



FOR IMMEDIATE RELEASE

For more information, contact:
Linda Barba, Project Marketing, Inc.
610-889-2036 or
lbarba@projectmarketinginc.com

**Professional Insurance Marketing Association (PIMA)
Publishes Updated Advertising Compliance Manual**

*PIMA Advertising Manual is an invaluable
resource for marketers.*

Chicago, IL – May 9, 2013 – The Professional Insurance Marketing Association ([PIMA](#)) has released an updated Advertising Compliance Manual.

The manual covers print and electronic media advertising best practices, state advertising filing requirements, and more. It assists in ensuring that advertising copy and marketing materials meet statutory and regulatory requirements. The manual, published in a searchable CD format, is provided to members as a member service but is available for sale to non-members for only \$695.

For more information, including an index, see the PIMA Website at <http://www.pima-assn.org>.

About PIMA — Where Affinity Business Grows

The Professionals Insurance Marketing Association (PIMA) connects & empowers leaders in the affinity benefits industry to thrive in a dynamic marketplace. For more information, visit <http://www.joinpima.org>.

###