



**FOR IMMEDIATE RELEASE**

For more information, contact:  
Ginny Simon, Project Marketing, Inc.  
610-889-2036 or  
[gismon@projectmarketinginc.com](mailto:gismon@projectmarketinginc.com)

**Professional Insurance Marketing Association (PiMA)  
Publishes 2015 Edition of Advertising Compliance Manual**

*PiMA Advertising Manual is an invaluable  
resource for insurance marketers.*

Chicago, IL – March 31, 2015 – The Professional Insurance Marketing Association ([PiMA](#)) has released the 2015 updated edition of its 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>.

###