Member Benefits

ADFED SAVES YOU MONEY.

As a member of the Advertising Federation of Columbus (AFC), you are automatically enrolled as a member of the American Advertising Federation (AAF). And, as a member of AFC and AAF, you are eligible to receive the following exclusive member discount programs.

AAF SmartBrief
A free opt-in e-news service available to AAF members that delivers 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 e-mail, AAF SmartBrief will save you time and keep you informed.

AdCases.com – Portfolio, Presentation and Shipping Cases
The advertising industry's one-stop online source for portfolios, shipping cases and presentation cases offers AAF Members a 15 percent discount on all items in their online store.

Adweek
The definitive source of news and information for advertising executives, Adweek covers the stories that move the needle in the advertising and media communities. As a benefit of your AAF membership, Adweek offers six free trial issues to all AAF members and a considerably discounted subscription price.

Advertising Age
Save 25 percent on your Advertising Age subscription.

American Advertising Federation Visa Credit Card – The Most Rewarding Card of AllSM
Earn points and get what you want–cash, travel, merchandise and gift certificates. Only the WorldPointsSM card gives you the freedom to choose so much, so easily–and with no annual fee.

Brandweek
Brandweek is the leading source of news and information in the U.S. marketing industry. Focusing on marketing strategies and services, brand identity, media usage and promotions, Brandweek is an indispensable tool for brand marketers, large and small. In partnership with AAF, Brandweek invites all AAF members to enjoy six free issues with no further obligation.

Business Wire
Business Wire and the AAF have developed a strategic relationship that provides AAF members with access to Business Wire's worldwide media distribution services and preferred benefits and member services. Business Wire electronically delivers full-text news releases directly to editorial desktops in newsrooms worldwide. AAF members receive cost-saving pricing options as a benefit of association membership.

Citizens Conferencing
AAF members receive up to a 48 percent savings on phone, Web and video conferencing services. This helpful resource allows users to effortlessly host conference calls for up to 50 participants at a fraction of other long-distance/phone costs.

FedEx® Shipping

Through your AAF membership, your business can enjoy FedEx reliability and special savings on a variety of FedEx Services. Opening an account is free and there is no shipping requirement. If you already have a FedEx account, your AAF discount can be set up using that existing account. Save up to 20 percent on select FedEx Express® services. Save up to 12 percent on select FedEx Ground® services. Save up to 13 percent on select FedEx Express® International services. FedEx service marks used by permission.

Hertz

Hertz is offering AAF members up to a 20 percent discount at participating locations in the U.S. and around the world.

Magnet Mail Blast E-mail/Fax Services

Create, distribute and track high-impact HTML e-mail messages and newsletters through MagnetMail. This AAF-endorsed, Web-based e-marketing service allows you to manage broadcast e-mail and faxing with ease directly from your desktop. Send a fax automatically to bounced e-mail addresses and e-mail to undelivered fax recipients. Utilize integrated tracking to gauge the performance of your e-mail and fax campaigns. AAF members receive a 10 percent discount on Magnet Mail services.

Mediaweek

Mediaweek is the only ad-trade magazine offering in-depth coverage of all the major ad-supported media – network TV, cable TV, syndication, TV stations, radio, print and interactive media – tracking programming and content decisions and how advertising dollars follow them. It is the definitive source for media buyers, as well as a must-read for ad-sales, programming and editorial executives across all the major media. This special offer, for AAF members only, entitles you to six free issues with no further obligation.

MIMS International PROINSURE/PROBOP

Through PROINSURE, the AAF offers its members professional liability (errors and omissions) insurance designed to meet the E&O insurance needs of the advertising profession. Through PROBOP, the AAF offers a variety of insurance coverages to protect your business from potential loss.

Mutual of Omaha Insurance

Disability, Life and Business Overhead Expense coverages are available to AAF members through the Mutual of Omaha Companies. Most plans feature reduced premiums.

Tendenci® Web Marketing Solution

Use the latest social networking software to empower your Web users to participate in the conversation with the help of a Web site powered by the Tendenci software backbone. AAF members are guaranteed the best prices available, with monthly hosting and licensing costs as low as $175 and Web design as low as $2,000. Tendenci integrates with any organization's existing online presence to build on brand equities while incorporating essential online tools that enable you to manage Web site content, promote events, automate e-newsletters, post podcasts and automate search engine optimization.