



FOR IMMEDIATE RELEASE

For more information, contact:
Ginny Simon, Project Marketing, Inc.,
610-889-2036 or
gsimon@projectmarketinginc.com

PIMA Publishes 2016 Edition of Advertising Compliance Manual

PIMA Advertising Manual is an invaluable resource for insurance marketers.

(Chicago, IL) April 5, 2016 – The Professional Insurance Marketing Association ([PIMA](#)) has released the 2016 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>.

###