mascas™

Obtaining your MAS/CAS certification demonstrates you are up-to-date on industry best practices, an expert in the industry and committed to delivering the best service possible to your customers.

Certified Advertising Specialist (CAS) Certification

CAS-certification classes serve as a solid foundation for all promotional products professionals, regardless of experience or position within the industry. Covering basic fundamentals to the most relevant, top-of-mind subjects, the CAS curriculum will arm you with the knowledge you need to successfully grow your business, while positioning yourself as an expert in the industry. You may customize curriculum to best suit your specific business interests in order to obtain an additional 60 points toward your CAS certification.

Points Required For Certification:	Prerequisites:	Requirements:	Examination:	Certification Expiration:	Recertification:
Total – 75 points: 15 required points 60 additional points	3 years industry experience	1. 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* 2. Additional 60 points • Classes, webinars, books (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.) • Industry service – Maximum of 5 points for industry service (See Industry Service Options below[1]) 3. Submit request to verify requirements are met and you are ready to take the exam. *Required classes available through PPAI On Demand Program at: ondemand.ppa.org	1. Submit exam registration form with $225 payment to PPAI Certification 2. Pass 150-question multiple-choice exam (content from six required courses and industry experience)	3 years from certification date	Complete an additional 25 points every 3 years (after initial CAS certification or recertification date) • Points may be earned by attending live industry classes, books, audiotape/CD and online learning programs • Maximum of 10 points may be earned through industry service • Remain active in industry • No required courses • MAS or CAS level classes qualify for recertification • No examination • Payment of recertification fee ($75)

Master Advertising Specialist (MAS) Certification

MAS-certification classes provide additional growth and knowledge of the promotional products industry. By continuing to provide you with relevant and timely industry information, your MAS certification helps you maintain the highest standards of professionalism, knowledge and expertise.

Points Required For Certification:	Prerequisites:	Requirements:	Demonstrate Achievement And Expertise:	Certification Expiration:	Recertification:
Total – 175 points: 75 points required for CAS (see CAS Points Required For Certification above) 100 MAS-level points	5 years industry experience	1. All MAS-level courses Classes, books or webinars must be industry relevant with topics concerning business management, technology, sales, marketing, personal and professional development. • No required courses (Individuals can customize MAS course of study to maximize the learning experience by focusing on areas of growth or expertise relevant to the industry.) • No more than 25 points from self-paced programs, books or independent learning programs 2. Industry Service – Minimum of 1 point and maximum 15 points Credit given for approved industry volunteering or sharing expertise through presenting and developing education sessions. (See Industry Service Options below[1])	1. Submit MAS application form with $225 payment to PPAI certification 2. Choose one of three options to demonstrate expertise: • Pass a comprehensive 150-question multiple-choice exam that covers a wide range of general industry knowledge • Develop and present an approved workshop, seminar or training program for a PPAI or regional event after receiving CAS designation • 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	3 years from certification date	Complete an additional 25 points every three years • Points may be earned by attending live industry classes, books, audiotape/CD and online learning programs • Maximum of 10 points may be earned through industry service • Remain active in industry • No required courses • MAS or CAS level classes qualify for recertification • No examination • Payment of recertification fee ($75)

[1]*Industry Service Options:* 1) PPAI board and Regional association boards, committees, task forces 2) Developing pre-approved courses for PPAI or regional events 3) Presenting pre-approved courses for PPAI or regional events 4) Fulfill role of PPAI ADvocate

MAS/CAS Life Certification

Life certified professionals are EXEMPT from the recertification requirements. Individuals can achieve life certification by meeting one of the following requirements:

- 60 years of age or older
- Member of PPAI Hall of Fame
- A PPAI Lifetime Member

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