

ANA 2025 MEMBERSHIP BENEFITS

Marketing Solutions Provider (MSP)



		200 INDIVIDUALS	20 INDIVIDUALS	10 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	FULL ACCESS	FULL ACCESS
Committees²	Access to member-led committees that drive peer-to-peer sharing and industry thought leadership across the marketing spectrum.	25 COMMITTEES	25 COMMITTEES	14 COMMITTEES
Ask Research Service	Access to ANA's research team , a true force multiplier, is complimentary and confidential.	UNLIMITED REQUESTS	10 REQUESTS PER YEAR PER MEMBERSHIP	5 REQUESTS PER YEAR PER MEMBERSHIP
Half-Day Onsite Training	Build team expertise with a half-day team training benefit.	FREE EVERY SECOND YEAR	FREE EVERY SECOND YEAR	FEE-BASED
Half-Day Virtual Workshops	Many of the workshops available onsite can be delivered virtually. Check with your ANA representative to review offerings.	INCLUDED	INCLUDED	INCLUDED
On-Demand Training	Access to more than 75 on-demand training courses.	INCLUDED	INCLUDED	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	INCLUDED	INCLUDED
Full-Day and Multi-Day Training	Customize an in-company training curriculum. Virtual workshops available upon request.	PLATINUM PRICING	GOLD PRICING	SILVER 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	GOLD PRICING	SILVER PRICING
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	GOLD PRICING	SILVER PRICING
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	INCLUDED	INCLUDED
National Industry Conferences	Receive discounted pricing to ANA's national industry conferences covering a wide variety of key topics, including Artificial Intelligence (AI). Bring your teams to the industry's best conference portfolio. See ANA's website for details.	PLATINUM PRICING	GOLD PRICING	SILVER PRICING
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	GOLD PRICING	SILVER PRICING
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	INCLUDED	INCLUDED
Awards Programs	Be recognized for outstanding marketing, fundraising, and advertising through multiple awards programs . Submissions are entered online.	MEMBER PRICING	MEMBER PRICING	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	INCLUDED	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	INCLUDED	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	INCLUDED	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	MEMBER PRICING	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 4/1/25
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

NEW AI

B2B (Midwest)

Commerce Marketing

Content Marketing

Customer Experience

Influencer Marketing

NEW MarTech

NEW Measurement & Accountability*

Relationship Marketing

Sponsorship & Experiential Marketing



Silver Benefit Level

Analytics & Data Science

NEW B2B Data Excellence

Brand Purpose — Growth for Good

Data & Direct Marketing

Email Excellence Center

Ethics Policy

Government Relations

NEW HBCU Campus Connect

Legal Affairs Committee

LGBTQ+ Inclusive Marketing

NEW Marketing Futures

NEW Multicultural and Inclusive Marketing

Nonprofit Organizations

Regulatory Working Group

Sustainability