

AMA Group Membership: The Key to a Stronger Marketing Team



No matter how marketers in your organization measure success, an **American Marketing Association Group Membership** will lead to better results.

By joining AMA as a group, your team will find solutions for day-to-day challenges, insights to stay at the forefront of the industry and significant savings to boot!

Join Today!

AMA Group Membership is open to professional marketers and academics in the same organization or parent company (regardless of geographic location).

A Group Saves You Money:

GROUP SIZE	DUES* [†] PER MEMBER	AVERAGE SAVINGS
4-9	\$225	22%
10+	\$200	30%

Groups of 15+ will receive five \$200 OFF coupons for AMA conferences. Additionally, a special group discount will be given for on-site and web-based corporate training.

Contact groupmembership@ama.org for more information.

*New member fees waived for groups
†Rate includes both local and national dues

Empower your team today with AMA Group Membership!

Top 5 Benefits of AMA Group Membership

5 The Marketer's Toolkit »
This new go-to resource from AMA makes a marketer's job easier. It equips your team with the latest interactive tools and templates—all online and all for members only.

New!
in 2011

4 Professional Development »
Educational and training offerings throughout the year keep your skills sharp. Choose from hundreds of local and national events and conferences as well as webinars, virtual conferences and more at MarketingPower.com.

3 Quality Relationships »
AMA helps grow your business by connecting your team with 30,000 marketers across all levels and disciplines.

2 Significant Savings »
Save between 22% and 30% by joining as a group of four or more. Exclusive member discounts on events and other offerings more than offset the investment.

1 Industry-Leading Expertise »
AMA members stay ahead of the curve in every aspect of marketing. Master the many areas critical to your team's success: ROI, email marketing, social media, SEO, brand strategy, analytics to research and more!

Learn more and join at MarketingPower.com/groupmembership.
Questions? groupmembership@ama.org • 1.800.AMA.1150