

ANA 2025 MEMBERSHIP BENEFITS

Marketing Solutions Provider (MSP)



**20
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 peer-to-peer sharing and industry thought leadership across the marketing spectrum.	25 COMMITTEES
Ask Research Service	Access to ANA's research team , a true force multiplier, is complimentary and confidential.	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 more than 75 on-demand training courses.	GOLD PRICING
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.	GOLD PRICING
Full-Day and 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 the ANA's website for next steps to begin the certification process.	GOLD 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 .	GOLD 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
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.	GOLD 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.	GOLD 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
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 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 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](#)

*Select meetings open to Platinum and Gold level members