

THE ASSOCIATION OF ALTERNATIVE NEWSMEDIA

is a nonprofit organization representing more than 100 alternative publications and their multiplatform businesses in the United States and Canada. When you become a member of AAN, you join the most well-informed and well-connected community for the independent news industry.

AAN focuses on areas that impact our members the most: influencing public policy, helping the member new organizations grow revenue and audience, and communicating to external constituencies the story of our changing industry. We understand that the new realities of the media industry, and we want to accelerate our members' success and ensure their vitality.

The benefits of membership are many — AAN offers strategy and skill-building workshops, a content exchange system and group rates on liability coverage and circulation audits. There is great power in a united coalition with common goals, and AAN represents the interests of alternative publications through partnerships with companies that support our members missions and day-to-day operations. AAN members can also take advantage of free or group-rate services for classified ads, job boards and touchscreen publishing. Most importantly, AAN members support one another by sharing ideas and solutions to problems many alternative media outlets face.

AAN's member publications are instinctive experimenters — they've made their names as agile trendsetters, ready to jump on new ideas in business. And, they enjoy a reputation of independent, thoughtful voices within our communities. Our association and members combination ethos is — edgy and forward thinking, community and local committed, but digitally savvy and business minded.

AAN HELPS GROW YOUR BUSINESS AND YOUR BRAND

At AAN, we know that smart, profitable business development is a necessity for alt weeklies, especially as industry needs have shifted from print-only to a multifaceted approach that includes print, digital, live events, and mobile.

AAN provides solutions and makes agreements with vendors to take advantage of our size and scale. We have a national reach with a local touch, thanks to a membership of 117 alt weekly organizations across the country. We craft flexible media packages that work for both our members and our advertisers.

Through our Moneyworks solutions center, we also provide strategies and tools to increase and maintain profitability.

AAN PROTECTS YOUR INTERESTS IN WASHINGTON

AAN serves as a powerful collective voice on the industry's behalf in Washington, fighting for — or against — legislation and regulations that affect how you do business. We provide government agencies and Congress with a sophisticated, contemporary view of the media landscape to help inform debate and decisions on a range of issues.

AAN TELLS YOUR STORY

AAN maintains a dialogue with our industry's key audiences. We regularly communicate the alternative newsmedia history, current trends and value story to advertisers, agencies, the local business and trade media, and consumers.

AAN understands the need for fresh editorial thinking to engage new audiences and expand brand impact, focusing on beneficial partnerships and expanding influence on community development, commerce and discourse.

AAN HELPS YOU GROW AS A LEADER

The association provides strategies and tools to fortify leadership and our members' futures. We focus on training for leadership succession and transition success, talent management strategies, performance improvement practices and people problem solutions. We provide consultation on other issues on an as-needed basis.

AAN IS A FANTASTIC RESOURCE

The association serves as an ongoing resource for the robust exchange of information and ideas through the following resources:

ALTWEEKLIES.COM

Our website is a comprehensive repository of industry trends and a showcase for the best work to appear in AAN member publications.

AAN EMAIL GROUPS

Conversations and tips from hundreds of your colleagues across North America.

LEGAL HOTLINE

We provide a free hotline that allows members to access help on legal topics that impact their business, such as free speech and copyright issues.

MONEYWORKS

Our solutions center provides tools to increase and maintain profitability, including monetization strategies such as mobile ad networks, vendor vetting and evaluation, member-to-member consultation coordination and leveraged customer service.

GROUP DISCOUNTS

We provide deals for our members on important industry needs, from group-rate services on touchscreen publishing to liability coverage and circulation audits.

EVENTS

We organize a number of different events to allow our members to network and get the training they need, including our annual convention, a digitally-focused conference and a leadership conference specifically tailored for publishers and senior managers.

