

**MEDIA RELEASE**  
*For Immediate Release*

**ASI Awards BASI Certificate to Aimee Zeidman**  
*Ad specialty pro earns the industry's most prestigious education award*

TREVOSE, PA – October 16, 2017 – The Advertising Specialty Institute has awarded Aimee Zeidman with a Bachelor of Advertising Specialty Information (BASI) certification – the industry equivalent of a bachelor's degree.

BASI holders are recognized as industry experts who have the knowledge they need to thoroughly understand and navigate the promotional products marketplace profitably, and develop solid relationships with their colleagues that will help them prosper in the industry.

To date, more than 1,600 graduates of the **Advertising Specialty Institute Certification Program** have received their certifications.

“We are so proud of the graduates of the Advertising Specialty Institute Certification Program,” said ASI President and Chief Executive Officer Timothy M. Andrews. “We launched this program to provide members with the skills they need to out-think, out-perform and out-service the competition. We couldn't be happier so many members are seizing the opportunity to set themselves apart through quality education.”

To date, over 30,000 industry professionals have registered for free classes needed to obtain an ASI certification. Each year, ASI invests \$1.3 million to educate its members.

The Advertising Specialty Institute Certification Program is the industry's only free certification program, created on a user-friendly digital platform. All courses are tracked automatically via a digital campus, so participants can easily access their transcripts and remaining course requirements.

Both live and online ASI Education courses qualify for credit. Candidates must complete certification within three years of beginning the program. Following defined guidelines, courses taken at a past ASI Show, on the ASI Education Online Learning Center, or completed at major industry events, such as the PPAI Expo or regional association conferences, are eligible for transfer.

**About ASI**

The Advertising Specialty Institute is the largest education, media and marketing organization serving the advertising specialty industry, with a membership of over 26,000 distributor firms (sellers) and supplier firms (manufacturers) of advertising specialties. Supplier firms use ASI print and electronic resources to market products to over 23,000 ASI distributor firms. Distributor firms use ASI print and electronic resources, which contain nearly every product in the industry from more than 3,500 reputable suppliers, to locate supplier firms and to market services to buyers. ASI provides catalogs, information directories, newsletters, magazines, websites and databases, and offers e-commerce, marketing and selling tools. Visit **ASI** and *The ASI Show* at [asishow.com](http://asishow.com), and on **Facebook**, **Twitter**, **LinkedIn**, **YouTube** and the **CEO's blog**.

###