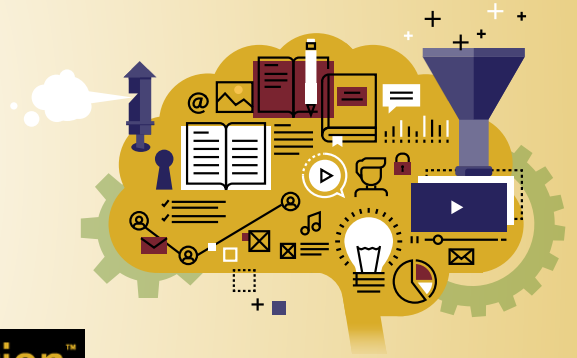


PPAI Professional Development

Admired. Trusted. Respected.



PPAI Certification™



Certified Advertising Specialist (CAS) Certification

The CAS is an earned certification signifying your knowledge and experience in the promotional products industry. CAS candidates have been certified by PPAI since 1961, in all 50 U.S. States and in more than 15 countries around the world.

Here's how to earn your CAS:

1. Make sure you meet the following criteria:
 - Presently serve in a position with a promotional products company
 - Possess a Trained Advertising Specialist (TAS) Certificate
2. Log into PPAI's Online Education platform at onlineeducation.ppai.org.
3. In the left menu, select "PPAI Certification > Certified Advertising Specialist (CAS)."
4. Under "Certified Advertising Specialist (CAS) Package", hover over "Certified Advertising Specialist Package" and click "Register."
5. Click "Complete Registration Now", enter your payment information and complete your order.
6. Once you are registered, you can navigate to the Certified Advertising Specialist Package from the left menu by selecting "My Learning > Content I have registered for."
7. Complete the dedicated courses in the Certified Advertising Specialist Package (approx. 25 courses), including the quiz associated with each course.
 - For each quiz, you must answer four out of five questions correctly (a score of 80%), with up to three attempts to pass.
 - If you have not passed a quiz after three attempts, please contact certification@ppai.org.
8. Earn 25 CAS- or MAS-level elective education credits.
9. Review your Certification Transcript to ensure you have completed all requirements.
 - In the left menu, select "PPAI Certification > My Certification Transcript."
10. Complete and submit the Certified Advertising Specialist (CAS) Package 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 CAS Certification if you meet all the criteria and completion requirements.

CAS Program Fees:

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

Questions? Email certification@ppai.org