

# member benefits

aaf affinity partners



The unifying voice for advertising

## member benefits

Available exclusively to AAF members! The AAF researches and selectively adds new products and services that can provide meaningful benefits to our membership. For full benefit details, visit [aaf.org/benefits](http://aaf.org/benefits).



### **AAF Career Center**

The AAF's Career Center is a valuable benefit of your AAF membership, putting you directly in front of job seekers or employers in your industry. If you are looking to jump-start your career or are seeking channels to identify and recruit new talent, the AAF Job Bank can help! Employers: as an AAF member, you receive discounted rates on Job Postings!



### **AAF SmartBrief**

The AAF SmartBrief is an opt-in email news service available to the industry and delivering the most essential advertising news of the day. By hand selecting only the critical industry news from hundreds of media sources and condensing it into a succinct, easy to read email, the AAF SmartBrief will save you time and keep you informed. AAF SmartBrief's nearly 30,000 readers rave about this must-have news source.



### **Ad Age**

Ad Age is the leading global source of news, intelligence and conversation for the marketing and media community. The 85-year-old media brand also produces industry rankings including the 200 Leading National Advertisers report, Agency A-List and the annual Agency Report. Save 25% on your AdAge subscription with the AAF's special member discount. The AAF's members enjoy a member-only price on renewals and subscriptions of \$74.00 (a \$25.00 savings on the published subscription price of \$99.00).



### **API**

In business for over 50 years, Associated Posters, Inc. delivers quality, on-time production of Out-of-Home materials and a full array of customized Point-of-Purchase styles. As an AAF member, you and your clients deserve printing of the highest quality, with turn-around times that meet your production requirements and with a 5% price savings. API prints Out-of-Home vinyl (billboards & transit ads), banners, flyers, and a full array of customized Point-of-Purchase styles (window/floor graphics, posters, menu boards, backlit signs, trade show & sidewalk displays, etc.).



### **ASPCA Pet Health Insurance**

Focus more on your pet's care and less on costs with ASPCA Pet Health Insurance. You can save 10% on your base plan premium with a multiple pet discount! ASPCA Pet Health Insurance furthers the mission of the American Society for the Prevention of Cruelty to Animals (ASPCA) by helping pet parents afford quality veterinary care so their pets can live longer, healthier lives.



### **The Award Group**

The Award Group is the official awards company of the AAF. We design and manufacture the National ADDY Award (the official award of the American Advertising Awards competition). As a member of the AAF, you gain access to The Award Group's services, including: 20 different types of awards, allowing you to create a tier system that recognizes different achievement requirements; custom awards to fit your budget and aesthetic requirements; replicating an existing award.



### **Brooks Brothers**

All American Advertising Federation members have the opportunity to enroll for a complimentary Brooks Brothers Corporate Membership Card. As a Brooks Brothers Corporate Member, you will receive an everyday 15% Savings\* on full-price merchandise at Brooks Brothers U.S. and Canadian stores, by phone and online at BrooksBrothers.com.



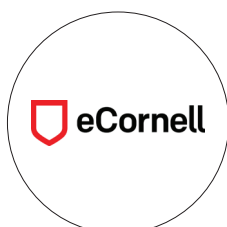
### **Communo**

Are you a freelancer looking for a new opportunity? Are you an agency looking to add to your team? With Communo, you have the opportunity to do the kind of work you most desire, collaborate with industry experts, grow your team and your business. At Communo, we unite great brands, agencies and people by reinventing the way marketing talent is sourced, evaluated and hired.



### **Constant Contact**

Constant Contact's email marketing and online survey tools help small businesses and organizations connect to customers quickly, easily, and affordably and build stronger relationships. AAF Members receive an additional 10% off the standard prepay discounts. That's 20% off six months, or 25% off the full year! Pre-payment is required for these member exclusive savings.



### **eCornell**

eCornell, Cornell University's external education unit, provides online professional and executive development to students around the world. Created by Ivy League faculty and offered 100% online, AAF Members have access to the 100+ award-winning professional certificate programs that span a wide variety of disciplines, including Cornell's Diversity and Inclusion Certificate. To learn about the many programs offered at deeply discounted prices to AAF members, visit our partner site to view the full course catalog.



### **Experian Marketing Services**

Experian is the leading provider of customizable mailing lists, market research reports and online print and mailing services that help small businesses target and engage with more than 200 million consumers, 100 million households and 14 million active U.S. businesses—so you can attract the customers most likely to buy your products and services. All members of the AAF receive a 15% discount on direct marketing data and services from Experian.



### **GE Appliances**

GE Appliances, the leader in premium finish choices, is offering discounts on their entire product line of high-quality appliances. Save up to 25% off MSRP every day on the latest in high quality appliances. TOP BRANDS: Shop your favorite GE, GE Profile Series, Café, HotPoint, Haier, and Monogram appliance brands. Exclusive promotions: Sign up for the GE Appliances Store e-newsletter and be the first to know about special offers and national rebates.



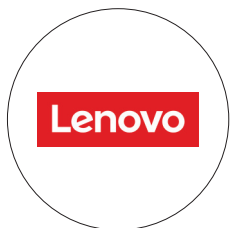
### **Hertz**

Hertz is one of the largest worldwide airport general-use rental companies. Product and service initiatives such as Hertz Gold Plus Rewards, Ultimate Choice, Carfirmations, Mobile WiFi and unique vehicles offered through the Adrenaline, Dream, Green and Prestige Collections set Hertz apart. AAF Members save up to 20% off Hertz car rental base rates at participating locations all year (taxes, fees, and other options excluded, additional terms apply). Plus, members can take advantage of additional program benefits including bonus savings and free travel perks.



### **HotelPlanner**

AAF Members receive up to 65% off when booking travel online through HotelPlanner. Whether booking personal or group travel, a hotel, flight or much needed event space, HotelPlanner is the destination of choice for optimal choices and tremendous savings. Put your mind at ease and prepare to plan the perfect getaway or event with our affinity partner by beginning your search here and now.



### **Lenovo**

Lenovo, a global leader in the PC marketplace, is offering discounts on their entire product line of PC products. Save up to 30% off the everyday public web price of laptops, tablets, desktops, all-in-ones, workstations, servers, accessories, and more! Free ground shipping on all web orders; monthly limited time special offers; access to energy-efficient green technologies; and award-winning service and support before, during, and after your purchase.



### **Mercury Shipping**

AAF members save 10% off current shipping prices with no contract or added fees and discounts that don't expire. Use Mercury for your time-sensitive shipments including express, same day and trade shows. Mercury offers personal attention with no 1-800 number, quick responses to meet your project deadlines, and customized invoices to easily allocate your shipping costs. Contact us: 617-723-5205 or support@shipmercury.com



### **Mosaic Center SmartBrief**

The AAF has partnered with SmartBrief to produce a weekly email newsletter, AAF's Mosaic Center on Diversity, Equity, & Inclusion SmartBrief, which brings the most important and timely news stories about diversity and inclusion in the advertising and marketing industry directly to subscribers' inboxes.



### **Office Depot**

Office Depot is a leading global provider of products, services and solutions for every workplace, whether your workplace is an office, home, school or car. Members of the AAF can save up to 80% on preferred products and receive free next-day delivery on online orders over \$50.



### **Sharp Spring**

Sharp Spring is an all-in-one revenue growth platform that can help you fuel agency and business growth with its end-to-end sales, marketing automation, and CRM features. If you're looking to generate leads, increase sales and revenue, and optimize marketing and sales funnels, we're offering 50% off onboarding and your first month FREE!



### **SoFi**

SoFi is offering members special discounts on student loan refinancing and personal loans. The AAF has partnered with SoFi to help members get their money right. SoFi is offering members special discounts on student loan refinancing and personal loans through SoFi.com/AAF. SoFi evaluates borrowers holistically to offer low rates that ultimately can save borrowers thousands. Get rid of your high interest debt today and see how much you can save.



### **UPS**

Let AAF help improve your bottom line with competitive rates on UPS shipping services. Save up to 34%\* on a broad portfolio of shipping services including air, international, ground and freight services. Plus, get 50%\* off UPS Next Day Air, UPS Next Day Air Saver, UPS Worldwide Express export, UPS Worldwide Saver export, and UPS Worldwide Expedited export shipments for up to four weeks after you enroll.\* You can receive these discounts even if you already have a UPS account. Remember, the more you ship, the more you can save with UPS!



### **WordStream**

WordStream's easy-to-use software allows for more effective paid search and social campaigns for online advertisers. Their software features a customized workflow that guides marketers through steps that can greatly improve their Google Ads, Bing, and Facebook campaigns. Members get a FREE report on your overall Google Ads performance, plus a discount when you sign up for the "12-Month" or "Annual Pre-Pay" plans!



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