

# 2026 AILA Media Kit



AMERICAN  
IMMIGRATION  
LAWYERS  
ASSOCIATION



## Highlight Pages

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# Who is AILA?

**The American Immigration Lawyers Association (AILA) is the national association of more than 16,000 attorneys, law students, and paralegals dedicated to advancing the practice of immigration law.**

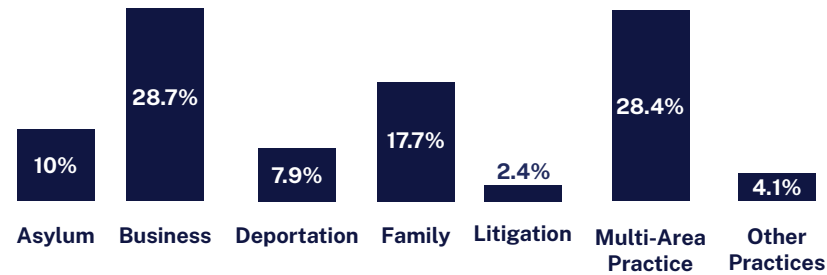
AILA member attorneys represent U.S. families seeking permanent residence for close family members, U.S. businesses seeking talent from the global marketplace, and international students, entertainers, athletes, and asylum seekers. Founded in 1946, AILA is a nonpartisan, not-for-profit organization that provides continuing legal education, information, professional services, information, and expertise through its 39 chapters and over 50 national committees.

**As a trusted leader and voice in our community,** our members turn to us for solutions to their everyday practice needs. AILA makes reaching your target audience, prospective clients, and end-users simple and cost-effective.

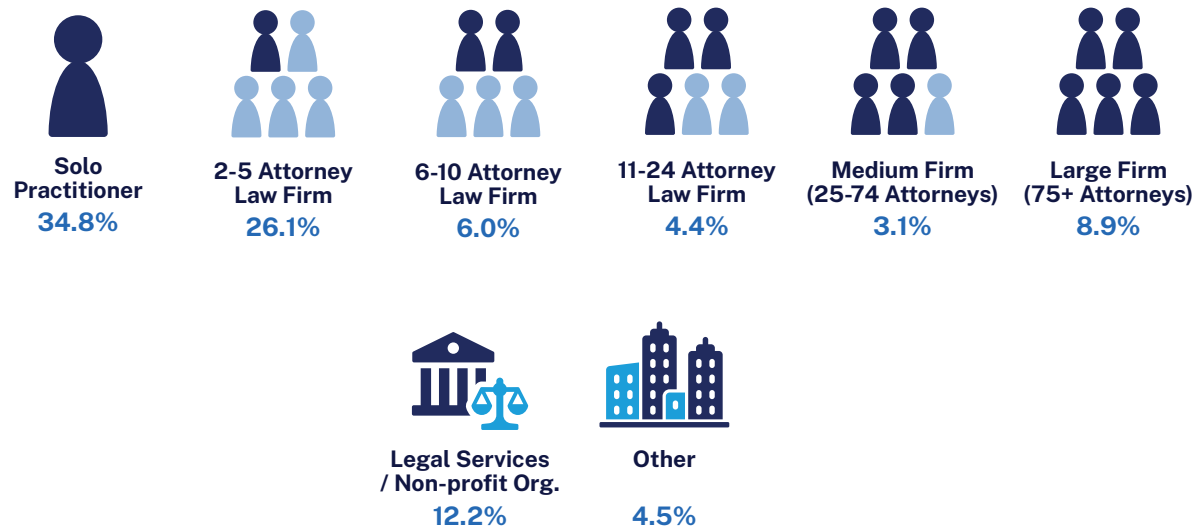


# AILA Demographics

**AILA Member Primary Practice Area**



**AILA Member Practice Setting**



# AILA.org Advertising

## Connect with an engaged audience!

**Our members consistently rate the AILA website as our top benefit.** Members rely on the website for the latest news and developments in immigration law and policy. At **660,000 page views** per month on our homepage, advertising with us offers unbeatable value — a fraction of a cent per impression! It is an ideal place to launch campaigns and generate immediate awareness among leaders, key decision-makers, and practitioners in the immigration field.

Type	Location	Cost Per Month
Content Block	Home Page	\$3,000
Medium Banner	Home Page	\$2,000
Small Banner	Home Page	\$1000
Large Banner	Immigration News Page	\$2,000



# AILA8 Daily E-Newsletter

**Be a part of this popular AILA resource!**

**AILA8 is our flagship e-newsletter, sent daily to over 18,000 AILA members, law students, and paralegals.** Each edition of AILA8 covers the top 8 immigration news items of the day. With an open rate of 38%, you can see over 30,000 weekly ad impressions!

Based on the results of a **2024 survey, 80% of AILA members are active readers of AILA8!** Each daily edition includes two prominently featured banner advertisements, one after the fourth news item and one after the eighth.

Frequency	Cost
Weekly Advertisement (5 deployments)	\$1,500

# Email Blast

## Send Your Marketing Directly to AILA Members!

AILA national will send your email, giving you direct access to a highly targeted audience of immigration law professionals. Email Blasts are an effective way to reach your audience with precision, with the option to segment by practice area, or conference attendees.

With an average **25% open rate** for third-party emails, this offering provides excellent value and a measurable way to connect with AILA members.

Type	Estimated List Size	Cost Per Deployment
Full Membership List	14,000	\$3,500
Segmented – Practice Area – Business Immigration	8,000	\$2,500
Segmented – Practice Area – Removal/Asylum Practice Area	4,000	\$2,000
Segmented – Practice Area – Family Practice Area	4,000	\$2,000
Segmented – Annual Conference Attendees	3,000	\$2,500
Segmented – Chapter and Topics Conferences Attendees (Includes 2 Emails Pre and Post Conference)	100 to 350	\$2,000

# Seminar and Roundtable

## Web Seminar and Video Roundtable Sponsorship

**Expand your organization's reach with a Roundtable or Seminar Sponsorship!**

**Web Seminars** are live, CLE-eligible sessions offered throughout the year and cover a wide range of relevant topics.

**Video Roundtables** are peer-to-peer discussions centered on timely and high-interest topics.

Both Seminars and Roundtables are recorded and made available on OnDemand, allowing members to view your sponsorship long after the live session has concluded.

Type	Attendance Range	Cost Per Sponsorship
Web Seminar	200 - 600	\$1,500
Video Roundtable	100 - 800	\$1,500

**Sponsorship Includes:**

- Company logo on the title slide
- Verbal and written sponsorship acknowledgment at both the start and close of the session (read aloud by an AILA staff member and included in the session chat)
- Company logo and ad copy, including your company name and contact information, featured in the AILA Shop session description
- Sponsor attendance during the live session
- Attendee Roster (first/last name and city/state of registrants)



# 2026 AILA Media Kit Pricing Chart

Type	Offering Name	Cost
AILA.org	Home Page – Content Block	\$3,000
AILA.org	Home Page – Medium Banner	\$2,000
AILA.org	Immigration News Page – Large Banner	\$2,000
AILA.org	Home Page - Small Banner	\$1,000
AILA8	Newsletter Advertisement	\$1,500
Email Blast	Full Membership List	\$3,000
Email Blast	Segmented – Business Immigration Practice Area	\$2,500
Email Blast	Segmented – Removal/Asylum Practice Area	\$2,000
Email Blast	Segmented – Family Practice Area	\$2,000
Email Blast	Segmented – Annual Conference Attendees	\$2,500
Email Blast	Segmented – Chapter & Topics Conferences Attendees	\$2,000
Sponsorship	Web Seminar	\$1,500
Sponsorship	Video Roundtable	\$1,500

# Advertising and Content Sponsorship Guidelines, Requirements, and Samples

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 two weeks before the start date. Any delays in providing materials can cause the advertisement to be delayed or canceled without recourse.

## 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 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

Body Text: Our program delivers enhanced malpractice insurance coverage at a preferred rate not available to non-members. To obtain a FREE, no-obligation quote from the AILA Lawyers Malpractice Insurance Program, simply complete an [online application](#).

*Sample*





## Large Banner

Graphic: 1,050 pixels wide by 268 pixels high; static graphics only

URL: Trackable links encouraged

Sample



## Medium Banner

Graphic: 726 pixels wide by 268 pixels high; static graphics only

URL: Trackable links encouraged

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 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).

### Email Blast

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

Copy: A subject line and a maximum limit of 400 words

URL: Trackable links discouraged

Please provide all content in a Word document, and include a template or example of your preferred email layout.

It is recommend to keep sales-heavy language — such as “50% off,” “free,” or “promotional” — to a minimum unless it refers to a specific conference discount, giveaway, demo, or similar offer.

To ensure accessibility and consistent display across different email clients, please limit the use of graphics, emojis, and excessive colors. You are welcome to incorporate 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:

Provide a brief opening announcement designed to be read in approximately 10 seconds, followed by a closing ad designed to be read in about 60 seconds.

You should also include a version of the copy (approximately 60 seconds in length) optimized for posting on the AILA Shop page. We encourage you to reference your company name or website in the introduction.

Please note that both announcements will be read aloud by an AILA staff member.

URL: Trackable links encouraged

### **Beginning 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.*

### **End 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 or contact Capital Good Fund at 508-954-2387.*