



# 2024 MEMBERSHIP BENEFITS

## Marketing Solutions Provider (MSP)



		200 INDIVIDUALS	20 INDIVIDUALS	10 INDIVIDUALS
<b>Marketing Content Library<sup>1</sup></b>	Benefit from 24/7 access to over <a href="#">11,000+ pieces</a> of proprietary marketing intellectual capital on the ANA's website.	FULL ACCESS	FULL ACCESS	FULL ACCESS
<b>Committees<sup>2</sup></b>	Access to member-led <a href="#">committees</a> that drive industry thought leadership across a portfolio of topics.	21 COMMITTEES	21 COMMITTEES	11 COMMITTEES
<b>Ask Research Service</b>	Connect with your relationship manager to submit a question.	UNLIMITED REQUESTS	10 REQUESTS PER YEAR PER MEMBERSHIP	5 REQUESTS PER YEAR PER MEMBERSHIP
<b>Half-Day Onsite Training</b>	Build team expertise with a half-day <a href="#">team training</a> benefit.	FREE EVERY SECOND YEAR	FREE EVERY SECOND YEAR	FEE-BASED
<b>Half-Day Virtual Workshops</b>	Many of the <a href="#">workshops available</a> onsite can be delivered virtually. Check with your ANA representative to review offerings.			
<b>On-Demand Training</b>	Access to more than 75 <a href="#">on-demand</a> training courses.			
<b>Open Enrollment Training</b>	100 Live <a href="#">online</a> Open Enrollment workshops bring world-class training that can be consumed in a virtual 3-hour or shorter 2-hour burst format.	INCLUDED	GOLD PRICING	SILVER PRICING
<b>Full-Day and Multi-Day Training</b>	Customize an <a href="#">in-company training</a> curriculum. Virtual workshops available upon request.	PLATINUM PRICING	GOLD PRICING	SILVER PRICING
<b>Certified ANA Marketing Professional (CAMP)</b>	Meet the ANA standard for well-rounded marketing professionals with the <a href="#">ANA certification program</a> . See the ANA's website for next steps to begin the certification process.	INCLUDED	GOLD PRICING	SILVER PRICING
<b>Marketing Certificate Programs</b>	Certificate programs spanning essential competencies including, agile marketing, brand-building, customer insights, content marketing, and digital marketing <a href="#">on-demand programs</a> with business skills soon to be added.	INCLUDED	GOLD PRICING	SILVER PRICING
<b>30-Minute Webinars</b>	30-Minute Snack <a href="#">webinars</a> linked to ANA Growth Agenda topics are held on most Wednesdays and Thursdays. Check <a href="#">calendar</a> for details. You also have access to nearly 110 live and <a href="#">on-demand</a> webinars.	INCLUDED	INCLUDED	INCLUDED
<b>National Industry Conferences</b>	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 <a href="#">website</a> for details.	PLATINUM PRICING	GOLD PRICING	SILVER PRICING
<b>Members-Only One-Day Conferences</b>	Access to <a href="#">One-Day conferences</a> covering brand and media, B2B, data, technology, nonprofit marketing, and fundraising, and more, including in-person regional events.	INCLUDED	GOLD PRICING	SILVER PRICING
<b>ANA Center for Brand Purpose</b>	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	INCLUDED	INCLUDED
<b>Marketing Futures</b>	An <a href="#">online</a> 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	INCLUDED	INCLUDED
<b>Awards Programs</b>	Be recognized for outstanding marketing, fundraising, and advertising through <a href="#">multiple awards programs</a> . Submissions are entered online.	MEMBER PRICING	MEMBER PRICING	MEMBER PRICING
<b>The 2023 ANA Response Rate Report</b>	A summary of findings from a 2023 ANA study on performance and cost metrics across direct media.	INCLUDED	INCLUDED	INCLUDED
<b>State Legislative Tracker</b>	<a href="#">Stay up to date</a> on new and advancing legislation across all 50 states on a variety of issue areas important to advertisers and marketers.	INCLUDED	INCLUDED	INCLUDED
<b>Data Privacy Framework (DPF) Dispute Resolution Program<sup>3</sup></b>	Access to <a href="#">government-approved mediation and dispute resolution services</a> for unresolved data privacy complaints between European, U.K., and/or Swiss consumers and participating companies located in the United States.	INCLUDED	INCLUDED	INCLUDED
<b>Consumer/Industry Choice Tool (DMAchoice)</b>	A monthly <a href="#">subscription service</a> 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	MEMBER PRICING	MEMBER PRICING

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

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

<sup>3</sup>Government 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](#)