



2019 MEMBERSHIP BENEFITS

Client-Side Marketer (CSM)

✓ = Complimentary

UNLIMITED INDIVIDUALS

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	CSM PRICING
National Industry Conference Comp Pass Program+	✓ Enjoy a complimentary pass to 13 select ANA national industry conferences	INCLUDED
Marketing Content Library*	✓ Benefit from 24/7 access to 10,000+ pieces of proprietary marketing content	INCLUDED
Research Service "Ask the Expert"	✓ Have a marketing question? We can help provide the answer	UNLIMITED REQUESTS
Webinars	✓ Access to more than 100 webinars live and on demand	INCLUDED
Regional One-Day Conferences	✓ Access to 50+ regional MEMBERS-ONLY conferences covering brand and media, B2B, Data and Analytics, and Brand Activation	INCLUDED
Committees**	✓ Access to 38 member-led committees that drive industry thought leadership across a portfolio of topics	INCLUDED
Regional Training Workshops On-Demand Training Half-Day Onsite Training Full-Day & Multi-Day Training	<ul style="list-style-type: none"> ✓ Access to 60+ regional MEMBERS-ONLY training events ✓ Access to 70+ on-demand training courses ✓ Build team expertise with a half-day team training benefit Customize an in-company training curriculum	INCLUDED INCLUDED FREE EVERY YEAR CSM PRICING
Certified ANA Marketing Professional (CAMP)	Boost your marketing expertise and knowledge by enrolling in CAMP	FREE
ANA Award Programs	Get recognized for outstanding marketing and advertising through our six awards programs	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	INCLUDED
Privacy Shield Program***	✓ A third party, independent dispute resolution provider for unresolved European/Swiss data privacy complaints.	INCLUDED
DMA Choice	A monthly subscription service to help members abide by marketing preferences requested by consumers	MEMBER PRICING
ANA Newsstand	✓ A complimentary online magazine library offers the marketing intelligence you need to drive growth	INCLUDED
ANA Business Marketing Local Chapter Events	Hear about the latest trends in B2B marketing at these local events, held across the country	MEMBER PRICING

*Content from brand and media committees will not be accessible

**See list of committees available by benefit level on back

***Government fees not included

+Based on availability

****ANA Committees**

Client-side marketer (CSM) 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.

CSM Level

Access to all committees:

Advertising Financial Management Committee		Experiential Marketing Midwest Committee
Advertising Financial Management West Committee	<i>NEW IN 2019</i>	Experiential Marketing Southeast Committee
Agency Relations Committee		Influencer Marketing Southwest Committee
Analytics Committee	<i>NEW IN 2019</i>	Influencer Marketing Midwest Committee
Brand Activation Legal Committee		Integrated Marketing Midwest Committee
Brand Activation Tech Committee		In-House Agency Committee
Brand Management Committee		In-House Agency Midwest Committee
<i>NEW IN 2019</i> Brand Management West Committee		In-House Agency West Committee
Business-to-Business Committee		Legal Affairs Committee
<i>NEW IN 2019</i> Business-to-Business West Committee	<i>NEW IN 2019</i>	Marketing Futures Committee
<i>NEW IN 2019</i> Business-to-Business Midwest Committee		Media Leadership Committee
Content Marketing Committee		Multicultural Marketing & Diversity Committee
<i>NEW IN 2019</i> Content Marketing West Committee		Nonprofit Federation Advocacy Committee
Data & Measurement Committee		Print in the Digital Age Committee
Digital & Social Committee		Production Management Committee
Digital & Social Midwest Committee		Relationship Marketing Committee
Digital & Social Southeast Committee		Shopper Marketing Committee
Digital & Social West Committee		Shopper Marketing Midwest Committee
Ethics Policy Committee		Sponsorship & Event Marketing Committee

+National Industry Conference Comp Pass Program

Full Client-Side marketer member companies receive one complimentary pass, based on availability, to the following 2019 conferences.

DC Nonprofit Conference, Washington, DC	February
Brand Masters Conference, San Diego, CA	February
In-House Agency Conference, Orlando, FL (Sold Out for 2019)	March
Media Conference, Orlando, FL	March
Email Evolution Conference, Savannah, GA	April
Advertising Financial Management, Phoenix, AZ	April
Brand Activation Conference, Orlando, FL	May
Masters of B2B Marketing, Chicago, IL	May
Digital & Social Media Conference, San Diego, CA	July
Chicago Nonprofit Conference, Chicago, IL	August
Data & Measurement Conference, Naples, FL	September
Masters of Marketing Conference, Orlando, FL	October
Multicultural & Diversity Conference, San Diego, CA	November