



2022 MEMBERSHIP BENEFITS

Marketing Solutions Provider (MSP)



10
INDIVIDUALS

Marketing Content Library¹	Benefit from 24/7 access to 14,000+ pieces of proprietary marketing intellectual capital accessed via ANA's website.	FULL ACCESS
Committees²	Access to member-led virtual committees that drive industry thought leadership across a portfolio of topics.	9 COMMITTEES
"Ask the Expert"	Have a marketing question? We can help provide the answer. Connect with your membership manager to submit a request.	5 REQUESTS PER YEAR PER MEMBERSHIP
Half-Day Onsite Training	Build team expertise with a half-day team training benefit.	FEE-BASED
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.	SILVER PRICING
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.	SILVER PRICING
Full-Day & Multi-Day Training	Customize an in-company training curriculum. Virtual workshops available upon request.	SILVER PRICING
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.	SILVER PRICING
Marketing Certificate Programs	Benefit from concentrated skill-building on-demand programs in brand-building, content marketing, customer insights, marketing analytics, and more.	SILVER PRICING
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 .	YES
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.	SILVER PRICING
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.	\$149 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.	INCLUDED
Awards Programs	Be recognized for outstanding marketing and advertising through nine awards programs both domestic and global. Submissions are received online.	MEMBER PRICING
The 2021 ANA Response Rate Report	A summary of findings from a 2021 ANA study on performance and cost metrics across direct media.	INCLUDED
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.	FULL ACCESS
Privacy Shield Program³	Access to a third party, independent dispute resolution provider for unresolved data privacy complaints in the EU and Switzerland.	\$300
Consumer Preference Service (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

Effective 5/1/22

ANA Member Benefits are subject to change.

ANA Committees

ANA committees convene approximately three times a year and are fully virtualized. See below for a complete list of committee eligibility.



Silver Benefit Level

[Analytics & Data Science](#)

[Brand Activation Legal](#)

[Brand Purpose — Growth for Good](#)

[Data & Direct Marketing](#)

[Ethics Policy](#)

[Email Excellence Center](#)

[Government Relations](#)

[Nonprofit Organizations](#)

[Sustainability](#)