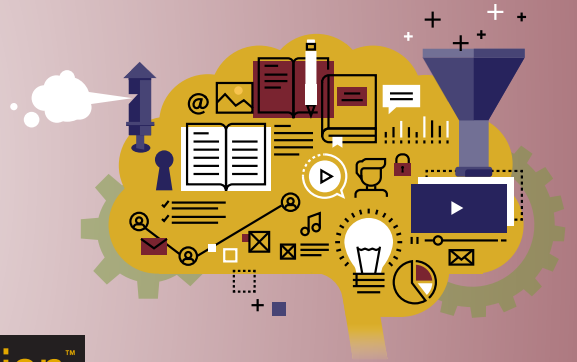


PPAI Professional Development

Admired. Trusted. Respected.



PPAI Certification™



Master Advertising Specialist (MAS) Certification

The MAS is an earned certification signifying your exemplary commitment to the promotional products profession. MAS candidates have been certified by PPAI since 1979 in all 50 U.S. States and in more than 15 countries around the world.

Here's how to earn your MAS:

1. Make sure you meet the following criteria:
 - Possess a current CAS Certification
 - Presently serve in a position with a promotional products company
 - Possess three years of promotional products industry experience
2. Log in to PPAI's Online Education platform at **onlineeducation.ppai.org**.
3. In the left menu, select "PPAI Certification > Master Advertising Specialist (MAS)."
4. Under "Master Advertising Specialist Package", hover over "Master Advertising Specialist" and click "Register."
5. Click "Complete Registration Now", enter your payment information and complete your order.
6. Once you're registered, you can navigate to the Master Advertising Specialist Package from the left menu by selecting "My Learning> Content I have registered for."
7. Complete the dedicated courses in the Master Advertising Specialist Package (approximately 15 courses) including the quiz associated with each course.
 - For each quiz, you must answer 4 out of 5 questions correctly (a score of 80%), with up to three attempts to pass.
 - If you have not passed a quiz after 3 attempts, please contact **certification@ppai.org**.
8. Earn 35 MAS-level elective education credits.*
9. Review your Certification Transcript to ensure you've completed all requirements.
 - In the left menu, select "PPAI Certification> My Certification Transcript."
10. Complete and submit the Master Advertising Specialist (MAS) Certification Application.
 - In the left menu, select "My Learning> Content I have registered for."
11. The PPAI Professional Development team will review your application and issue your MAS Certification if you meet all the criteria and completion requirements.

MAS Program Fees:

- PPAI Members: MAS Application Fee = \$225 • MAS Recertification Fee = \$75
- PPAI Associates: MAS Application Fee = \$325 • MAS Recertification Fee = \$150

Questions? Email **certification@ppai.org**

*A maximum of 15 industry service credits may be applied to your initial certification elective credit requirement.