



The PPAI Professional Development Master Advertising Specialist Plus (MAS+) Certification Program

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Program Overview

The PPAI Master Advertising Specialist Plus (MAS+) certification is a PPAI program aimed at providing veteran promotional products professionals an avenue for earning an advanced industry certification that demonstrates their proficiency of promotional products industry concepts and business practices.

The Master Advertising Specialist Plus (MAS+) certification is awarded to eligible promotional products applicants who have met all program requirements and have demonstrated their promotional products knowledge through a hands-on professional work product. The MAS+ certification candidate will have acquired advanced industry knowledge demonstrated by both an approved work project and by having earned a Master Advertising Specialist (MAS) certification, currently in-good-standing. Once earned, MAS+ certifications do not require further recertification.

Program Requirements

Criteria

The PPAI Master Advertising Specialist Plus (MAS+) certification applicants must meet the following criteria in order to be eligible* for the Master Advertising Specialist Plus (MAS+) certification:

- Possess a current UPIC (www.upic.org) login (registered email address and password)
- Presently serving in a position with a promotional products company and with a minimum of seven years of verifiable promotional products industry experience



- Provide verification of employment and experience in a promotional products industry position by submitting a copy of a current résumé or CV
- Seven years of experience in the promotional products industry can be nonconsecutive
- Employment in a promotional products company is defined as employed or operating as a component of the supplier/distributor promotional products supply chain
- Hold a valid, in-good-standing Master Advertising Specialist (MAS) certification
 - Valid, in-good-standing certification means that the candidate's MAS certification status is current with no recertification issues
- Have earned a minimum of 225 total education credit points
 - All education credit points must be credited to an applicant's PPAI transcript at the time of Master Advertising Specialist Plus (MAS+) certification application submission
 - 50 points must have been earned within the last five years
 - Up to 15 Industry Service points can count toward the 225 earned education points
- Complete the PPAI Master Advertising Specialist Plus (MAS+) certification application form
- Pay the PPAI Master Advertising Specialist Plus (MAS+) certification program fee
- Submit a detailed work product which meets all Master Advertising Specialist Plus (MAS+) certification Project Guidelines

**PPAI reserves the right to make a determination of the validity or appropriateness of all applicant submitted material, and will verify successful completion of all required criteria.*

Program Procedures

The below information outlines the PPAI Master Advertising Specialist Plus (MAS+) certification application procedures:

- The MAS+ application is the first step toward achieving the Master Advertising Specialist Plus (MAS+) certification
- Prior to the candidate submitting their MAS+ project in full, the MAS+ application is the process used to determine if the candidate's project is eligible for full submission
- MAS+ application approval verifies the candidates project idea; however, full project submission and subsequent review is required and will determine if the candidates' project fulfills all Master Advertising Specialist Plus (MAS+) certification requirements

Program Processes

The below information outlines the PPAI Master Advertising Specialist Plus (MAS+) certification application processes:

1. MAS+ candidate submits an initial online application
 - a. Verifying the successful completion of all MAS+ program requirements
 - b. Providing a 500-word maximum summary of the MAS+ project idea to be proposed



2. The MAS+ application is evaluated within 5-7 business days, and is determined to be either “Ready for Submission” or “Not Ready for Submission”
 - a. “Ready for Submission” means the applicant has met the MAS+ requirements and the project idea has been approved for full submission
 - b. “Not Ready for Submission” means the applicant did not meet one or more of the MAS+ requirements, and/or the project idea is not approved for full submission
3. If the application is “Ready for Submission,” then the candidate will receive an email confirmation with instructions on how to pay the MAS+ evaluation fee, and a link to formally submit their MAS+ project
 - a. Upon receipt of the MAS+ evaluation fee, the candidate submits the completed MAS+ project and will receive an email confirmation within 15-20 business days if the project is “Approved” or “Not Approved”
 - i. “Approved” projects have met all the requirements and the candidate has earned an MAS+ certification
 - ii. “Not Approved” projects have been reviewed and have not met all requirements
 1. If applicable, specific items to be corrected in order to re-submit the project for reevaluation will be outlined to the candidate
4. If the application is “Not Ready for Submission”, then the candidate will receive an email confirmation with appropriate feedback and instructions on how to resubmit their application

Application Policies

The below information outlines the PPAI Professional Development Certification Program Master Advertising Specialist Plus (MAS+) certification application policies:

- Receipt of the MAS+ evaluation fee must be received before candidate is eligible to submit their MAS+ project
- Candidate will have one year from the date they receive the MAS+ application approval email to submit their MAS+ project
- If candidate fails to submit their MAS+ project within one year from the date they receive the MAS+ application approval email, they must resubmit an MAS+ application
- If a candidates’ initial MAS+ project is not approved, they are eligible to resubmit an additional project with no additional fees, provided they submit the new project within 90 days of receiving the “not approved” email
- If a candidate wishes to resubmit an MAS+ project after 90 days, they may do so at the current market rate and by completing a new MAS+ application
- If a candidates’ initial MAS+ project is not approved, the candidate may resubmit their project with appropriate changes once
 - If an MAS+ project is reviewed twice and does not pass, the project may not be submitted ever again
- The MAS+ project component is evaluated on a Pass/Fail scale



Program Costs/Fees

Item	PPAI Member Fee	PPAI Non-Member Fee
MAS+ Application/Evaluation Fee	\$225	\$375

Project Guidelines

Eligibility Criteria

MAS+ Projects must meet the following criteria** in order to be considered an eligible project submission:

1. Originated solely by the certification candidate
 - o Candidates who have collaborated on a project must submit their own separate, distinctive MAS+ project
2. Completed no sooner than five years prior to the time of the candidate’s MAS+ application submission
3. Demonstrates the candidates advanced knowledge of promotional products industry concepts and business practices
4. Demonstrates proficiency in creating and implementing solutions to support and serve as best practices for the promotional products industry
5. Incorporates elements which would be considered “above and beyond” the candidate’s normal job functions and responsibilities
6. Addresses a current issue or issues facing the promotional products industry and provides an original and evidenced solution

and/or

Exhibits the creation of a novel concept, product, business model/plan, sales/marketing campaign, technology etc., which has specific characteristics that can advance the knowledge or practices of the industry

7. Represents an overall strategy or plan with measurable results—projects which comprise a single iteration, such as presenting an education session at an event or creating a social media account, or providing a client a sales presentation during the normal course of business would not be considered eligible projects

Project Format

MAS+ Projects must be submitted to PPAI in the following format in order to be considered an eligible project submission:



1. A written narrative which incorporates the following components:
 - a. WORD document
 - b. Minimum 850 words; Maximum 1500 words
 - Project Title
 - Project Objective or Goal
 - Describe the overall aim or focus of the project
 - Explain the promotional products industry issue(s) needing to be addressed and/or the intention behind creation
 - Define the intended goal
 - Project Development
 - Outline the scope of the project
 - Summarize your specific role in the project origination
 - If this was a group effort, this includes specifics as to what your role was versus the role of other contributors
 - Describe how this project would be considered “above and beyond” your normal job functions and responsibilities
 - Project Implementation
 - Describe your overall approach
 - Outline the strategy or plan to capture measurable results
 - Present any challenges encountered
 - Explain what these challenges were and how they were addressed
 - Project Results
 - Describe the project’s success and outline how this was measured
 - Explain the project’s industry benefits
 - Summarize what makes this project unique
2. Visual representation of the project
 - a. PowerPoint presentation
 - b. Minimum 10 slides; Maximum 40 slides
 - c. Suitable for presentation to industry peers
 - d. Highlights your projects benefits to the industry

***PPAI reserves the right to make a determination of the validity or appropriateness of a submitted project.*

Candidate Confidentiality

PPAI agrees to maintain the confidential nature of any confidential information that may be submitted with the MAS+ project. Except where required by law, or unless disclosure is permitted by Candidate, PPAI agrees to not disclose confidential information contained in the submitted MAS+ project to anyone other than representatives of PPAI having a need to know, which includes PPAI’s MAS+ Project Graders having official duties and responsibilities for PPAI.