

## Professional Organizations

Advertising Research Foundation

<http://thearf.org/>

American Advertising Federation

<http://www.aaf.org/>

American Association for Public Opinion Research

<http://www.aapor.org/>

American Association of Advertising Agencies

<http://www.aaaa.org/>

Includes an ad agency search by agency name, geography, keyword, client or brand, industry or other factors. .

American Marketing Association

<http://marketingpower.com>

The leading marketing association in America.

Direct Marketing Association

<http://www.thedma.org/>

International Newspaper Marketing Association (INMA)

<http://www.inma.org/>

Marketing Research Association

<http://www.mranet.org/>

A professional organization focused on professional development and training.

Outdoor Advertising Association of America

<http://www.oaaa.org/>

Public Relations Society of America

<http://www.prsa.org/>