

ANA 2025 MEMBERSHIP BENEFITS

Client-Side Marketer (CSM)



UNLIMITED INDIVIDUALS

✓ = Complimentary

Marketing Content Library	✓ Benefit from 24/7 access to over 11,000+ pieces of proprietary marketing intellectual capital on the ANA's website.	INCLUDED
Committees¹	✓ Access to member-led committees that drive peer-to-peer sharing and industry thought leadership across the marketing spectrum.	INCLUDED
Ask Research Service	✓ Access to ANA's research team , a true force multiplier, is complimentary and confidential.	UNLIMITED REQUESTS
Half-Day Onsite Training	✓ Build team expertise with a half-day team training benefit.	FREE EVERY 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	✓ 110 Live online Open Enrollment workshops bring world-class training that can be consumed in a virtual 3-hour or shorter 2-hour and new 1-hour burst formats.	INCLUDED
Full-Day & Multi-Day Training	Customize an in-company training curriculum. Virtual workshops available upon request.	CSM 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 and business skills on-demand programs .	INCLUDED
30-Minute Webinars	✓ 30-Minute webinars linked to ANA Growth Agenda topics are held on most Wednesdays and Thursdays. Check calendar for details. You also have access to nearly 120 live and on-demand webinars.	INCLUDED
National Industry Conferences	✓ Client-Side Marketers may attend 2025 National Conferences for free; the Masters of Advertising Law Conference remains fee-based. See ANA's website for details.	INCLUDED
Members Only One-Day Conferences	✓ Access to One-Day conferences covering brand and media, B2B, data, AI, nonprofit marketing, Marketing Operations, Retail Media, Customer Loyalty, and more, including in-person regional events.	INCLUDED
Global Day of Learning	✓ On September 17, the entire marketing industry will put down their tools, push pause, and reset their skills. Global Day is your all-access pass to live workshops, master classes, and best practices from the world's leading marketing authority.	INCLUDED
Awards Programs	Be recognized for outstanding marketing, fundraising, and advertising through multiple awards programs . Submissions are entered online.	MEMBER PRICING
On Scope: The Marketing Podcast	✓ An authoritative and thought-provoking podcast that features candid conversations with marketing's smartest leaders, deep dives on important research, and more.	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 Program²	✓ 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

¹See list of committees on back

²Government fees not included

Effective 4/1/25

ANA Member Benefits are subject to change.

ANA Committees

ANA Committees meet approximately three to four times a year. See below for a complete list of committee participation.



CSM Level

Access to all committees:

[Account-Based Marketing](#)

[Advertising Financial Management](#)

[Agency Relations](#)

[AI](#)

[Analytics & Data Science](#)

[Brand Management](#)

[Brand Purpose — Growth for Good](#)

[B2B](#)

[B2B \(Midwest\)](#)

[B2B Data Excellence](#)

[Commerce Marketing](#)

[Content Marketing](#)

[Customer Experience](#)

[Data & Direct Marketing](#)

[Digital & Social](#)

[Email Excellence Center](#)

[Ethics Policy](#)

[Government Relations](#)

[HBCU Campus Connect](#)

[Influencer Marketing](#)

[In-House Agency](#)

[Legal Affairs](#)

[LGBTQ+ Inclusive Marketing](#)

[Marketing Capabilities Council*](#)

[Marketing Futures](#)

[Marketing Operations and Transformation Forum](#)

[MarTech](#)

[Measurement and Accountability](#)

[Media](#)

[Multicultural and Inclusive Marketing](#)

[Nonprofit Organizations](#)

[Production Management](#)

[Regulatory Working Group](#)

[Relationship Marketing](#)

[Sponsorship & Experiential Marketing](#)

[Sustainability](#)

*Subject to approval