## 2021 MEMBERSHIP BENEFITS

### Client-Side Marketer (CSM)

<table>
<thead>
<tr>
<th>Benefit Category</th>
<th>CSM Pricing</th>
<th>Platinum Pricing</th>
<th>Gold Pricing</th>
<th>Silver Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Industry Conferences</td>
<td>INCLUDED</td>
<td>FULL ACCESS</td>
<td>FULL ACCESS</td>
<td>FULL ACCESS</td>
</tr>
<tr>
<td>National Industry Conference Comp Pass Program</td>
<td>YES</td>
<td>1 PASS TO MASTERS ONLY</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>Marketing Content Library* (Complimentary)</td>
<td>FULL ACCESS</td>
<td>FULL ACCESS</td>
<td>FULL ACCESS</td>
<td>FULL ACCESS</td>
</tr>
<tr>
<td>Research Service “Ask the Expert” (Complimentary)</td>
<td>UNLIMITED REQUESTS</td>
<td>UNLIMITED REQUESTS</td>
<td>10 REQUESTS PER YEAR PER MEMBERSHIP</td>
<td>5 REQUESTS PER YEAR PER MEMBERSHIP</td>
</tr>
<tr>
<td>Webinar Wednesdays</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Thought-Leader Thursdays</td>
<td>INCLUDED</td>
<td>INCLUDED</td>
<td>GOLD PRICING</td>
<td>SILVER PRICING</td>
</tr>
<tr>
<td>Virtual Half-Day Conferences</td>
<td>INCLUDED</td>
<td>$49‡ PER ATTENDEE</td>
<td>$99‡ PER ATTENDEE</td>
<td>$149‡ PER ATTENDEE</td>
</tr>
<tr>
<td>Committees** (Complimentary)</td>
<td>39 COMMITTEES</td>
<td>22 COMMITTEES</td>
<td>22 COMMITTEES</td>
<td>8 COMMITTEES</td>
</tr>
<tr>
<td>Half-Day Onsite Training</td>
<td>INCLUDED</td>
<td>INCLUDED</td>
<td>GOLD PRICING</td>
<td>SILVER PRICING</td>
</tr>
<tr>
<td>Half-Day Virtual Workshops</td>
<td>INCLUDED</td>
<td>INCLUDED</td>
<td>GOLD PRICING</td>
<td>SILVER PRICING</td>
</tr>
<tr>
<td>On-Demand Training</td>
<td>INCLUDED</td>
<td>INCLUDED</td>
<td>GOLD PRICING</td>
<td>SILVER PRICING</td>
</tr>
<tr>
<td>Virtual Training Workshops</td>
<td>FREE EVERY YEAR</td>
<td>FREE EVERY SECOND YEAR</td>
<td>FREE EVERY SECOND YEAR</td>
<td>FEE-BASED</td>
</tr>
<tr>
<td>Full-Day &amp; Multi-Day Training</td>
<td>CSM PRICING</td>
<td>PLATINUM PRICING</td>
<td>GOLD PRICING</td>
<td>FEE-BASED</td>
</tr>
<tr>
<td>Certified ANA Marketing Professional (CAMP)</td>
<td>INCLUDED</td>
<td>INCLUDED</td>
<td>GOLD PRICING</td>
<td>SILVER PRICING</td>
</tr>
<tr>
<td>ANA Award Programs</td>
<td>MEMBER PRICING</td>
<td>MEMBER PRICING</td>
<td>MEMBER PRICING</td>
<td>MEMBER PRICING</td>
</tr>
<tr>
<td>State Legislative Tracker (Complimentary)</td>
<td>FULL ACCESS</td>
<td>FULL ACCESS</td>
<td>FULL ACCESS</td>
<td>FULL ACCESS</td>
</tr>
<tr>
<td>Privacy Shield Program***</td>
<td>INCLUDED</td>
<td>INCLUDED</td>
<td>INCLUDED</td>
<td>$300</td>
</tr>
<tr>
<td>DMA Choice</td>
<td>MEMBER PRICING</td>
<td>MEMBER PRICING</td>
<td>MEMBER PRICING</td>
<td>MEMBER PRICING</td>
</tr>
<tr>
<td>ANA Newsstand (Complimentary)</td>
<td>FULL ACCESS</td>
<td>FULL ACCESS</td>
<td>FULL ACCESS</td>
<td>FULL ACCESS</td>
</tr>
</tbody>
</table>

*Content from brand and media committees will not be accessible to Platinum, Gold, and Silver

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

***Government fees not included

**Participate as an ANA Nonprofit Federation member at no additional cost. The Federation offers added committees and leadership opportunities to elevate and grow fundraising.
**ANA Committees**

ANA committees meet approximately 3 to four times a year and are fully virtualized. See below for a complete list of committee participation eligibility.

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**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
  - 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

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**Platinum and Gold Benefit Level**

*All Silver Benefit Level committees PLUS:*

- COMING IN 2021
  - Account Based Marketing
  - Brand Activation Legal
  - Business-to-Business Midwest
  - Business-to-Business West Coast
  - Commerce Marketing
  - Commerce Marketing Southwest
  - Content Marketing
  - Content Marketing West

- COMING IN 2021
  - Customer Experience
  - Influencer Marketing Southwest
  - Influencer Marketing Midwest
  - Marketing Futures
  - Relationship Marketing
  - Sponsorship & Experiential Marketing

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**Silver Benefit Level**

- COMING IN 2021
  - Analytics & Data Science
  - Brand Purpose — Growth For Good
  - Data & Direct Marketing (formerly Print in the Digital Age)

- COMING IN 2021
  - Email Evolution
  - Ethics Policy
  - Government Relations
  - Nonprofit Organizations
  - Talent Forward Alliance

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[www.ana.net](http://www.ana.net)