## 2021 MEMBERSHIP BENEFITS

**Client-Side Marketer (CSM)**

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Futures</td>
<td>An online destination to stay on top of emerging trends to help you innovate, accelerate, and grow. Future-proof your brand and connect with a community of innovators, entrepreneurs, and disruptors.</td>
</tr>
<tr>
<td>Marketing Content Library</td>
<td>Benefit from 24/7 access to 14,000+ pieces of proprietary marketing content accessed via ANA’s website.</td>
</tr>
<tr>
<td>Research Service “Ask the Expert”</td>
<td>Have a marketing question? Submit online and we can help provide the answer.</td>
</tr>
<tr>
<td>Webinar Wednesdays</td>
<td>Webinars linked to the ANA Growth Agenda are held each Wednesday and Thursday. Check calendar for details.</td>
</tr>
<tr>
<td>Thought-Leader Thursdays</td>
<td>You also have access to nearly 150 webinars live and on-demand.</td>
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<tr>
<td>Committees*</td>
<td>Access to 39 member-led virtual committees that drive industry thought leadership across a portfolio of topics.</td>
</tr>
<tr>
<td>Half-Day Onsite Training &amp; Half-Day Virtual Workshops</td>
<td>Build team expertise with a half-day team training benefit. Many of the workshops available onsite can now be delivered virtually. Check with your ANA representative to review offerings.</td>
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<tr>
<td>Virtual Training Workshops</td>
<td>Live online expert instructor led training covering essential marketing topics to sharpen your skills and increase capabilities from the comfort of your home or office.</td>
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<tr>
<td>On-Demand Training</td>
<td>Access to 70+ on-demand training courses.</td>
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<tr>
<td>Full-Day &amp; Multi-Day Training</td>
<td>Customize an in-company training curriculum. Virtual workshops available upon request.</td>
</tr>
<tr>
<td>Certified ANA Marketing Professional (CAMP)</td>
<td>Meet the ANA standard for well-rounded marketing professionals with the ANA certification program. See ANA’s website for next steps to begin the certification process.</td>
</tr>
<tr>
<td>Marketing Certificate Programs</td>
<td>Benefit from 8 concentrated skills-building online programs in content, insights, analytics, and more.</td>
</tr>
<tr>
<td>National Industry Conferences</td>
<td>Receive discounted pricing to ANA’s national industry conferences covering a wide variety of key topics with insight from today’s marketing leaders. See ANA’s website for event details.</td>
</tr>
<tr>
<td>National Industry Conference Complimentary Pass Program</td>
<td>Enjoy complimentary passes to select ANA national industry conferences. Speak with your membership manager for details.</td>
</tr>
<tr>
<td>Award Programs</td>
<td>Be recognized for outstanding marketing and advertising through 9 awards programs both domestic and global. Submissions are received online.</td>
</tr>
<tr>
<td>State Legislative Tracker and Promotion &amp; Marketing Law Book</td>
<td>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.</td>
</tr>
<tr>
<td>Privacy Shield Program**</td>
<td>Access to a third party, independent dispute resolution provider for unresolved data privacy complaints in the EU and Switzerland.</td>
</tr>
<tr>
<td>Consumer Preference Service (Formerly DMA Choice)</td>
<td>A monthly subscription service to help members abide by marketing preferences requested by consumers.</td>
</tr>
</tbody>
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### Pricing

- **UNLIMITED INDIVIDUALS**
- **FREE EVERY YEAR**
- **CSM PRICING**
- **MEMBER PRICING**
- **INCLUDED**

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*See list of committees on back

**Government fees not included

有效日期: 1/1/21

ANA Member Benefits are subject to change.

www.ana.net
*ANA Committees*

Client-side marketer (CSM) members have unlimited access to a robust suite of ANA committees. ANA committees convene approximately three times a year and are fully virtualized. See below for a complete list of committee eligibility.

## CSM Level

**Access to all committees:**

- **COMING IN 2021**
  - Account Based Marketing
  - Advertising Financial Management
  - Agency Relations
  - Analytics & Data Science
  - Brand Activation Legal
  - Brand Management
  - Brand Management West

- **COMING IN 2021**
  - Brand Purpose — Growth for Good
  - Business-to-Business
  - Business-to-Business West
  - Business-to-Business Midwest
  - Commerce Marketing
  - Commerce Marketing Southwest
  - Content Marketing
  - Content Marketing West

- **COMING IN 2021**
  - Customer Experience
  - Data & Direct Marketing (formerly Print in the Digital Age)
  - Digital & Social
  - Digital & Social Midwest
  - Digital & Social Southeast
  - Digital & Social West

- **COMING IN 2021**
  - Email Evolution
  - Ethics Policy
  - Government Relations
  - Influencer Marketing Southwest
  - Influencer Marketing Midwest

- **COMING IN 2021**
  - In-House Agency
  - In-House Agency Midwest
  - In-House Agency West
  - Legal Affairs
  - Marketing Futures
  - Measurement and Accountability
  - Media Leadership
  - Multicultural Marketing & Diversity
  - Nonprofit Organizations
  - Production Management
  - Relationship Marketing
  - Sponsorship & Experiential Marketing
  - Talent Forward Alliance