

gfsac

The Greater Fort Smith Ad Club

A Proud Member of the American Advertising Federation



The Unifying Voice

The American Advertising Federation (AAF), headquartered in Washington, D.C., acts as the "Unifying Voice for Advertising." The AAF is the oldest national advertising trade association, representing 50,000 professionals in the advertising industry. The AAF has a national network of 200 ad clubs located in ad communities across the country. Through its 215 college chapters, the AAF provides 6,500 advertising students with real-world case studies and recruitment connections to corporate America. The AAF also has 130 blue-chip corporate members that are advertisers, agencies and media companies, comprising the nation's leading brands and corporations.

AAF Mission

The American Advertising Federation protects and promotes the well-being of advertising. We accomplish this through a unique, nationally coordinated grassroots network of advertisers, agencies, media companies, local advertising clubs and college chapters.

Here's what the AAF does:

- Brings members together to yield creative business solutions.
- Protects and promotes advertising at all levels of government through grassroots activities.
- Educates members on the latest trends in technology, creativity and marketing.
- Provides programs to assist local association volunteer leadership.
- Presents the industry with its future leaders.
- Honors advertising excellence.
- Promotes diversity in advertising by encouraging the recruitment of people of diverse cultures.
- Applies the communication skills of its members to help solve community concerns.

Join AAF

Your membership with the AAF, through your company or organization, your club or your college, connects you to the entire advertising community and provides you with great opportunities for networking, education and valuable discounts.

AAF educates members on the latest trends in advertising, marketing and government issues with a variety of annual programs. Attendance at the AAF National Conference, Joint Government Affairs Conference, Legislative Training Sessions and the Mosaic Forum provide members with the information necessary to stay current and competitive in the industry.

AAF membership allows members access to discounts on the tools that are needed to stay current and successful in the industry. Special discounts are available to AAF members for services ranging from subscriptions to trade publications to shipping to web and telecommunication services. Visit www.aaf.org for a complete list!