Mission Statement

The Advertising Federation of Columbus: Providing professional development, recognition, networking and service to the community while supporting the principles of the American Advertising Federation.

The Advertising Federation of Columbus is a division of The American Advertising Federation and is comprised of almost 400 members. Our membership is diverse and collectively represents every element required in advertising products or services to the public. We welcome anyone involved with advertising as members; agencies, print and broadcast media, production houses, creative, sales, talent...it's the combination of talents that make the OAF and AAF a complete organization.

The American Advertising Federation was established in 1967 when two regional advertising organizations joined forces: the Advertising Association of the West (AAW) and the Advertising Federation of America (AFA). AFA and AAW's roots date back to the early 1900's, when advertising professionals identified the need to join together for the protection and promotion of their trade. AAW and AFA worked to raise the standards of advertising through education and self-regulation. In 1911 the AFA organized a national vigilance committee and launched the "truth in advertising" movement, the forerunner to Better Business Bureaus. The advent of commercial air travel and advances in telecommunications enabled AAW and AFA to better coordinate their efforts when dealing with the federal government, and eventually to coalesce, forming the American Advertising Federation.

Today, AAF is headquartered in Washington, D.C. with a Western Region Office in San Francisco. AAF represents over 50,000 advertising men and women in all industry segments, working together to achieve the AAF mission.

National AAF Website: www.aaf.org