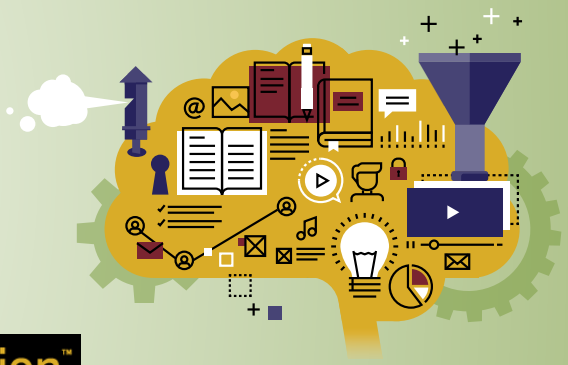
PPAI Professional Development

Admired. Trusted. Respected.



PPAI Certification™

Trained Advertising Specialist (TAS) Certificate

The Trained Advertising Specialist (TAS) Certificate is an initiative of PPAI Professional Development aimed at providing promotional products professionals—who are new to the industry—with a source for finding answers to their questions and a plethora of information about the industry.

Here's how to earn your TAS:

1. Meet the following criteria:
   - Possess a PPAI login (formerly UPIC). If you don't have a login, contact 888-I-AM-PPAI (426-7724).
   - Presently serve in a position with a promotional products company
2. Log into PPAI's Online Education platform at **onlineeducation.ppai.org**.
3. In the left menu, select "PPAI Certification > Trained Advertising Specialist (TAS)."
4. Under "Trained Advertising Specialist (TAS) Package", hover over "Trained Advertising Specialist (TAS) Package" and click "Register".
5. Click "Complete Registration Now", enter your payment information and complete your order.
6. Once you're registered, you can navigate to the Trained Advertising Specialist Package from the left menu by selecting "My Learning > Content I have registered for."
7. Complete all dedicated courses in the Trained Advertising Specialist Package, along with 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. Review your Certification Transcript to ensure you have completed all program requirements.
   - In the left menu, select "PPAI Certification > My Certification Transcript."
9. Return to the Trained Advertising Specialist Package to complete and submit the Trained Advertising Specialist Certificate (TAS) Package Application by uploading it online.
   - In the left menu, select "My Learning > Content I have registered for."
10. The PPAI Professional Development team will review your application and issue your TAS Certificate if you meet all the criteria and completion requirements.

This is a certificate of completion, not a certification, so there are no recertification requirements.

TAS Program Fees:

- PPAI Members: $25
- PPAI Associates: $50

Questions? Email **certification@ppai.org**