



2023 MEMBERSHIP BENEFITS

Marketing Solutions Provider (MSP)



**20
INDIVIDUALS**

Marketing Content Library	Benefit from 24/7 access to 11,000+ pieces of proprietary marketing intellectual capital accessed via ANA's website.	FULL ACCESS
Committees*	Access to member-led committees that drive industry thought leadership across a portfolio of topics.	20 COMMITTEES
"Ask" Research Service	Connect with your relationship manager to submit a question.	10 REQUESTS PER YEAR PER MEMBERSHIP
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 be delivered virtually. Check with your ANA representative to review offerings.	
On-Demand Training	Access to 75+ on-demand training courses.	GOLD 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.	GOLD PRICING
Full-Day & Multi-Day Training	Customize an in-company training curriculum. Virtual workshops available upon request.	GOLD 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.	GOLD PRICING
Marketing Certificate Programs	Benefit from concentrated skill-building on-demand programs in brand-building, content marketing, customer insights, marketing analytics, and more.	GOLD 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
Members Only One-Day Conferences	Access to One-Day conferences covering brand and media, B2B, data, technology and more, including a return to in-person regional events.	GOLD PRICING
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 multiple awards programs . Submissions are received online.	MEMBER PRICING
The 2022 ANA Response Rate Report	A summary of findings from a 2022 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 Program**	Access to compliance and mediation services for unresolved data privacy complaints between European, U.K., and/or Swiss consumers and participating companies located in the United States.	INCLUDED
Consumer Preference Service (DMAchoice)	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 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](#)