



2019 MEMBERSHIP BENEFITS

Marketing Solutions Provider (MSP)



		UNLIMITED* INDIVIDUALS	20 INDIVIDUALS	10 INDIVIDUALS
		PLATINUM PRICING	GOLD PRICING	SILVER PRICING
National Industry Conferences	Receive discounted pricing to ANA's 16 National Industry Conferences covering a wide variety of key topics with insight from today's marketing leaders	PLATINUM PRICING	GOLD PRICING	SILVER PRICING
National Industry Conference Comp Pass Program	Enjoy 1 complimentary pass to the ANA Masters of Marketing Conference	YES	NO	NO
Marketing Content Library¹	Benefit from 24/7 access to 10,000+ pieces of proprietary marketing content	FULL ACCESS	FULL ACCESS	FULL ACCESS
Research Service "Ask the Expert"	Have a marketing question? We can help provide the answer	UNLIMITED REQUESTS	10 REQUESTS PER YEAR PER MEMBERSHIP	5 REQUESTS PER YEAR PER MEMBERSHIP
Webinars	Access to more than 100 webinars live and on demand	YES	YES	YES
Regional One-Day Conferences	Access to 50+ regional MEMBERS-ONLY conferences on topics covering brand and media, B2B, Data and Analytics, and Brand Activation	\$100 PER ATTENDEE	\$200 PER ATTENDEE	\$350 PER ATTENDEE
Committees²	Access to member-led committees that drive industry thought leadership across a portfolio of topics	16 COMMITTEES	16 COMMITTEES	4 COMMITTEES
Regional Training Workshops	Access to 60+ regional MEMBERS-ONLY training events	FREE	GOLD PRICING	SILVER PRICING
On-Demand Training	Access to 70+ on-demand training courses	FREE	GOLD PRICING	SILVER PRICING
Half-Day Onsite Training	Build team expertise with a half-day team training benefit	EVERY SECOND YEAR	EVERY SECOND YEAR	FEE-BASED
Full-Day & Multi-Day Training	Customize an in-company training curriculum	PLATINUM PRICING	GOLD PRICING	SILVER PRICING
Certified ANA Marketing Professional (CAMP)	Boost your marketing expertise and knowledge by enrolling in CAMP	FREE	GOLD PRICING	SILVER PRICING
ANA Award Programs	Get recognized for outstanding marketing and advertising through our six awards programs	MEMBER PRICING	MEMBER PRICING	MEMBER PRICING
State Legislative Tracker and Promotion & Marketing Law Book	Stay up to date on new and advancing legislation across 50 states and know the laws and regulations on promotion and marketing activities with these online subscriptions	FULL ACCESS	FULL ACCESS	FULL ACCESS
Privacy Shield Program³	Serves as a third party, independent dispute resolution provider for unresolved European/Swiss data privacy complaints	INCLUDED	INCLUDED	\$300
DMA Choice	A monthly subscription service to help members abide by marketing preferences requested by consumers	MEMBER PRICING	MEMBER PRICING	MEMBER PRICING
ANA Newsstand	A complimentary online magazine library offers the marketing intelligence you need to drive growth	FULL ACCESS	FULL ACCESS	FULL ACCESS
ANA Business Marketing Local Chapter Events	Hear about the latest trends in B2B marketing at these local events, held across the country	MEMBER PRICING	MEMBER PRICING	MEMBER PRICING

¹ Content from brand and media committees will not be accessible

² See list of committees available by benefit level on back

³ Government fees not included

*Provides unlimited seats within the same P&L. Benefits do not extend to subsidiaries, parent companies, or external affiliates.

****ANA Committees**

Marketing Solutions Provider (MSP) members have access to a robust suite of ANA committees. ANA committees meet approximately three times a year in New York City unless otherwise indicated. See below for a complete list of committee participation eligibility.



Platinum and Gold Benefit Level

All Silver Benefit Level committees PLUS:

Brand Activation Legal Committee

Brand Activation Tech Committee (formerly Promotion Marketing)

NEW IN 2019 Business-to-Business Midwest Committee

Content Marketing Committee

NEW IN 2019 Content Marketing West Committee

Experiential Marketing Midwest Committee

NEW IN 2019 Experiential Marketing Southeast Committee

Influencer Marketing Southwest Committee

NEW IN 2019 Influencer Marketing Midwest Committee

Relationship Marketing Committee

Shopper Marketing Committee

Shopper Marketing Midwest Committee



Silver Benefit Level

Analytics Committee

Ethics Policy Committee

Nonprofit Federation Advocacy Committee

Print in the Digital Age Committee