

Preliminary Approval¹ of PIA Branding Program *Print* Advertisements for Company Cooperative Advertising Programs²

The information below is specifically for PIA's print advertisements. To learn if a company may provide advertising support for PIA radio ads, please contact the company directly.



¹ Preliminary approval is for initial planning purposes only, to save time and make it easier for PIA members who are considering running an ad as part of a company cooperative advertising program. Preliminary approval is not permission to run an ad with a company logo, does not extend to any agent an invitation to participate in a company cooperative advertising program, and is not authorization to run an ad with expectation that any funds expended will be reimbursed. Companies' regular logo use and cooperative advertising program rules and restriction apply, unless an authorized representative of the company has informed you otherwise. **PLEASE CONTACT YOUR COMPANY REPRESENTATIVE FOR FURTHER ASSISTANCE AND ADVERTISEMENT APPROVAL IF YOU PLAN TO USE THE COMPANY LOGO OR WANT TO ENSURE YOUR ADVERTISEMENT QUALIFIES FOR COOPERATIVE ADVERTISING DOLLARS.**

² Not all PIA Branding Program sponsors have cooperative advertising programs.

= preliminary approval¹

This grid is formatted to print on legal sized paper.

Company	General Agency Ads				Homeowners Ads		Auto Ads		Commercial Lines Ads		Comments
	They end at competitive rates...	Your heart is on Main Street...	We speak insurance...	If we sometimes seem a bit serious...	Your home may not be on Main Street...	If disaster strikes...	They're different. Their cars are different...	Don't get caught with cookie cutter...	Running your business is tough enough...	When it comes to insurance...	
Adirondack Insurance											
AIG Agency Auto	Contact your agency sales mgr.	Contact your agency sales mgr.	Contact your agency sales mgr.	Contact your agency sales mgr.	Contact your agency sales mgr.	Contact your agency sales mgr.	Contact your agency sales mgr.	Contact your agency sales mgr.	Contact your agency sales mgr.	Contact your agency sales mgr.	Program not avail. to brokers or agents in CA. Logo use requires written permission.
Allegany Co-op Insurance Company											no co-op program at this time

Company	General Agency Ads				Homeowners Ads		Auto Ads		Commercial Lines Ads		Comments
	They end at competitive rates...	Your heart is on Main Street...	We speak insurance...	If we sometimes seem a bit serious...	Your home may not be on Main Street...	If disaster strikes...	They're different. Their cars are different...	Don't get caught with cookie cutter...	Running your business is tough enough...	When it comes to insurance...	
Ohio Mutual Insurance Group											
Pacific Merill Assurance											no co-op program at this time
Palisades Safety and Insurance Management Corporation											
Pekin Insurance											
Penn National Insurance											
Progressive Casualty Insurance Company											
Ramsgate Managing Insurance											
Rockford Mutual Insurance Company											
Rutgers Casualty Insurance Company											no co-op program at this time

Company	General Agency Ads				Homeowners Ads		Auto Ads		Commercial Lines Ads		Comments
	They end at competitive rates...	Your heart is on Main Street...	We speak insurance...	If we sometimes seem a bit serious...	Your home may not be on Main Street...	If disaster strikes...	They're different. Their cars are different...	Don't get caught with cookie cutter...	Running your business is tough enough...	When it comes to insurance...	
Southern Insurance Underwriters											
State Auto Insurance Companies											
Sublimity Insurance Company											
Travelers											
Unitrin Specialty											
Utica First Insurance Company											
The Western Reserve Group											
Westfield Insurance											

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CONTACT PIA:

Have a question about the PIA Branding Program? Contact the program's managers listed below, or contact them both at piabrandingprogram@pianet.org.

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Visit the PIA Branding Program online: www.pianet.com/piabrandingprogram