

# AILA Media Kit Guide



AMERICAN  
IMMIGRATION  
LAWYERS  
ASSOCIATION

# AILA Advertising Guidelines, Requirements, and Samples

Thank you for supporting AILA by advertising to our growing community of immigration attorneys, paralegals, and law students representing various practice types and coming from diverse backgrounds. This guide is designed to help you put your best foot forward with our members when promoting your product or organization.

***Please review this document closely.*** AILA reserves the right to approve, reject, or request changes to any marketing material provided if it does not align with AILA's policies or directly competes with AILA products or events. Keep in mind that some topics covering specific practice areas or government processes require additional review before approval.

All advertising materials are due one week before the start date. Any delays in providing materials can cause the advertisement to be delayed or canceled without recourse.

For all pricing and availability, please refer to the current year's Media Kit or contact the Business Development team at [businessdevelopment@aila.org](mailto:businessdevelopment@aila.org).

## Graphics Guidelines

For all graphics, please ensure your images adhere to the guidelines below regardless of the advertising option.

Do not use AILA's logo in any marketing materials. AILA supporter logos are permitted and provided to each company based on their tier, as listed on the Supporter Discounts guide in the Media Kit.

**File Format:** All images should be either **web-optimized JPEGs or transparent PNGs**.

**Resolution:** Use a resolution of **72 DPI**, which is standard for web use.

**Optimization:** The final and most critical step is to optimize images for the web. Focus on achieving the best balance between display quality and the smallest possible file size to ensure fast page loading, particularly for users on slower connections.

**File Size:** While we don't enforce a strict size limit, please aim to keep images **under 500 KB** as a general guideline.

# Requirements by Advertising Offering

## Content Block

Graphic: **620 pixels wide by 370 pixels high**; static graphics only

Copy: Heading with 100 characters max and body text with 240 characters max

URL: Trackable links encouraged

Subtitle Text: The Protection You Need

*Sample*





## Small Banner

Graphic: 294 pixels wide by 268 pixels wide; static graphics only

URL: Trackable links encouraged

*\*Requirements apply regardless of location on website, i.e., main or collection pages. \**

Sample



## AILA8

Graphic: 400 pixels wide by 200 pixels high; static graphics only

Copy: Maximum limit of 250 characters; multiple lines allowed

URL: Trackable links encouraged

### Sample



Get a FREE, no-obligation quote by logging into your member account on [AILA.org](http://AILA.org) and completing an online application.

Additional Questions? Email us at [aila-atl@ioausa.com](mailto:aila-atl@ioausa.com) or call 1-877-600-AILA (1-877-600-2452).

## Practice Area Digest

Graphic: 600 pixels by 150 pixels high, static graphics only

URL: Trackable links encouraged

### Sample



## Sponsored Email Blast

Graphic: Maximum of 600 pixels wide by 200–600 pixels high

Copy: Include a subject line and a maximum limit of 400 words.

URL: Trackable links discouraged

Please provide content in a Word document, and our team will match the formatting as best as possible.

Additional recommendations are to keep sales-y language such as “50% off,” “free,” or “promotional” to a minimum unless referencing a specific conference discount, giveaway, demo, or other such offer. Please limit the use of graphics, emojis, or too many colors. However, feel free to use your company’s branding colors and fonts.

Sample



**THIS OFFER ENDS TONIGHT!**



**LAST DAY TO SAVE \$75\*  
THE NEW KURZBAN'S  
IS NOW SHIPPING!**

USE CODE **KZNOWSHIPPING** TO SAVE

**ORDER NOW**

\*Save \$75 on the 19th edition of *Kurzban's Immigration Law Sourcebook* when you use code KZNOWSHIPPING at checkout. Offer excludes previous/existing orders and combos; cannot be combined with other offers; and expires 11/15/24.

American Immigration Lawyers Association, 1331 G Street NW, Suite 300, Washington, DC 20005, USA  
[Manage preferences](#)



## Web Seminar and Video Roundtable Sponsorship

Graphic: company logo, any graphics size is permitted

Copy: Limit roughly 30 words in the beginning announcement and 120 words in the closing. Reference to the company name or website at the beginning is encouraged. Note that both announcements will be read aloud by the session moderator, an AILA staff member.

URL: Trackable links encouraged

### **Beginning Ad Read:**

*Capital Good Fund is a #nonprofit Community Development Financial Institution that helps people fix their finances. Its mission is to create pathways out of poverty through inclusive financial services. AILA members can now access funding for immigration legal services to finance clients' immigration costs. Learn more on [AILA.org](https://www.aila.org).*

### **End Chat Text:**

*Capital Good Fund is a #nonprofit Community Development Financial Institution that helps people fix their finances. Its mission is to create pathways out of poverty through inclusive financial services. AILA members can now access funding for immigration legal services to finance clients' immigration costs. Learn more on [AILA.org](https://www.aila.org) or contact Capital Good Fund at 508-954-2387.*

## Mailing List Rental

This offer is for physical mailers only. It is a single-use list that will only be shared directly with a professional mailing house. A sample of the final mailer must be shared and approved before the list will be shared.