



AMERICAN
IMMIGRATION
LAWYERS
ASSOCIATION

2024 AILA ADVERTISING AND CONFERENCE MEDIA KIT



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About AILA?

The **American Immigration Lawyers Association (AILA)** is the national association of more than 16,000 attorneys, paralegals, law professors, and law students who practice and teach immigration law. AILA member attorneys represent U.S. families seeking permanent residence for close family members, U.S. businesses seeking talent from the global marketplace, as well as international students, entertainers, athletes, and asylum seekers. Founded in 1946, AILA is a nonpartisan, not-for-profit organization that provides continuing legal education, information, professional services, and expertise through its 39 chapters and over 50 national committees.

Who Should Participate?

Any company that provides a product or service to immigration attorneys, attorneys, or law firms, including:

- Advertising and Marketing Firms
- Case Management Software Vendors
- Credential Evaluators
- Criminal or Personal Investigations
- DNA Testing
- EB-5 Regional Centers
- Financial Services
- General Legal Service Providers
- Health Insurance
- Immigration Bonds
- Law Office Management
- Legal Resource/Publishing
- Legal Staffing
- Legal Technology
- Liability Insurance
- Office Equipment and Supply
- Psychological Evaluations
- Translation Services Providers
- Visa Service Providers
- And More!

Top 5 Reasons to Market to AILA Members

1. **Our members** – over 16,000 strong and growing – are your prospective clients! We offer numerous marketing opportunities – advertising, exhibiting, sponsorship, and membership mailing list rentals.
2. AILA is a voice and **trusted leader**. Member attorneys turn to us for solutions to their everyday practice needs.
3. AILA offers **unbeatable value**. See up to 660,000 pageviews per month on our homepage. That’s a fraction of a cent per impression! This is just one example of the unrivaled ROI you can expect from AILA.
4. AILA can **help you build and expand your brand**. The more members see and utilize your services, the more they create a buzz. That buzz means more business for you.
5. AILA can **save you time and money**. We make reaching your target audience, prospective clients, and end-users easy and affordable.

2024 AILA Conference Schedule

Excellent opportunity to achieve maximum exposure and interact 1-on-1 with member attorneys!

CONFERENCE	DATE	LOCATION	EXHIBIT COST
2024 AILA Midwinter Conference and Webcast	January 18-29, 2024	Jackson Hole, WY	\$2,875
2024 Entrepreneurs and Investors Conference and Webcast	February 19-20, 2024	New Orleans, LA	\$2,875
2024 AILA Spring CLE Conference and Webcast	March 21-22, 2024	Washington, D.C.	\$2,875
2024 AILA/GMS Annual Global Migration Forum	June 11-12, 2024	Chicago, IL	\$2,875
2024 AILA Annual Conference on Immigration Law	June 12-15, 2024	Chicago, IL	\$3,950-\$4,950
2024 AILA Paralegals Conference and Webcast	August 5-6, 2024	Las Vegas, NV	\$2,875
2024 AILA Fall CLE Conference and 2024 AILA Technology and Innovation Summit	September 27, 2024	Dallas, TX	\$2,100
37th Annual California Chapters and Webcast	November 7-9, 2024	Monterey, CA	\$2,875
2024 AILA New York Chapter Conference	December 16, 2024	New York, NY	\$2,100

Email advertising@aila.org for more details.

AILA8 – Daily E-Newsletter

About AILA8

AILA8 is AILA's flagship e-newsletter, sent daily to over 16,000 AILA members and law students. AILA provides readers with the top 8 immigration news items of the day. On average, AILA sees a **38% open rate**, which means you could see **over 30,000 ad impressions per week!** Based on the results of a 2022 survey, **81%** of AILA members rank AILA8 as a **top resource to members!**

Each daily edition of AILA8 includes up to two prominently featured banner advertisements, one after the fourth news item and one after the eighth item. Your ad can include a company logo, other image, product description, or a URL link. Be a part of this popular AILA publication!

AILA8 E-NEWSLETTER	
Weekly Ad	\$1,000 per week
Monthly Ad	\$3,000 per week

Logos may not exceed 200 px wide by 100 px high. Text is limited to 250 characters, but multiple lines are permitted.

Website Advertising

Connect with an engaged audience. More than 660,000 page views per month.

AILA.org – AILA’s Website

AILA.org is consistently rated as a top member benefit. To best represent their clients, members rely on AILA.org for the latest news and developments in immigration law and policy. Advertising through this premier medium guarantees exposure to practicing attorneys and key decision-makers.

AILA.org provides a high-impact marketing opportunity. It is an ideal place to launch campaigns and generate immediate awareness among leaders and practitioners in the immigration field. AILA.org receives, on **average, 660,000 pageviews per month.**

Content Block Advertisement

Place a prominent ad on AILA’s home page with title, body text, graphics, and URL. One available per month.

- Ad size is 620 px by 370 px high
- Ads will link to the website of vendors’ choice
- No animated ads
- Ads must be consistent with the look and feel of AILA.org. Ads should not be distracting to the user or overpower the site. AILA retains the right to request changes in color/feel/text to any ads placed.

Home Page and Collection Banner Advertisements

There are two spaces available per month on the home page: one small (294 px by 268 px) and one medium (726 px by 268 px). On the collection pages, there are three spaces available per month: one small (294 px by 268 px), one medium (726 px by 268 px), and one large (1050 px by 268 px).

- Ad size is 294 px by 268 px, 726 px by 268 px, or 1050 px by 268 px full-color banner
- Ads will link to the website of vendors’ choice
- No animated ads
- Ads must be consistent with the look and feel of AILA.org. Ads should not be distracting to the user or overpower the site. AILA retains the right to request changes in color/feel/text to any ads placed.

Website Banner Advertising		
Content Block	\$2,500	1/month (12 available per year)
Medium Home Page Banner	\$1,500	1/month (12 available per year)
Small Home Page Banner	\$900	1/month (12 available per year)
Medium Collection Banner	\$800	1/month (12 available/year for each collection)
Small Collection Banner	\$600	1/month (12 available/year for each collection)
Large Collection Banner	\$1,000	1/month (12 available/year for each collection)



AILA
MALPRACTICE
INSURANCE
PROGRAM

**CUSTOMIZED COVERAGE
FOR IMMIGRATION
LAW FIRMS**

getquoted@aila.org
1-877-600-AILA



**2024 AILA Investors
and Entrepreneurs
Conference & Webcast**

February 19–20, 2024
New Orleans, LA

REGISTER NOW



**2024 AILA Spring CLE
Conference and Webcast:
Government Relations Update**

March 21–22, 2024, Washington, D.C.

REGISTER NOW

Practice Management Tips, Re-Targeting Campaigns, and Sponsored E-mails

Practice Management Tips

Containing 5-10 pages of articles or series of videos that flesh out core concepts of immigration, these short publications are popular resources for AILA members who look for tips on how to best manage their practice. Advertising in AILA's Practice Success Tips includes your name and logo on the document, a link to your website, and acknowledgement in a marketing release on aila.org or e-mail. A 2022 survey shows 90% of AILA members consider practice success tips a valued resource.

AILA'S PRACTICE MANAGEMENT TIPS	
Practice Management Tips	\$1,500 (Per release)

Re-Targeting Campaigns

Reach your desired audience in a new way with AILA's re-targeting campaigns! Your ad will appear on multiple major websites and mobile apps, following AILA's audience wherever they visit online. Stand out with this unique advertising opportunity.

RE-TARGETING CAMPAIGNS		
Impressions (#)	Cost	Duration
35,000	\$3,000	1-Month
70,000	\$5,000	3-Month
100,000	\$7,000	6-Month

Sponsored E-mail Blast

Reach AILA members with a new opportunity with sponsored e-mails. All emails will be coordinated and approved by AILA staff. The sponsor will provide content for an e-mail to be distributed by AILA. Your email will be **released to over 14,000** AILA members, and emails have an average of **27% open rate**.

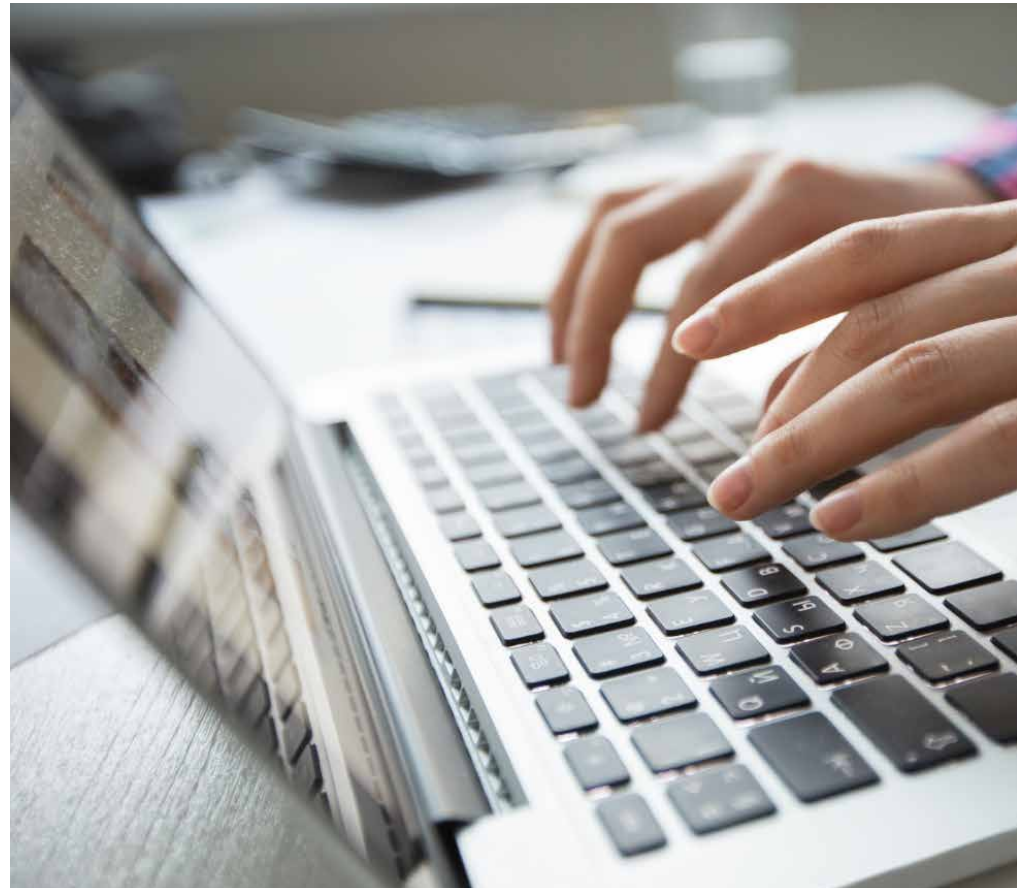
Sponsored Email Blast	
Segmented New Members (1-5 years)	\$1,500
All Member	\$3,000
Segmented Practice Area (pick one practice area to receive your e-mail)	\$1,500

Membership Mailing List License

Marketing material delivered directly in the hands of key decision makers.

About AILA's Membership Mailing List License

Need to reach AILA members? Direct mail is still one of the most targeted methods for communicating with this desired audience. You can either choose to send your marketing piece to all AILA members, or strategically target the demographics that meet your marketing needs.



AILA Membership Mailing List License

Contract & Payment Worksheet

The American Immigration Lawyers Association (AILA) is the national association of more than 16,000 attorneys, paralegals, law professors, and law students who practice and teach immigration law. AILA member attorneys represent U.S. families seeking permanent residence for close family members, U.S. businesses seeking talent from the global marketplace, as well as international students, entertainers, athletes, and asylum seekers. Founded in 1946, AILA is a nonpartisan, not-for-profit organization that provides continuing legal education, information, professional services, and expertise through its 39 chapters and over 50 national committees.

The AILA mailing list may be licensed for a one-time use only subject to the following rules: A formal request must be completed before approval is granted, and must contain:

1. The completed and signed list license contract & payment worksheet
2. A sample of the mail piece
3. Payment in full (including shipping and handling)

Contact Information

Company		
Contact Name		
Address		
City	State/Province	Zip/Postal Code
Phone	E-mail	

List Selections Available (no merge/purge between selections)

Entire AILA Membership (approximately 13,500) \$3,300

Breakout by practice specialty (Please contact AILA for current members within each area. Failure to include the appropriate amount will delay your request.) Most AILA members practice in more than one specialty. Please check the areas in which you are interested. Minimum of 3,000 names for eligible list.

<input type="checkbox"/> Asylum	<input type="checkbox"/> Consular Processing	<input type="checkbox"/> Employer Sanctions	<input type="checkbox"/> Investor	<input type="checkbox"/> Litigation	<input type="checkbox"/> Naturalization
<input type="checkbox"/> Business	<input type="checkbox"/> Deportation	<input type="checkbox"/> General	<input type="checkbox"/> Family	<input type="checkbox"/> Medical	
Specify the total name count	x \$0.35 per name* = \$		+ \$50 set up fee = \$		

Breakout by state membership (Please contact AILA for current members within each area. Failure to include the appropriate amount will delay your request.) Please check the states in which you are interested. A minimum of 3,000 names for an eligible list.

<input type="checkbox"/> AK	<input type="checkbox"/> AL	<input type="checkbox"/> AR	<input type="checkbox"/> AZ	<input type="checkbox"/> CA	<input type="checkbox"/> CO	<input type="checkbox"/> CT	<input type="checkbox"/> DC	<input type="checkbox"/> DE	<input type="checkbox"/> FL	
<input type="checkbox"/> GA	<input type="checkbox"/> HI	<input type="checkbox"/> IA	<input type="checkbox"/> ID	<input type="checkbox"/> IL	<input type="checkbox"/> IN	<input type="checkbox"/> KA	<input type="checkbox"/> KY	<input type="checkbox"/> LA	<input type="checkbox"/> MA	
<input type="checkbox"/> MD	<input type="checkbox"/> ME	<input type="checkbox"/> MI	<input type="checkbox"/> MN	<input type="checkbox"/> MO	<input type="checkbox"/> MS	<input type="checkbox"/> MT	<input type="checkbox"/> NC	<input type="checkbox"/> ND	<input type="checkbox"/> NE	
<input type="checkbox"/> NH	<input type="checkbox"/> NJ	<input type="checkbox"/> NM	<input type="checkbox"/> NV	<input type="checkbox"/> OH	<input type="checkbox"/> OK	<input type="checkbox"/> OR	<input type="checkbox"/> PA	<input type="checkbox"/> PR	<input type="checkbox"/> RI	
<input type="checkbox"/> SC	<input type="checkbox"/> SD	<input type="checkbox"/> TN	<input type="checkbox"/> TX	<input type="checkbox"/> UT	<input type="checkbox"/> VA	<input type="checkbox"/> VT	<input type="checkbox"/> WA	<input type="checkbox"/> WI	<input type="checkbox"/> WV	
Specify the total name count				x \$0.35 per name* = \$			+ \$50 set up fee = \$			

Payment Information

If you are paying by credit card, you will be provided with a credit card authorization form to submit via fax, a number to call and provide your card details by phone, or a link to the AILA store to process online. Payment must be completed within five business days of invoice receipt. If you are paying by check, please mail the check, along with a copy of this contract, to the following address:

American Immigration Lawyers Association

P.O. Box 424062
Washington, DC 20042

ADVERTISER/EXHIBITOR POLICY STATEMENT: All contracts are subject to acceptance by AILA. AILA reserves the right to refuse any vendor for any reason. All list license requests must be in writing, accompanied by payment and a sample of mailing piece. Advertising contracts must be pre-paid to receive discounted rates. The publisher reserves the right to reject any advertisement not in the format specified above. Publisher receives the right to reject any advertisement deemed to be of questionable taste or exaggerated claims. The publisher accepts advertisement with the understanding that the advertiser and/or agency is responsible for the contents of the advertisement and absolves the publisher from all claims.

Signature	Date
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RETURN PAYMENT, CONTRACT, AND ARTWORK TO:

American Immigration Lawyers Association
1331 G St NW, Suite 300
Washington, DC 20005-3142
Phone: 202-507-7600
Fax: 202-783-7853
E-mail: advertising@aila.org

AILA 2024 Supporter Package Discounts

AILA is pleased to offer discounts for vendors signing significant contracts.



Level I
\$10,000–\$19,999 Contracts
5% Discount



Level II
\$20,000–\$29,999 Contracts
10% Discount



Level III
\$30,000–\$39,999 Contracts
15% Discount



Level IV
\$40,000 and above
20% Discount

Please note that the minimums for supporter package eligibility must be met by purchasing items at full price. The discount will be applied to all items thereafter. For example, on a \$50,000 contract, \$40,000 will be charged at full price and a 20% discount will be applied to the remaining \$10,000, reducing the total to \$48,000.

Supporter Package contracts may be paid over four installments as follows:

1/4 paid with contract execution

1/4 due March 1, 2024

1/4 due May 1, 2024

1/4 due July 1, 2024

To guarantee your 2024 Supporter Package, please contact AILA at advertising@aila.org today!

We will work with you to design a package that best suits your needs.

New Vendor Application

*All new companies must be approved by AILA. Complete this form in order to be considered and return to AILA.
Standard Processing time is 7-10 business days.*

New Advertiser/Exhibitor Information:

Organization Name:		
Contact Name:		
Address:		
City:	State/Province:	Zip/Postal Code & Country:
Phone:	Fax:	
E-mail:	Web Address:	
Number of Years in Business:	Principle Owner(s):	
Please describe your product or service and its relevance to the immigration law market (100 words or less):		

Please Provide 2 Business References (may include AILA members if applicable):

Reference 1:		
Organization Name:		
Contact Name:		
Address:		
City:	State/Province:	Country:
Phone:		
Fax:		
E-mail:		
Web Address		

Reference 2:		
Organization Name:		
Contact Name:		
Address:		
City:	State/Province:	Country:
Phone:		
Fax:		
E-mail:		
Web Address		

Please Return to:
 American Immigration
 Lawyers Association
 1331 G Street,
 NW, Suite 300,
 Washington, DC
 20005-3142
 Phone: 202.507.7600
 Fax: 202.783.7853
 advertising@aila.org



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