

## ASI Education Overview

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### **ASI Certification Overview**

The Advertising Specialty Institute® provides free industry education and certification through [ASI Education](#).

ASI Education features online courses are specifically designed to help advertising specialty professionals continue their professional development and grow their businesses. Coupled with live education events, the ASI Certification is a great investment in yourself and your career.

There are two levels of certification you can achieve:

#### **BASI (Bachelor of Advertising Specialty Information):**

BASI certification shows you possess the fundamental knowledge you need to profitably navigate the promotional products marketplace.

#### **MASI (Master of Advertising Specialty Information):**

MASI certification recognizes you as a true industry expert, maintaining the highest standards of professionalism, knowledge and experience.

Check out the [ASI Education page](#) for more information about the BASI/MASI Certification Program or check out the [ASI Education FAQs](#).