



BENEFITS

Your membership with the **AAF**, through your company or organization, your club or your college, connects you to the entire advertising community and provides you with great opportunities for networking, education and valuable discounts.

AAF educates members on the latest trends in advertising, marketing and government issues with a variety of annual programs. Attendance at the **AAF** National Conference, Joint Government Affairs Conference, Legislative Training Sessions and the Mosaic Forum provide members with the information necessary to stay current and competitive in the industry.

AAF membership allows members access to discounts on the tools that are needed to stay current and successful in the industry. Special discounts are available to **AAF** members for services ranging from subscriptions to trade publications to shipping to web and telecommunication services.

American Advertising Awards

Sponsored by the **AAF**, the American Advertising Awards honor excellence in advertising and cultivate the highest creative standards in the industry. The competition begins at the local level with the 210 **AAF** member clubs nationwide from which local winners proceed to 14 regional competitions, and those winners proceed to the national finals.

AAF Club Achievement Awards

The AAF Club Achievement Awards honor top clubs in eight categories: advertising education, communications, diversity, government relations, club management, membership, programs and public service. Additionally, a "club of the year" is chosen in each division.

AAF Silver Medal Awards

The AAF's Silver Medal Award Program was established in 1959 to recognize men and women who have made outstanding contributions to advertising and who have been active in furthering the industry's standards, creative excellence and responsibility in areas of social concern. Annually, **AAF** member clubs bestow this honor upon outstanding members of the local advertising community.

Member Discounts

Available Exclusively to **AAF** Members.

The AAF continues to research and selectively add new products and services that can provide meaningful benefits to our membership.

Education Services

As part of AAF's mission to protect and promote the well-being of advertising, AAF Education Services provides numerous programs and resources to educate the next generation of advertising professionals. We have a network of over 200 college chapters nationwide with approximately 6,200 student members. Since its existence, **AAF** Education Services has helped college students successfully transition from academia to the professional real-world. We offer several unique opportunities to our student members including, but not limited to:

- Student advertising competitions
- Career advice and guidance
- Club member discounts to participating retailers and service-providers
- Distinguished award and honor programs
- Industry mentors
- Internship programs
- Leadership
- Merit scholarships
- MOSAIC Center on multi-culturism
- Networking events with top agencies and corporate recruiters

College chapters are led by faculty advisors and student executive officers appointed by their peers. AAF college chapter membership is a great way to build relationships and partake in events that will guide students into their next phase in life – launching a dynamic career. **AAF** Education Services encourages any prospective student to explore the education website to better understand the myriad of benefits in joining **AAF**.