



Marketing is a **Team Sport**

The **American Marketing Association** group membership program provides you and your colleagues with the industry's most comprehensive resource to stay on top of the latest innovations and trends in the marketing world. With it, your group can develop and evolve from a collection of strong parts into a well-oiled marketing machine. AMA group membership helps produce results that work harder.

With AMA Membership, you'll get **unlimited access to:**

Innovative Resources and Tools

Get unlimited access to our vast members-only resources such as white papers, best practices and research reports. Plus, use our innovative AMA Marketer's Toolkit to help you find quick, efficient solutions to most marketing problems.

Cutting-Edge Publications

Membership includes *Marketing News*, the AMA's members-only magazine, and one journal or specialty magazine of your choice, each considered a leading voice of strategic thinking, practical solutions and the latest ideas.

Professional Training and Development

For marketers, professional development isn't an option. It's an ongoing necessity. The AMA offers more ways to increase your skill set and knowledge than any other marketing organization. Plus, AMA members receive significant discounts on national and local events.

Webcasts and Podcasts

Learn from thought leaders as they cover today's most relevant marketing challenges and advances in 100+ webcasts and podcasts, both live and on-demand, available anywhere your team needs with just a click.

Unlimited Access to AMA.org

Only AMA members can take full advantage of our invaluable website. A comprehensive resource for all things marketing, it includes research, white papers, tools, webcasts, best practices and an online directory of over 20,000 marketing leaders.

Networking and Local AMA Chapters

Build a strong professional network while connecting with local chapter members and other AMA peers by way of chapter connections, our online community AMAConnect™ and local events through one of our 75+ professional chapters across North America to access and contribute to the knowledge base of your local market.

Join today, and get all the benefits of AMA membership.

Register your team now at: groupmembership.ama.org

**Enjoy Significant Savings
on Group Membership!**

Group Size	4-9 Members	10+ Members
Dues per Member*	\$225	\$200
New Member Fee	Waived	Waived
Average Savings 22-30% *Rate includes both local and national AMA dues.		

Special Offer Groups of 15 or more receive discounts for AMA Corporate Training and five \$200 off coupons to any AMA national event.



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