

# CAS

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## Certified Advertising Specialist (CAS)

Industry Experience—3 years required

Required courses—15 points:

- (PPI) Promotional Products Industry Overview Part 1 & Part 2 – 3 points\*
- (PRO) Promotional Programs Part 1 & 2 – 3 points\*
- (BEP) Best Practices/Supplier-Distributor Relations – 3 points\*
- (ADV) Advertising and Marketing Overview – 3 points\*
- (ART) [sm@rt](#) Artwork Guidelines – 1.5 points\*
- (ETH) Ethics – 1.5 points\*

Additional elective credits—60 points: Individuals can customize their additional course of study to maximize the learning experience by focusing on areas of growth or expertise. Classes, books or webinars must be industry relevant with topics concerning business management, technology, sales, marketing, personal and professional development.

Multiple Choice Exam: May be taken after all other requirements are complete. More information and registration forms are available on the [exams page](#).

### Recertification

To maintain your hard-earned certification, you must renew your designation. Recertification keeps you current on the industry's trends and best practices and provides the highest value and quality to your customers and yourself. CAS designees must continue to keep their CAS certification current by completing 25 additional education points every three years and submitting a \$75 recertification fee. Individuals 60+ years of age are eligible for exemption.

# MAS

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## Master Advertising Specialist (MAS)

The MAS is an advanced designation for promotional products professionals who have already completed the CAS requirements and want to take their certification to the next level. In addition to the CAS requirements, an applicant for the MAS designation must complete 100 additional credits at the MAS level, and have received at least one credit (up to 15) for industry service. After completing these requirements, an applicant may earn their certification in one of three ways:

- Pass a comprehensive 150-question multiple-choice exam that covers a wide range of general industry knowledge. This is usual path to completing your certification.
- Develop and present an approved workshop, seminar or training program for a PPAI or regional event after receiving CAS designation. Must be approved in advance by PPAI.
- Write a paper or article on a business topic that is published in a pre-approved industry publication with minimum of 2,500 words after receiving CAS designation. Must be approved and published.

### Recertification

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