

2025 AILA Media Kit



AMERICAN
IMMIGRATION
LAWYERS
ASSOCIATION

Highlight Pages

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Important Document Links

- [New Vendor Application](#)
- **COMING SOON - AC25 Prospectus**
- [AILA Media Kit Guide](#)
- [AILA Membership Mailing List Agreement](#)



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.

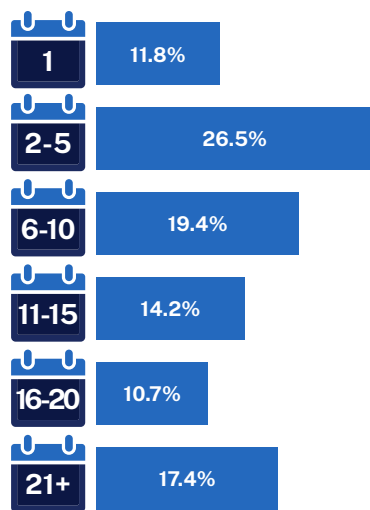
AILA member attorneys represent U.S. families seeking permanent residence for close family members, U.S. businesses seeking talent from the global marketplace, and international students, entertainers, athletes, and asylum seekers. Founded in 1946, AILA is a nonpartisan, not-for-profit organization that 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.

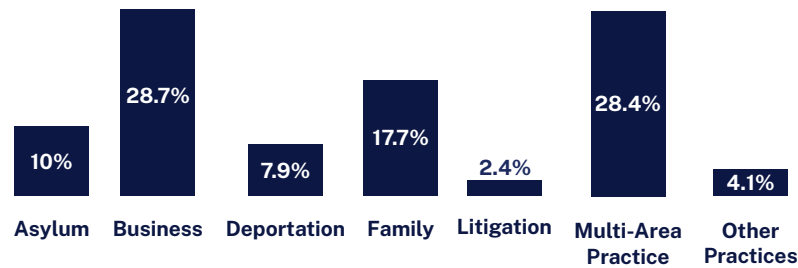


AILA Demographics

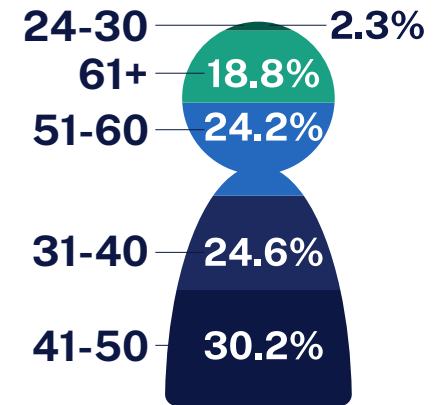
Length of AILA Membership (Years)



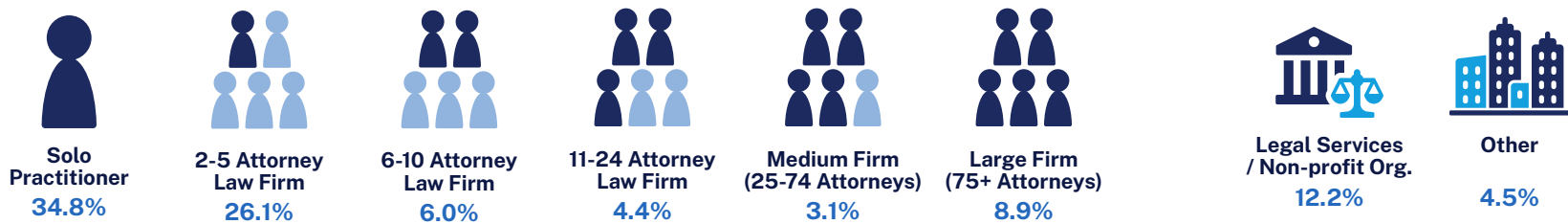
AILA Member Primary Practice Area



Age of AILA Members



AILA Member Practice Setting



2025 AILA Conference Schedule

Plan Your Conference Participation Now!

CONFERENCE	DATE AND LOCATION	EXHIBIT COST	ATTENDEES
2025 AILA Midwinter Conference and Webcast	1/17/2025 Puerto Vallarta, Mexico	\$2,100	100–150 attendees, including AILA leadership and AILA Board of Governors
2025 AILA Spring CLE Conference and Webcast	4/3–4/2025 Washington, D.C.	\$2,875	150–200 attendees, including AILA leadership, AILA Board of Governors, and government officials
2025 AILA/GMS Annual Global Migration Forum	Date TBD Denver, CO	\$2,875	200–250 attendees, including AILA international associates and members of the Global Migration Section
2025 AILA Annual Conference and Webcast on Immigration Law	6/18–21/25 Denver, CO	See AC25 Prospectus	3,000 attendees, including members from all practice areas and settings
2025 AILA Paralegals and Federal Court Conference and Webcast	Date TBD Las Vegas, NV	\$2,875	200–250 attendees, including AILA Affiliated Paralegals and member paralegals
2025 AILA Fall CLE Conference 2025 Technology and Innovation Summit	Date TBD Boston, MA	\$2,875	250–300 attendees, including AILA leadership and AILA Board of Governors
37th Annual AILA California Chapters Conference and Webcast	Date TBD Los Angeles, CA	\$2,875	250–300 attendees, including AILA CA Chapter members
24th Annual AILA New York Chapter Symposium on Immigration Law	Date TBD New York, NY	\$2,100	100–150 attendees, including AILA NY Chapter members

For additional information and availability, please contact the **Business Development team** at businessdevelopment@aila.org.

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.

Do you have a more niche target audience? Advertise on any of our collection pages. Place your ad throughout the site on some of our top-performing pages, like **Immigration News** or **Practice Management**.

COST	TYPE	LOCATION
\$2,500	Content Block	Home Page
\$1,500	Medium Banner	Home Page
\$900	Small Banner	Home Page
\$1,000	Large Banner	Collection Page
\$1,200	Content Block	Collection Page
\$800	Medium Banner	Collection Page
\$600	Small Banner	Collection Page

AILA8 Daily E-Newsletter

Be a part of this popular AILA resource!

AILA8 is our flagship e-newsletter, sent daily to over 16,000 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)	\$1,000

Want exact specs and samples? Visit our [Media Kit Guide](#).

Sponsored Email Blast

Send your marketing directly to over 14,000 AILA members! Sponsored email blasts are the best way to connect with your target audience directly. With the option to segment lists by **membership tenure, practice area, or practice size** and an **average 25% open rate** on third-party marketing, this offers fantastic value!

List Size	Cost
Segmented	\$1,500
All Members	\$3,000

Practice Area Digest Advertising

Practice Area Digests are sent to AILA members quarterly throughout the year highlighting materials, practice area hot topics, event recaps, and upcoming events specific to the practice area. Quarterly digests receive around **26% open rates per email**. The following practice areas receive digests:

- **Business:** Sent to over 8,000 AILA members who identify business and multi-area as their primary area of practice.
- **Removal Defense/Asylum:** Sent to over 6,000 AILA member who identify removal, asylum, and multi-area are their primary area of practice.
- **Family/Naturalization:** Sent to over 6,000 AILA members who identify family, naturalization, and multi-area as their primary area of practice.
- **Practice Management:** Sent to all AILA members (over 17,000)

This exclusive opportunity lets you target audiences seeking resources and updates in their practice areas. For each practice area, there will only be one advertiser per practice area per quarter and each digest advertisement costs **\$1,000**.

Practice Management Tips

Align your organization with AILA's Practice Success Tips. Containing 5–10 pages of articles or a series of videos, each release fleshes out core concepts of immigration — a popular resource for AILA members looking for help on managing their practice.

A 2022 survey shows that 90% of AILA members consider Practice Success Tips a valued resource.

For **\$1,500** per release, your advertisement includes:

- Your name and logo are on the document.
- A link to your website.
- Acknowledgments in all website or email marketing.

Membership Mailing List License

Need to reach AILA members via physical mail? Direct mail is still one of the most targeted methods for communicating with this desired audience. You can send your marketing piece to all AILA members or strategically target the demographics that meet your marketing needs by segmenting the list by practice specialty and location. View the member mailing list contract for specifics.

List Size	Cost
Segmented	0.35 per name + \$50 set up fee
All Members	\$3,000

NEW Web Seminar and Video Roundtable Sponsorship

Our newest offering is an excellent opportunity to expand the reach of your company or organization. AILA hosts many live [web seminars](#) throughout the year. They are recorded and available to members for purchase and the majority are CLE-eligible. Attendance varies by topic, but there can be as many as 300 to 600 registrants. AILA's [video roundtables](#) are peer-to-peer discussions on hot topics that are open to all AILA members at no additional cost. Like the seminars, attendance depends on the topic's popularity, with numbers ranging from 100 to 800 registrants. Both roundtables and seminars are recorded and available OnDemand, meaning members can view your advertisement well after the live dates!

For **\$1,500** per seminar or roundtable, your sponsorship includes:

- Your company logo on the title slide
- Sponsorship acknowledgments at the beginning and closing of the session, both read aloud by an AILA staff member and included in the session chat
- Text with the company name and contact information included in the AILA Shop description, where individuals browse and register for these sessions
- Sponsor attendance during the live session
- Pre and post event roster (first/last names and city/state of registrants)

2025 Marketplace Study

The latest AILA Marketplace Study – the only economic study of immigration practice by immigration lawyers for immigration lawyers. Every three years, AILA conducts this study and is consistently rated a **top 10 resource** by AILA members in the Annual Membership Survey.

This fourth installment of the study will highlight technology and marketing trends in immigration law and law office management trends in salaries, benefits, finance, professional liability insurance, and pro bono, as well as offering a snapshot of the immigration lawyer’s demographics and well-being. The Title Sponsor will receive a complimentary copy of the study.

AILA’s Practice and Professionalism Center will release the 2025 version later in the year. You have the opportunity to advertise within and sponsor the study, receive visibility from thousands of immigration attorneys, and contribute to the advancement of immigration practice.

Title Sponsor \$10,000 (1 Available)

Inside front cover full-page advertisement.

Sponsor for 3-4 roundtable discussions regarding study results post-launch.

Roundtable sponsorship includes acknowledgment at the beginning and end of the roundtable, logo on the title slide of the presentation deck, and contact information provided in the event listing on AILA Shop.

Logo/name included in pre-/post-study promotions.

Complimentary copy of the 2025 Marketplace Study.

General Advertisements \$500 to \$1,000

Half-page Advertisement \$1,000 each (2 Available)

Quarter-page Advertisement \$500 each (4 Available)

AILA 2025 Supporter Package Discounts

AILA is pleased to offer substantial discounts for our top supporters 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 minimum amount for each level must be met in full before discounts are applied.

For example, on a \$50,000 contract falling within the Level VI Supporter package, \$40,000 will be charged at full price, and a 20% discount will be applied to the remaining \$10,000. A \$2,000 discount is applied, making the final total \$48,000.

Payment Plans may be applied to Supporter Packages in four monthly installments. The first payment is due at contract signing.

Build your package today! Reach out to our Business Development team at businessdevelopment@aila.org.