### Marketing Content Library
- Benefit from 24/7 access to **14,000+ pieces** of proprietary marketing intellectual capital accessed via ANA’s website.

<table>
<thead>
<tr>
<th>Benefit Level</th>
<th>UNLIMITED INDIVIDUALS</th>
<th>FULL 200 INDIVIDUALS</th>
<th>FULL 20 INDIVIDUALS</th>
<th>FULL 10 INDIVIDUALS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>INCLUDED</td>
<td>FULL ACCESS</td>
<td>FULL ACCESS</td>
<td>FULL ACCESS</td>
</tr>
</tbody>
</table>

### Committees
- Access to member-led virtual **committees** that drive industry thought leadership across a portfolio of topics.

<table>
<thead>
<tr>
<th>Benefit Level</th>
<th>UNLIMITED INDIVIDUALS</th>
<th>FULL 200 INDIVIDUALS</th>
<th>FULL 20 INDIVIDUALS</th>
<th>FULL 10 INDIVIDUALS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>INCLUDED</td>
<td>17 COMMITTEES</td>
<td>17 COMMITTEES</td>
<td>8 COMMITTEES</td>
</tr>
</tbody>
</table>

### "Ask the Expert"
- Have a marketing question? We can help provide the answer. Connect with your membership manager to submit a request.

<table>
<thead>
<tr>
<th>Benefit Level</th>
<th>UNLIMITED INDIVIDUALS</th>
<th>FULL 200 INDIVIDUALS</th>
<th>FULL 20 INDIVIDUALS</th>
<th>FULL 10 INDIVIDUALS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>UNLIMITED REQUESTS</td>
<td>10 REQUESTS PER YEAR PER MEMBERSHIP</td>
<td>5 REQUESTS PER YEAR PER MEMBERSHIP</td>
<td></td>
</tr>
</tbody>
</table>

### Half-Day Onsite Training
- Build team expertise with a half-day **team training** benefit.

### Half-Day Virtual Workshops
- Many of the **workshops available** onsite can be delivered virtually. Check with your ANA representative to review offerings.

<table>
<thead>
<tr>
<th>Benefit Level</th>
<th>UNLIMITED INDIVIDUALS</th>
<th>FULL 200 INDIVIDUALS</th>
<th>FULL 20 INDIVIDUALS</th>
<th>FULL 10 INDIVIDUALS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FREE EVERY YEAR</td>
<td>FREE EVERY SECOND YEAR</td>
<td>FREE EVERY SECOND YEAR</td>
<td>FEE-BASED</td>
</tr>
</tbody>
</table>

### On-Demand Training
- Access to 65+ **on-demand** training courses.

### Open Enrollment Training
- 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.

### Full-Day & Multi-Day Training
- Customize an **in-company training** curriculum. Virtual workshops available upon request.

### Certified ANA Marketing Professional (CAMP)
- 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.

<table>
<thead>
<tr>
<th>Benefit Level</th>
<th>UNLIMITED INDIVIDUALS</th>
<th>FULL 200 INDIVIDUALS</th>
<th>FULL 20 INDIVIDUALS</th>
<th>FULL 10 INDIVIDUALS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>INCLUDED</td>
<td>FULL PRICING</td>
<td>FULL PRICING</td>
<td>FULL PRICING</td>
</tr>
</tbody>
</table>

### Marketing Certificate Programs
- Benefit from concentrated skill-building **on-demand programs** in brand-building, content marketing, customer insights, marketing analytics, and more.

### Webinar Wednesdays and Thought-Leader Thursdays
- Webinars linked to the ANA Growth Agenda are held each Wednesday and Thursday. Check **calendar** for details.

### National Industry Conferences
- 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.

### Members-Only Virtual Half-Day Conferences
- Access to **virtual** Half-Day conferences covering brand and media, B2B, data and technology, brand activation, nonprofit, and more.

### Marketing Futures
- 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.

### Awards Programs
- Be recognized for outstanding marketing and advertising through **nine awards programs** both domestic and global. Submissions are received online.

### The 2021 ANA Response Rate Report
- A summary of findings from a 2021 ANA study on performance and cost metrics across direct media.

### State Legislative Tracker
- **Stay up to date** on new and advancing legislation across all 50 states on a variety of issue areas important to advertisers and marketers.

### Privacy Shield Program
- Access to a third party, independent **dispute resolution provider** for unresolved data privacy complaints in the EU and Switzerland.

### Consumer Preference Service (DMA Choice)
- A monthly **subscription service** to help members abide by marketing preferences requested by consumers.

---

1. Content from brand and media committees will not be accessible to Platinum, Gold, and Silver
2. See list of committees available by benefit level on back
3. Government fees not included
4. The Nonprofit Federation offers additional committees and leadership opportunities to elevate and grow fundraising.

Effective 1/1/22

ANA Member Benefits are subject to change.

www.ana.net
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.

---

**CSM Level**

Access to all committees:

- Account-Based Marketing
- Advertising Financial Management
- Agency Relations
- Analytics & Data Science
- Brand Activation Legal
- Brand Management
- Brand Purpose — Growth for Good
- Business-to-Business
- Business-to-Business Midwest (Chicago)
- Commerce Marketing
- Content Marketing
- Customer Experience
- Data & Direct Marketing
- Digital & Social
- DE&I Forum
- Email Marketing -- Coming in 2022
- Ethics Policy
- Government Relations
- Influencer Marketing
- In-House Agency
- Legal Affairs
- Marketing Futures
- MarTech -- Coming in 2022
- Measurement and Accountability
- Media Leadership
- Multicultural Marketing & Diversity
- Nonprofit Organizations
- Production Management
- Relationship Marketing
- Sponsorship & Experiential Marketing

---

**Platinum and Gold Benefit Level**

All Silver Benefit Level committees PLUS:

- Account-Based Marketing
- Business-to-Business Midwest (Chicago)
- Commerce Marketing
- Content Marketing
- Customer Experience
- Influencer Marketing
- Marketing Futures
- Relationship Marketing
- Sponsorship & Experiential Marketing

---

**Silver Benefit Level**

- Analytics & Data Science
- Brand Activation Legal
- Brand Purpose — Growth for Good
- Data & Direct Marketing
- Ethics Policy
- Email Marketing -- Coming in 2022
- Government Relations
- Nonprofit Organizations

---

www.ana.net