

The Mark Of
An *Expert.*

THE
MARK
OF
AN
EXPERT
masCAS™

"Make up your mind
at the very outset
that your work is going to
stand for quality,
that you are going to stamp
superior quality upon everything
that goes out of your hands
and that whatever you do
shall bear the hallmark
of excellence."

—Orison Swett Marden, 1850-1924

masCAS™

Look For It . . .

Why Should You Work With A Certified Promotional Consultant? Because MAS/CAS Means More...

Three Small Letters. One Big Impact.

Leaders. Innovators. Advancers of the industry. You never have to wonder who the best in the business are—their names are clearly marked. With MAS/CAS.

An elite group of highly respected individuals, less than 3 percent of all promotional consultants have achieved the level of experience, education and commitment required to obtain the Master Advertising Specialist (MAS) or Certified Advertising Specialist (CAS) designation—the recognized credentials in the industry.

It is because of their dedication to the trade, to their business, to yours, that certified promotional consultants deliver the highest standard of professionalism, knowledge and expertise—skills achieved only through the constant pursuit of industry excellence.

A certified promotional consultant means a certified success. For you.

MAS/CAS. The mark of an expert.

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mascasTM

Experience.

Certified promotional consultants meet the highest qualification standards. MAS/CAS certification is obtained only after a promotional consultant has been in the industry 3-5 years, completed an extensive education curriculum, shown an unwavering commitment to the industry through volunteer efforts and successfully passed a comprehensive exam.

Insight.

MAS/CAS is synonymous with insight, which means only those professionals who've completed the credentialing process fully understand all aspects of the industry, including best practices, business ethics, promotional products programs, advertising and marketing media and technology guidelines.

Connections.

Due to years of service as business leaders and volunteers within the promotional products industry, MAS/CAS professionals are well-connected, generating a sweeping network of contacts and a high-level of respect from distributors, manufacturers and suppliers.

Knowledge.

MAS/CAS designees are the most up-to-date professionals in the industry. Always on the inside track regarding trends and best-selling products, certified promotional consultants can help you stay ahead of the competition by partnering you with the latest innovations in the industry.

Success.

MAS/CAS professionals are in the top 3 percent of the industry for a reason—they know the industry, they know what works. Because of their robust industry knowledge, continuous education and real-world application, you can rest assured that when you work with a certified promotional consultant, you are working with a certified expert.

Service.

MAS/CAS professionals are trained to be full-service experts, providing you with complete marketing campaigns that are geared specifically toward your target audience, are on-budget and in-line with your success.