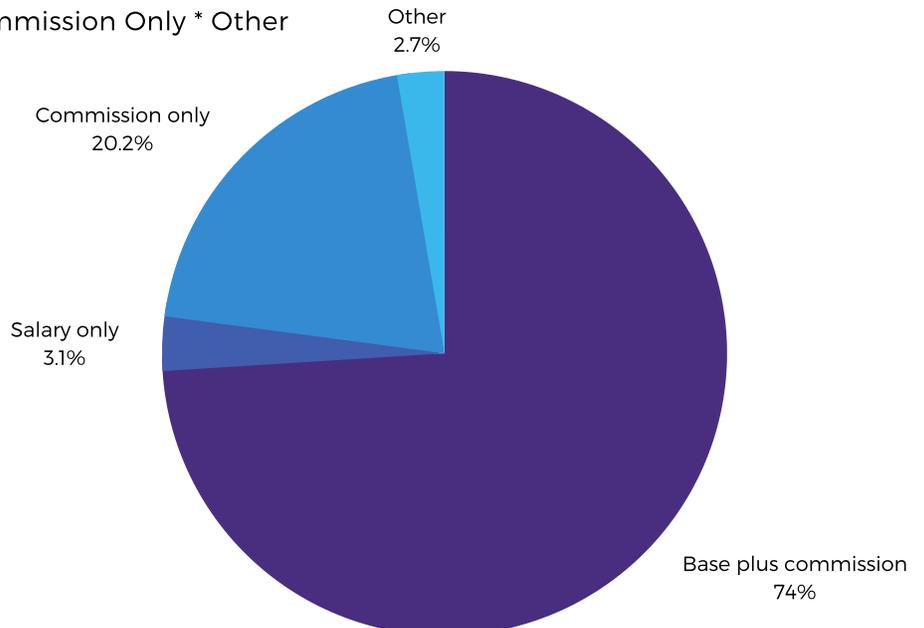
Said Yes.

For established sellers do you pay:

Base Plus Commission * Salary Only * Commission Only * Other

74%

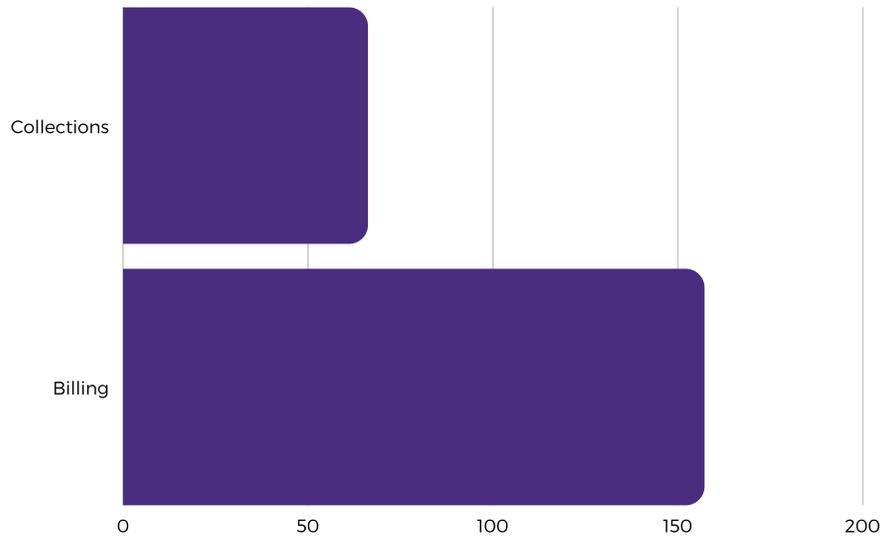
OF ESTABLISHED SELLERS ARE PAID BASE + COMMISSION



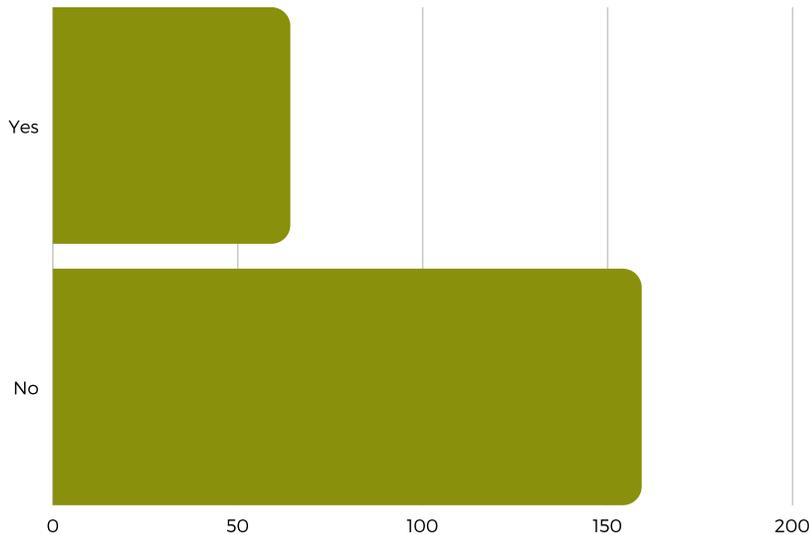
Does your company pay on collections or billing?

29.6%

OF COMPANIES PAY ON COLLECTIONS



Are non-revenue accomplishments/goals part of the compensation plan for established sellers?



71.3%

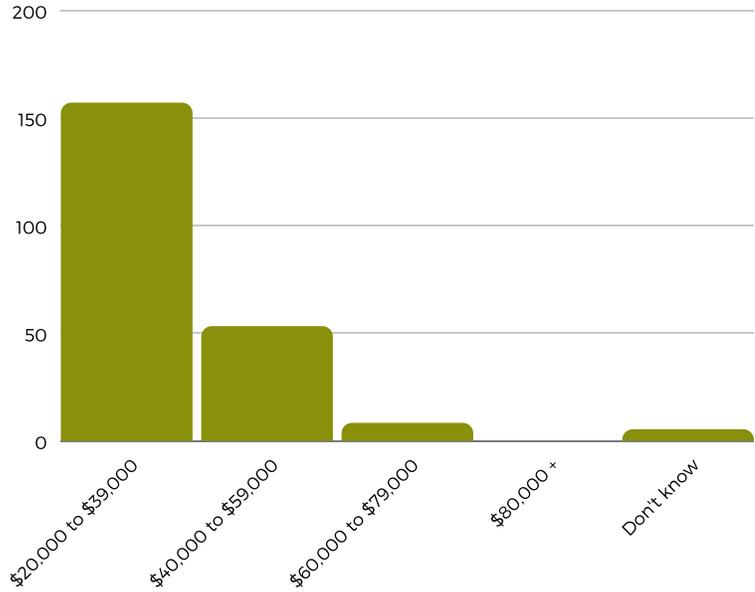
OF COMPANIES DO NOT LOOK AT
NON-REVENUE ACTIVITY FOR
ESTABLISHED SELLERS

MSN INSIGHT: Good news is that many publications are offering a base plus salary, which is an attractive plan when hiring. 74% of respondents offer that while 20.2% pay 100% commission. Since COVID-19, compensation has changed only for 13.5%, so hopefully income will remain steady for the rest of the year. 70.4% state that they pay on billings with 29.6% paying on collections.

Select the amount closest to the current annual income of your entry-level rep:

70.4%

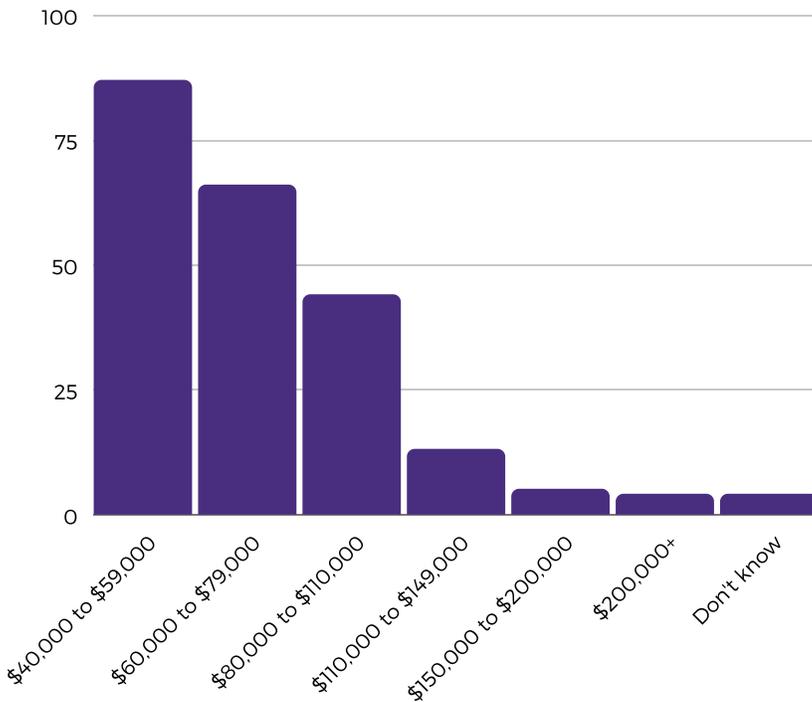
OF ENTRY LEVEL SELLERS MAKE \$20,000 TO \$39,000 A YEAR



Select the amount closest to the current annual income of your top seller:

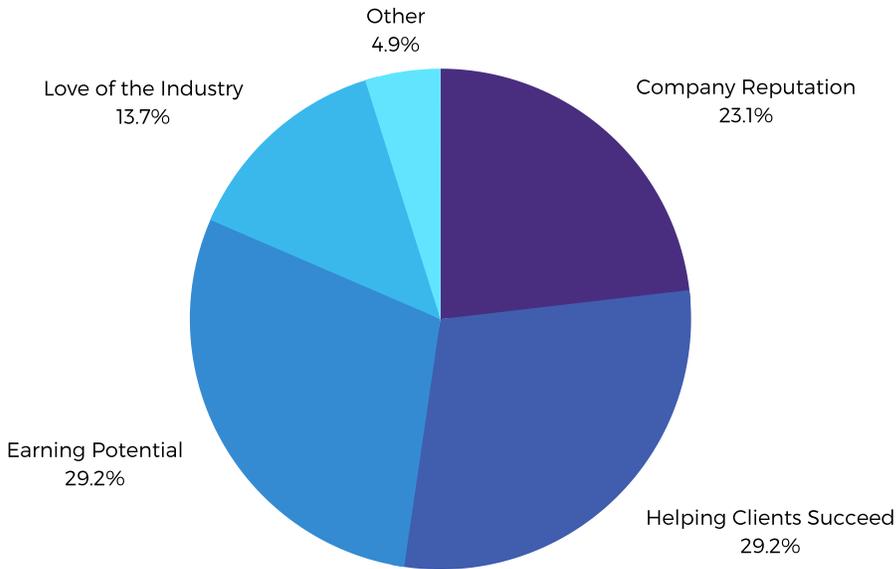
4.5%

% TOP RADIO SELLERS WHO EARN \$80K TO \$110K PER YEAR



MSN INSIGHT: In reviewing actual compensation questions, we found out that only 31.7% of the respondents offer a different compensation plan for new hires and 46.6% offer only a 90-day guarantee to get a new seller ramped up. This can hurt in recruiting as most people are unable to build a list that bills enough to live on within that short of a time. To demonstrate a comparison on offering a year security period, 32% of television and 26% of radio respondents are now offering a full year guarantee vs. only 4% in newspaper. To gain the quality of seller that is needed to increase and build revenue, this is area that needs improvement.

**What do your sellers feel is their motivation for working in Newspaper?
Select the answer that best describes your overall team:**



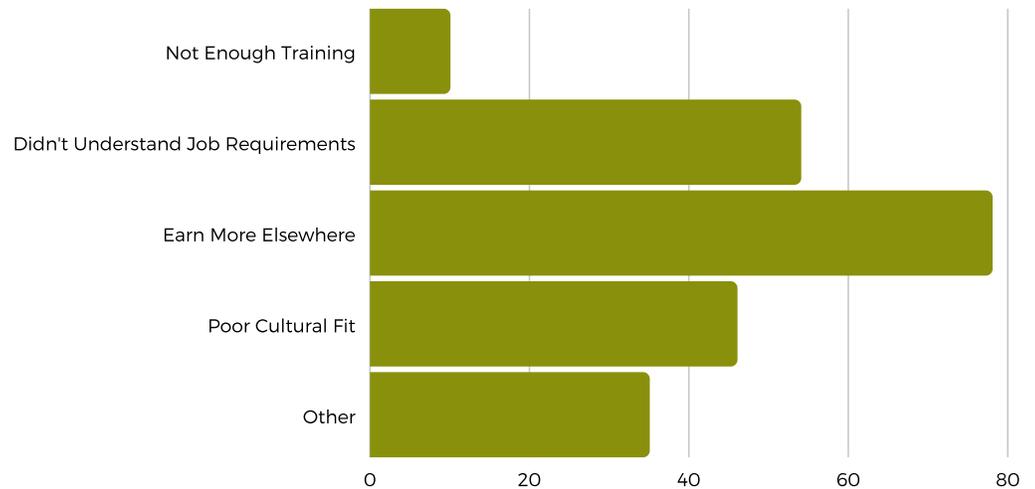
56.5%

**ARE MOTIVATED BY EARNING
POTENTIAL/ HELPING CLIENTS
SUCCEED**

If you have turnover, it usually is due to:

35%

**OPPORTUNITY TO EARN
MORE ELSEWHERE**



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SURVEY DETAILS

The survey was conducted over a four week period from June 15th to July 17th, 2020. The survey was promoted by all three partners (Media Staffing Network, America's Newspapers and Editor & Publisher) via website, social media and email blasts. For a complete copy of the survey and to compare with other media platforms, please visit www.mediastaffingnetwork.com/compensation_studies. We plan to conduct each year to better track changes in each industry. If you have questions or topics you would like added to future surveys, please contact laurie@mediastaffingnetwork.com

FOR MORE INFORMATION

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