

MANCHESTER, NH Promotional Products Professional Achieves Industry Certification

IRVING, Tex., (April 24, 2020) – Dawn Marie Perkins, of Spotlight Print & Promo Solutions, Manchester, NH, earned the certification of Master Advertising Specialist (MAS) administered by **Promotional Products Association International (PPAI; ppai.org)**, the largest international not-for-profit association for more than 16,000 members of the \$24-plus billion promotional products industry.

The Certified Advertising Specialist ([CAS](#)), Master Advertising Specialist ([MAS](#)) and Master Advertising Specialist Plus ([MAS+](#)) Certifications are the promotional products industry's premier professional designations. Individuals with a PPAI Certification are industry leaders -- those who have attained a higher standard of professional competence, knowledge and experience. PPAI industry certification is acquired through a combination of dedicated certification classes, demonstrated years of employment in the industry, elective courses, and a successful demonstration of expertise. [Certification](#) is maintained through continuing education to ensure current knowledge and leading-edge professional skills.

The Certified Advertising Specialist (CAS) Certification requires 25 hours from a structured industry approved curriculum along with 25 elective credits, completion of the Trained Advertising Specialist (TAS) certificate, and a passing score on the CAS Certification dedicated course quizzes. The rigorous curriculum required includes an overview of the promotional products industry, promotional programs, best practices/ supplier-distributor relations, advertising and marketing overview, product safety and business ethics. Upon completion of the core curriculum, individuals then can structure their own course schedules to deliver the greatest relevance and value for their careers.

The Master Advertising Specialist (MAS) Certification requires completion of and current CAS Certification, a minimum three years of experience in the promotional products industry, 15 MAS-level dedicated courses with quizzes and 35 MAS-level electives.

The PPAI Master Advertising Specialist Plus (MAS+) Certification is an advanced industry program targeted towards seasoned promotional products professionals with seven or more years of industry experience. This project-based certification requires demonstrating advanced promotional products industry knowledge with the submittal of a work product in lieu of a comprehensive examination.

Through industry certification, promotional products professionals can earn the designations of Certified Advertising Specialist (CAS), Master Advertising Specialist (MAS) or Master Advertising Specialist Plus (MAS+). PPAI Certification demonstrates a commitment to both business excellence and continued professional growth. A relatively small percentage of professionals hold these certifications and are often the industry's innovators and leaders. PPAI Certification Program has been recognized as a reliable indicator of professionalism and excellence in the promotional products industry. For more information on the CAS, MAS, MAS+ Certifications, please visit <https://www.ppai.org/members/certification/> or e-mail Certification@ppai.org.

The promotional products medium is an essential element in the marketing communications mix. A "branded" tangible product turns an ordinary message into a marketing experience an audience can see, touch, hear, smell and even taste. Promotional products are one of the most efficient and effective media buys with the advertising industry. For more information about Promotional Products Association International (PPAI) or to learn more about the proven power of promotional products (including research and case studies), visit the PPAI website at www.ppai.org or contact PPAI at 972-258-3063 or PR@ppai.org.

About CAS | MAS | MAS+

The CAS credentialing program was unveiled in early 1961 at the Executive Development Seminar at Case Western Reserve University in Cleveland where attendees were awarded the CAS designation. The program expanded as time went on, offering those who were interested an opportunity to apply a cachet of professionalism to their work. In 1983, the board established the Master Advertising Specialist (MAS) designation and adopted the then nationally recognized program of skills attainment, Certified Education Units (CEUs). In 1999, PPAI administered the first qualifying examination, as the focus of the program shifted to its current role as a professional designation. In 2012, PPAI introduced the Master Advertising Specialist Plus (MAS+) designation, the industry's highest level of achievement in certification.

About PPAI

Founded in 1903, the Promotional Products Association International (PPAI; ppai.org) is the world's largest and oldest not-for-profit association serving more than 16,000 corporate members of the \$24.5-plus billion promotional products industry which is comprised of more than 40,500 businesses and a workforce of more than 500,000 professionals. PPAI represents the industry in Washington, D.C., and advocates on its behalf. PPAI operates The PPAI Expo, the industry's largest trade show; provides the leading promotional products safety and compliance program, a prestigious professional development and certification program; and publishes industry trade journals and publications. The multibillion-dollar industry includes wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company's name, logo or message. For more information, visit PPAI.org and find us on Twitter [@PPAI_HQ](https://twitter.com/PPAI_HQ), Facebook, Instagram, YouTube and Pinterest.

About Spotlight Print & Promo Solutions

Spotlight Print & Promo Solutions is a 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, construction, finance, and health & wellness industries and can be reached at info@spotlightprintandpromosolutions.com. You can also find them on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#).

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