



For immediate release  
for more information, contact  
Ginny Simon, Project Marketing,  
[gsimon@projectmarketinginc.com](mailto:gsimon@projectmarketinginc.com)

## **PIMA Publishes New Advertising Compliance Manual**

Chicago, IL – March 21, 2017 – The Professional Insurance Marketing Association ([PIMA](#)) has released the 2017 edition of its Advertising Compliance Manual.

The manual covers print and electronic media advertising best practices, state advertising filing requirements, and other information—including hyperlinks—to help companies ensure that advertising copy and marketing materials meet statutory and regulatory requirements.

The manual, published in a searchable CD format, is provided to members for free but is available for sale to non-member organizations for only \$695. For more information, including an index, or to order, visit <http://www.pima-assn.org>.

### **About PIMA — Where Affinity Business Grows**

*The Professional Insurance Marketing Association (PIMA) convenes the leaders in affinity benefits distribution to foster commerce, cultivate relationships, engage in thought leadership, and serve as a regulatory resource. For more information, visit the PIMA web site at [www.pima-assn.org](http://www.pima-assn.org).*

#####