



2021 MEMBERSHIP BENEFITS

Marketing Solutions Provider (MSP)



200
INDIVIDUALS

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
National Industry Conferences	Receive discounted pricing to ANA's highly acclaimed national industry conferences covering a wide variety of topics with insight from today's marketing leaders. See ANA's website for event details.	PLATINUM PRICING
National Industry Conference Complimentary Pass Program	Enjoy 1 complimentary pass for virtual attendance to the ANA Masters of Marketing Conference.	YES
Marketing Content Library¹	Benefit from 24/7 access to 14,000+ pieces of proprietary marketing content accessed via ANA's website.	FULL ACCESS
Research Service "Ask the Expert"	Have a marketing question? Submit online and we can help provide the answer.	UNLIMITED REQUESTS
Webinar Wednesdays	Webinars linked to the ANA Growth Agenda are held each Wednesday and Thursday. Check calendar for details.	YES
Thought-Leader Thursdays	You also have access to nearly 150 webinars live and on-demand .	
Virtual Half-Day Conferences	Access to virtual Half-Day conferences covering brand and media, B2B, data and technology, brand activation, nonprofit, and more.	\$49 PER ATTENDEE
Committees²	Access to member-led virtual committees that drive industry thought leadership across a portfolio of topics.	16 COMMITTEES
Half-Day Onsite Training	Build team expertise with a half-day team training benefit.	FREE EVERY SECOND YEAR
Half-Day Virtual Workshops	Many of the workshops available onsite can now be delivered virtually . Check with your ANA representative to review offerings.	
On-Demand Training	Access to 70+ on-demand training courses.	INCLUDED
Virtual Training Workshops	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.	INCLUDED
Full-Day & Multi-Day Training	Customize an in-company training curriculum. Virtual workshops available upon request.	PLATINUM 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 online certification process.	INCLUDED
Marketing Certificate Programs	Benefit from eight concentrated skills-building online programs in content, insights, analytics, and more.	INCLUDED
Award Programs	Be recognized for outstanding marketing and advertising through nine awards programs both domestic and global. Submissions are received online .	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 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)
- 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
- Government Relations
- Nonprofit Organizations