



FACTS ABOUT BEING A JPC AUTHORIZER

- Being a member of the ANA or 4A's does not automatically mean your company is a JPC Authorizer; **BUT**
- ANA or 4A's membership is a requirement for authorizing the JPC.

HOW TO BECOME A JPC AUTHORIZER

1. Current ANA or 4A's Members

If your company is an ANA or 4A's member, simply complete the JPC Authorizer form and return it to the JPC. To receive the JPC Authorizer form, please contact Kim Stevens, the JPC's Director of Industry Relations, at kstevens@jointpolicycommittee.org.

2. Non- ANA or 4A's Member Companies

Your company cannot become a JPC Authorizer without first being an ANA or 4A's member. This means:

For **advertisers**, your company will need to become a Corporate Marketer member of the ANA.

For **advertising agencies**, you can either:

- A. Become a 4A's member by completing the "Application for 4A's Membership" which is accessible at:

<https://www.aaaa.org/home-page/membership/application-process/>; or

- B. Become an "Associate Member" of the ANA.

The Silver Associate Membership is \$3,000 per year. The Gold Associate Membership is \$5,500 per year. To find out more, please review the attached "Associate Member Benefits" sheet. Companies interested in becoming an Associate Member should contact: Christine Manna, the ANA's COO, at cmanna@ana.net.

Once you are a member of either the ANA or the 4A's, contact Kim Stevens to obtain the JPC Authorizer form.