



2024 MEMBERSHIP BENEFITS

Marketing Solutions Provider (MSP)



200
INDIVIDUALS

Marketing Content Library¹	Benefit from 24/7 access to over 11,000+ pieces of proprietary marketing intellectual capital on the ANA's website.	FULL ACCESS
Committees²	Access to member-led committees that drive industry thought leadership across a portfolio of topics.	21 COMMITTEES
Ask Research Service	Connect with your relationship manager to submit a question.	UNLIMITED REQUESTS
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 more than 75 on-demand training courses.	INCLUDED
Open Enrollment Training	100 Live online Open Enrollment workshops bring world-class training that can be consumed in a virtual 3-hour or shorter 2-hour burst format.	INCLUDED
Full-Day and 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 the ANA's website for next steps to begin the certification process.	INCLUDED
Marketing Certificate Programs	Certificate programs spanning essential competencies including, agile marketing, brand-building, customer insights, content marketing, and digital marketing on-demand programs with business skills soon to be added.	INCLUDED
30-Minute Webinars	30-Minute Snack webinars linked to ANA Growth Agenda topics are held on most Wednesdays and Thursdays. Check calendar for details. You also have access to nearly 110 live and on-demand webinars.	INCLUDED
National Industry Conferences	Receive discounted pricing to ANA's national industry conferences covering a wide variety of key topics, including Artificial Intelligence (AI) with insights from today's marketing leaders. See ANA's website for details.	PLATINUM PRICING
Members-Only One-Day Conferences	Access to One-Day conferences covering brand and media, B2B, data, technology, nonprofit marketing, and fundraising, and more, including in-person regional events.	INCLUDED
ANA Center for Brand Purpose	This online resource provides the education, guidance, and leadership to maximize marketers' understanding of purposeful marketing and its significance to driving social impact and brand growth.	INCLUDED
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, fundraising, and advertising through multiple awards programs . Submissions are entered online.	MEMBER PRICING
The 2023 ANA Response Rate Report	A summary of findings from a 2023 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.	INCLUDED
Data Privacy Framework (DPF) Dispute Resolution Program³	Access to government-approved mediation and dispute resolution services for unresolved data privacy complaints between European, U.K., and/or Swiss consumers and participating companies located in the United States.	INCLUDED
Consumer/Industry Choice Tool (DMAchoice)	A monthly subscription service and data hygiene tool to help brands and data providers reach the intended audience, clean lists, save money and honor consumers' marketing preferences.	MEMBER PRICING

¹Content from brand and media committees will not be accessible; additional content may be limited by licensing or other restrictions

²See list of committees available by benefit level on back

³Government fees not included

Effective 1/1/24

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 to four times a year. Please see below for a complete list of eligibility.



Platinum and Gold Benefit Level

All Silver Benefit Level committees PLUS:

[Account-Based Marketing](#)

[B2B \(Midwest\)](#)

[Commerce Marketing](#)

[Content Marketing](#)

[Customer Experience](#)

[DE&I Forum](#)

[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](#)