



The Leadership Institute

PROFESSIONAL DEVELOPMENT PROGRAMS

Associate Advertising Executive Program

AFCP offers the opportunity to its members in good standing to earn the professional distinction of earning their Associate Advertising Executive Certification (AAE). This professional development program was established in 2006 as part of The Leadership Institute (TLI) as the industry training resource designed specifically for advertising sales professionals in the community publication industry.

Option 1: Original Requirements established for AAE Certifications are as follows:

- ✓ 15 credit hours of TLI Sales Training
- ✓ Successfully passing the AAE Comprehensive Exam

Option 2: Requirements for obtaining AAE Certification (established in 2018):

- ✓ Successful completion of all 7 courses offered in the Online Learning Center.
- ✓ Successful completion of the TLI Engagement Sales Certificate Program.
- ✓ 4 credit hours of electives in TLI Classroom Training Sessions

For the immediate future, both options will be offered as a means of obtaining the Associate Advertising Executive Certification and fulfill the AAE requirement of those desiring to progress toward the advanced program Certified Advertising Certification (CAE).

Association of Free Community Papers

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