



2020 MEMBERSHIP BENEFITS

Marketing Solutions Provider (MSP)



20
INDIVIDUALS

Marketing Futures	A 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	INCLUDED
National Industry Conferences	Receive discounted pricing to ANA's 17 National Industry Conferences covering a wide variety of key topics with insight from today's marketing leaders	GOLD PRICING
Marketing Content Library¹	Benefit from 24/7 access to 10,000+ pieces of proprietary marketing content	FULL ACCESS
Research Service "Ask the Expert"	Have a marketing question? We can help provide the answer	10 REQUESTS PER YEAR PER MEMBERSHIP
Webinars	Access to more than 100 webinars live and on demand	YES
Regional One-Day Conferences	Access to 50+ regional 1-Day conferences on topics covering Brand and Media, B2B, Data and Technology, Brand Activation, Nonprofit, and more	\$200 PER ATTENDEE
Committees²	Access to member-led committees that drive industry thought leadership across a portfolio of topics	18 COMMITTEES
Half-Day Onsite Training	Build team expertise with a half-day team training benefit	FREE EVERY SECOND YEAR
Regional Training	Access to 60+ regional MEMBERS-ONLY training events	GOLD PRICING
On-Demand Training	Access to 70+ on-demand training courses	GOLD PRICING
Full-Day & Multi-Day Training	Customize an in-company training curriculum	GOLD PRICING
Certified ANA Marketing Professional (CAMP)	Ensure you meet the ANA standard for well-rounded marketing professionals with the ANA certification program	GOLD PRICING
ANA Marketing Certificate Programs	Benefit from the ANA's 8 concentrated skills-building online programs in content, insights, analytics, and more	GOLD PRICING
ANA Award Programs	Get recognized for outstanding marketing and advertising through our 9 awards programs both domestic and global	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	FULL ACCESS
Privacy Shield Program³	Serves as a third party, independent dispute resolution provider for unresolved data privacy complaints in the EU and Switzerland	INCLUDED
Consumer Preference Service (Formerly DMA Choice)	A monthly subscription service to help members abide by marketing preferences requested by consumers	MEMBER PRICING

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

ANA Committees

Marketing Solutions Provider (MSP) 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.



Platinum and Gold Benefit Level

All Silver Benefit Level committees PLUS:

Brand Activation Legal

B-to-B Midwest

Content Marketing

Content Marketing West

Influencer Marketing Southwest

Influencer Marketing Midwest

NEW IN 2020 Marketing Futures

Relationship Marketing

Shopper/Commerce Marketing

Shopper/Commerce Marketing Midwest

NEW IN 2020 Sponsorship & Experiential Marketing (New York, Chicago, Atlanta)



Silver Benefit Level

Analytics & Data Science

Direct Marketing (formerly Print in the Digital Age)

Ethics Policy

Government Relations

COMING IN 2020 MarTech

Nonprofit Organizations

COMING IN 2020 Talent