# 2022 Membership Benefits

## Marketing Solutions Provider (MSP)

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

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

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

### 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.

### 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.

### 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.
- You also have access to nearly 150 webinars live and **on-demand**.

### 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. **$99 PER ATTENDEE**

### 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.

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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

Effective 1/1/22
ANA Member Benefits are subject to change.

www.ana.net
ANA Committees
Marketing Solutions Provider (MSP) members have 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.

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