



# 2023 MEMBERSHIP BENEFITS

## Marketing Solutions Provider (MSP)



200  
INDIVIDUALS

<b>Marketing Content Library</b>	Benefit from 24/7 access to <b>11,000+ pieces</b> of proprietary marketing intellectual capital accessed via ANA's website.	<b>FULL ACCESS</b>
<b>Committees*</b>	Access to member-led <b>committees</b> that drive industry thought leadership across a portfolio of topics.	<b>20 COMMITTEES</b>
<b>"Ask" Research Service</b>	Connect with your relationship manager to submit a question.	<b>UNLIMITED REQUESTS</b>
<b>Half-Day Onsite Training</b>	Build team expertise with a half-day <b>team training</b> benefit.	<b>FREE EVERY SECOND YEAR</b>
<b>Half-Day Virtual Workshops</b>	Many of the <b>workshops available</b> onsite can be delivered virtually. Check with your ANA representative to review offerings.	
<b>On-Demand Training</b>	Access to 75+ <b>on-demand</b> training courses.	<b>INCLUDED</b>
<b>Open Enrollment Training</b>	Live <b>online</b> expert instructor-led training covering essential marketing topics to sharpen your skills and increase capabilities from the comfort of your home or office.	<b>INCLUDED</b>
<b>Full-Day &amp; Multi-Day Training</b>	Customize an <b>in-company training</b> curriculum. Virtual workshops available upon request.	<b>PLATINUM PRICING</b>
<b>Certified ANA Marketing Professional (CAMP)</b>	Meet the ANA standard for well-rounded marketing professionals with the <b>ANA certification program</b> . See ANA's website for next steps to begin the certification process.	<b>INCLUDED</b>
<b>Marketing Certificate Programs</b>	Benefit from concentrated skill-building <b>on-demand programs</b> in brand-building, content marketing, customer insights, marketing analytics, and more.	<b>INCLUDED</b>
<b>Webinar Wednesdays and Thought-Leader Thursdays</b>	Webinars linked to the ANA Growth Agenda are held each Wednesday and Thursday. Check <b>calendar</b> for details.  You also have access to nearly 150 webinars live and <b>on-demand</b> .	<b>YES</b>
<b>Members Only One-Day Conferences</b>	Access to <b>One-Day conferences</b> covering brand and media, B2B, data, technology and more, including a return to in-person regional events.	<b>PLATINUM PRICING</b>
<b>Marketing Futures</b>	An <b>online</b> 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.	<b>INCLUDED</b>
<b>Awards Programs</b>	Be recognized for outstanding marketing and advertising through <b>multiple awards programs</b> . Submissions are received online.	<b>MEMBER PRICING</b>
<b>The 2022 ANA Response Rate Report</b>	A summary of findings from a 2022 ANA study on performance and cost metrics across direct media.	<b>INCLUDED</b>
<b>State Legislative Tracker</b>	<b>Stay up to date</b> on new and advancing legislation across all 50 states on a variety of issue areas important to advertisers and marketers.	<b>FULL ACCESS</b>
<b>Privacy Shield Program**</b>	Access to <b>compliance and mediation services</b> for unresolved data privacy complaints between European, U.K., and/or Swiss consumers and participating companies located in the United States.	<b>INCLUDED</b>
<b>Consumer Preference Service (DMAchoice)</b>	A monthly <b>subscription service</b> to help members abide by marketing preferences requested by consumers.	<b>MEMBER PRICING</b>

<sup>1</sup> Content from brand and media committees will not be accessible

<sup>2</sup> See list of committees available by benefit level on back

<sup>3</sup> Government fees not included

Effective 1/1/23

ANA Member Benefits are subject to change.

## 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 Purpose — Growth for Good](#)

[Data & Direct Marketing](#)

[Email Excellence Center](#)

[Ethics Policy](#)

[Government Relations](#)

[Legal Affairs Committee](#)

[LGBTQ+ Forum](#)

[Nonprofit Organizations](#)

[Regulatory Working Group](#)

[Sustainability](#)