



BENEFITS OF MEMBERSHIP



2009

Your membership in AAF-NI allows you to:

- Gain influence in a professional club that impacts the future of advertising in the local community and nationally through our affiliation with the AAF.
- Interact professionally and personally with local industry leaders through the club's programs and events.
- Benefit from club participation in the industry's only grass-roots legislative network providing an effective lobbying coalition, which opposes taxes and restrictions on advertising.
- Enjoy professional development through club meetings and events.
- 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.
- Receive recognition for accomplishments and industry contributions.
- Learn about career and job opportunities in the advertising industry.
- Participate in public-service initiatives that directly impact the well-being of the local community and enhance public perception of our industry.
- Participate in programs that encourage high industry standards and elevate consumers' perception of advertising.
- Become involved in advertising education for students who are interested in advertising as a career.
- Take advantage of discounts on ADDY® Awards entries.
- Obtain access to new business prospects.

WELCOME

OUR MISSION

The mission of the AAF Northern Illinois is to enhance the professional development of our membership, recognize and reward advertising excellence, and to promote, protect and defend advertising interests in our region.

WHO WE ARE

The AAF Northern Illinois is a trade association serving the interests of the advertising community in Rockford and the Northern Illinois area. AAF-NI is affiliated with the American Advertising Federation (AAF), the national organization which collectively represents over 50,000 advertising professionals and students. The AAF is the unifying voice for advertising and the only professional organization that represents all segments of the industry, including ad clubs, advertisers, agencies, media, suppliers, students and educators. Combined, we achieve a common purpose – to promote, protect and defend advertising interests.

2010



**MEMBERSHIP IN THE AMERICAN
ADVERTISING FEDERATION**



By joining the AAF-NI, you become a member of the American Advertising Federation (AAF). As the "Unifying Voice for Advertising," the AAF, headquartered in Washington, D.C. is the trade association that represents over 50,000 advertising professionals. AAF's 130 corporate members are advertisers, agencies, and media companies that comprise the nation's leading brands and corporations. AAF has a national network of 210 ad clubs and connects the industry with an academic base through its 210 college chapters.

For more information about AAF, visit www.aaf.org.

Other resources:

AAF District 6: www.aafd6.org

AAF-Northern Illinois: www.niadfed.org

**JOIN
NOW!**

MEMBERSHIP APPLICATION

Return this completed form with payment to:

AAF-NI Membership
5411 East State Street #348
Rockford, IL 61108

For more information, call the AAF-NI at 815-397-6052 or visit us online at www.niadfed.org.

NAME

ADDRESS

CITY, STATE, ZIP

PHONE, FAX

EMAIL

JOB TITLE

COMPANY

ANNUAL MEMBERSHIP DUES

Individual Membership	\$75 each
Corporate Membership	\$65 each
<i>(for companies with two or more members)</i>	
Non-Profits and Retirees	\$45 each
Students	\$15 each

COMMITTEE LIST

- ADDY® Awards
- Communications
- Student Relations
- Member Relations
- Web Site
- Publicity
- Programs
- Special Event Planning
- Recruiting
- Fundraising