**Business Card Verbiage**

**Certified Advertising Specialist:** The Certified Advertising Specialist (CAS) certification is awarded to professionals in the promotional products industry who have met rigorous educational requirements and demonstrate exemplary commitment to their profession. Professionals who have earned their CAS provide the highest standard of conduct and integrity.

**Master Advertising Specialist:** The Master Advertising Specialist (MAS) certification is awarded to seasoned professionals in the promotional products industry who have met rigorous educational requirements and demonstrate exemplary commitment to their profession. Professionals who have earned their MAS provide the highest standard of conduct and integrity.

**Master Advertising Specialist Plus:** The Master Advertising Specialist Plus (MAS+) Certification is awarded to veteran professionals in the promotional products industry who have met rigorous educational requirements, demonstrated their advanced proficiency of the industry and proven exemplary commitment to their profession. Professionals who have earned their MAS+ provide the highest standard of conduct and integrity.