



MEDIA RELEASE

For Immediate Release

ASI Awards MASI Certificate to Dawn Marie Perkins, owner of Spotlight Print & Promo Solutions

Ad specialty pro earns the industry's most prestigious education award

TREVOSE, PA – July 30, 2020 – The Advertising Specialty Institute has awarded Dawn Marie Perkins, owner of Spotlight Print & Promo Solutions, with a Master of Advertising Specialty Information (MASI) certification – the industry equivalent of a master's degree.

MASI holders are recognized as the true industry experts who've cultivated profitable and collaborative relationships with distributors, suppliers and decorators. This designation is a testament to their contributions to the advertising specialty industry.

To date, more than 2,500 graduates of the [Advertising Specialty Institute Certification Program](#) have received their certifications.

"We are so proud of the graduates of the Advertising Specialty Institute Certification Program," said ASI President and Chief Executive Officer Timothy M. Andrews. "We launched this program to provide members with the skills they need to out-think, out-perform and out-service the competition. We couldn't be happier so many members are seizing the opportunity to set themselves apart through quality education."

To date, over 30,000 industry professionals have registered for free classes offered by ASI. Each year, the company invests \$1.3 million to educate its members.

The Advertising Specialty Institute Certification Program is the industry's only free certification program, created on a user-friendly digital platform.

About ASI

The Advertising Specialty Institute is the largest education, media and marketing organization serving the advertising specialty industry, with a membership of over 26,000 distributor firms (sellers) and supplier firms (manufacturers) of advertising specialties. Supplier firms use ASI print and electronic resources to market products to over 23,000 ASI distributor firms. Distributor firms use ASI print and electronic resources, which contain nearly every product in the industry from more than 3,500 reputable suppliers, to locate supplier firms and to market services to buyers. ASI provides catalogs, information directories, newsletters, magazines, websites and databases, and offers e-commerce, marketing and selling tools. Visit [ASI](#) and *The ASI Show* at [asishow.com](#), and on [Facebook](#), [Twitter](#), [LinkedIn](#), [YouTube](#) and the [CEO's blog](#).

About Spotlight Print & Promo Solutions

Spotlight Print & Promo Solutions is a promotional and brand marketing agency located in Manchester, NH. Their team has over 30 years of experience in brand marketing offering unique, targeted, and memorable "full-circle" marketing campaigns as well as Branded Apparel, Tradeshow Traffic Builders, Custom Packaging, Large Format Printing, Print Media & Business Forms, New Product Launches, Employee Incentives & Awards, Safety Programs, Brand Management (Company Stores), and more. They specialize in the non-profit, education, construction, finance, and health & wellness industries and can be reached at info@spotlightprintandpromosolutions.com.

###