

33 REASONS HOW THE AD CLUB OF DELAWARE WILL BENEFIT YOU.

Here are just SOME of the benefits you'll receive as a member of The Ad Club of Delaware:

- 1 The ability to network with colleagues, potential clients and useful vendors.
- 2 Eligibility to enter the local, regional and national ADDY Awards competitions.
- 3 Special member pricing discounts for ADDE events.
- 4 Attendance at special "members only" functions.
- 5 A copy of the ADDE's 2005 Membership Directory.
- 6 Discount rental of the ADDE member mailing list.
- 7 Gain influence in a professional club that impacts the future of advertising in the local community and nationally through its affiliation with AAF.
- 8 Benefit from club participation in the industry's only grassroots legislative network providing an effective lobbying coalition, which opposes taxes and restrictions on advertising.
- 9 Enjoy professional development through club meetings and events.
- 10 Take advantage of exclusive club benefits provided by the AAF such as discounts on Advertising Age and ADWEEK, insurance, overnight delivery services and rental car charges.
- 11 Receive recognition for accomplishments and industry contributions.
- 12 Learn about career and job opportunities in the advertising industry.
- 13 Participate in public-service initiatives that directly impact the well-being of the local community and enhance the public's perception of our industry.
- 14 Participate in programs that encourage high industry standards and elevate consumers' perception of the ad industry.
- 15 Become involved in advertising education for students who have an interest in an advertising career.
- 16 Improve opportunities to recruit talented and experienced professionals to your business or organization.
- 17 Take advantage of discounts on ADDY® Awards entries.
- 18 Obtain access to new-business prospects.
- 19 Membership in the American Advertising Federation (AAF), the nation's unifying force for advertising.



As a member of the AAF, you are eligible to receive the following exclusive AAF member discount programs:



- 20 See major speakers like Keith Reinhard, Chairman and CEO DDB Worldwide; Ann Jung, Senior Director of Advertising and Marketing Services, Kellogg; Gaylord Murray, Vice President of Branding, Yahoo.
- 21 AAF Platinum Plus® Visa® Card: Offers no annual fee, WorldPointsSM rewards program and support for AAF programs and initiatives at no additional cost.
- 22 ADWEEK Magazine: FREE six-week trial subscription.
- 23 Advertising Age: Save 25% on your Advertising Age subscription.
- 24 Business Wire: Save on Business Wire's worldwide media distribution services that electronically deliver full-text news releases directly to editorial desktops in newsrooms worldwide.
- 25 Citizens Conferencing: Receive up to 48% off phone, Web and video conferencing services.
- 26 Cobalt Web Hosting: The official hosting provider of the AAF Web site offers members a 10% discount on shared web hosting.
- 27 FedEx® Shipping: Save up to 20% on select FedEx shipping services.
- 28 Hertz: Get up to a 20% discount at participating locations.
- 29 Job Bank: AAF's online job bank, part of the Marketing Career Network, connects marketing professionals with top industry employers.
- 30 Magnet Mail Blast E-mail/Fax Services: Create, distribute and track high-impact HTML e-mail messages and newsletters through this AAF-endorsed service – and receive a 10% discount.
- 31 MIMS INTERNATIONAL PROINSURE/PROBOP: Professional liability (errors and omissions) insurance designed to meet your E&O insurance needs. Through PROBOP, AAF offers insurance coverages to protect your business from potential loss.
- 32 Mutual of Omaha Insurance: Disability, life and business overhead expense coverages are available to AAF members – most with reduced premiums.
- 33 The World Advertising Research Center (WARC.com) has agreed to make its database of case studies, statistics, articles and published papers available to AAF members at a special discount rate. This offer is for a limited time only.

...AND MORE.