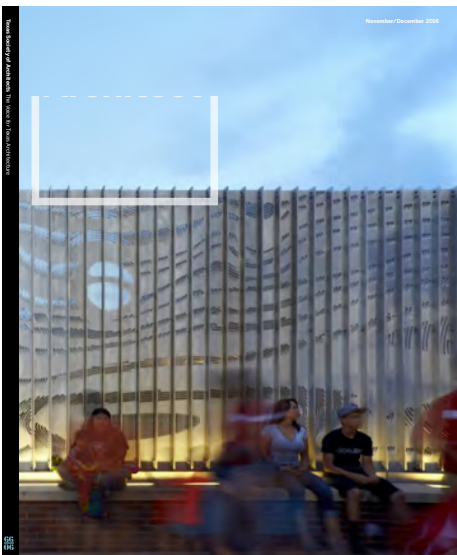


Texas Society of Architects
The Voice for Texas Architecture
texasarchitects.org
txamagazine.org

Project Franklin Mountain House, El Paso
Architect Hazelbaker Rush
Photographer Casey Dunn



3 Ways to Partner with the Texas Architectural Community... One of the United States' Largest AIA Chapters.

IN PRINT with Texas Architect:

Gain heightened visibility and greater sales in your target market by advertising in our award-winning, bimonthly magazine, *Texas Architect*.

Texas Architect E-Newsletter - CheckSet:

TxA emails over 8,000 inboxes, providing news and updates to the Texas Architectural community, keeping them in touch with the state AIA events. Limited to only 3 advertisers each week, CheckSet Enews provides exclusive exposure to those who need consistent visibility in the state.

ONLINE at www.TXAMagazine.org:

Increase your brand visibility on-line with banners advertising positioned within editorial content on txamagazine.org.



Project Parkland Hospital, Dallas
Client Parkland Health and Hospital System
Architect HDR + Corgan
Photographer Assasi Productions

Texas Architect is the official publication of the Texas Society of Architects (TxA). For more than 60 years, *TA* has served as the definitive voice of the architecture, design, and construction industry in Texas and the Southwest.

TxA is the state component of the American Institute of Architects (AIA). We are the voice for Texas Architecture, supporting the creation of a safe, beautiful, and sustainable built environment.

Why Advertise in *TA*?

Texas is one of the nation's fastest growing states and is consistently ranked first in development and construction spending, making this a very fertile market in which to sow the seeds of your business.

TA goes to **10,000 readers**, including decision makers in the state's most prominent architecture firms, which are working on projects locally, nationally, and internationally.

- » 90% of our readers notice the advertising
- » 75% have supported *TA* advertisers through product specification
- » 89% are active buyers who determine product selection and specification on projects

Who Will See Your Message?

- » TxA's 7,000+ members
- » Licensed architects and associates, everyone from sole practitioners to large international firms
- » Out-of-state architects licensed to practice in Texas
- » Allied professionals: construction managers, contractors, engineers, interior designers, landscape architects, and urban planners
- » Government officials, including all members of the Texas legislature
- » Library and hospital directors
- » University and public school officials/facility planners

Texas Architect Showcases Advertisers in Multiple Ways

Each issue of *TA* includes:

- » Advertiser Index, with contact information for all companies
- » Resource Listings, which identify all consultants, contractors, manufacturers, and suppliers for featured projects

Our goal is to give advertisers maximum exposure for their contributions to producing safe, beautiful, and sustainable architecture.

Rates Per Insertion:	Texas Architect Magazine Rates		
	1x	3x	6x
Display Ads			
Full Page	\$2,890	2,620	2,300
2/3 Page	2,280	2,085	1,875
1/2 Island	2,035	1,885	1,715
1/2 Horizontal	1,955	1,765	1,605
1/3 Page	1,640	1,550	1,445
1/4 Page	1,445	1,340	1,230
1/6 Page	1,175	1,125	1,070
Marketplace			
Double Card	880	805	725
Business Card	640	535	480
Covers			
Back	3,745	3,425	3,105
Inside Front	3,315	3,105	2,780
Inside Back	3,105	2,890	2,675

Other Considerations

Specific page placement:

Special positions are guaranteed for an additional 10% of the advertising rate per insertion.

Marketplace:

Note that Marketplace cannot be combined with other display advertising when claiming frequency discounts.

Cancellations:

Cancellations will not be accepted after the ad closing date for each issue, which is published on the online Editorial Calendar at txamagazine.org

**For questions
or to secure space,
contact:**

Jody Cranford
800-818-0289
jody@texasarchitects.org

2018 - TXA CheckSet E-Newsletter Banner ads pushed out to Texas State members

**Enews Rates and Specifications -
reach over 8,000 inboxes bi-weekly**

(Must run consecutive weeks for savings.)

Banner Ads

1 Week	\$300
1 Month (2 weeks)	\$500

CheckSet is limited to 3 Advertisers per issue.

CheckSet Ad details:

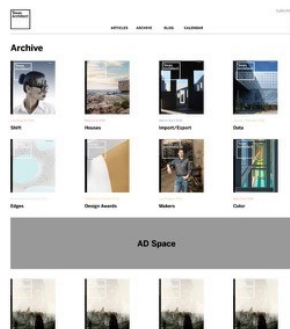
580 pixel wide x 100 pixel high
Full color, jpg or gif files preferred.
No animation
Email art file and preferred URL link to:
jody@TexasArchitects.org

Deadline: Monday by Noon on the week your ad is running.

Online Advertising: Promote on www.TxAMagazine.org

Banner Advertising Rates and Specifications

Editorial content of each printed issue of Texas Architect is available on-line, you now can position your brand directly with the content that means the most for you. Whether one of our featured projects, or within our products section, each issue we allow 1-2 advertisers to gain exposure per article. Providing a great opportunity to extend the reach of your brand and direct readers to your site for further information.



Option 1: Featured Banner Ad

1083 px wide x 208 px high
1 Month minimum:

Location: Home Page Only: \$300/month
Location: Home + Archive Page: \$500/month



Option 2: Box - Content Ad

325 px wide x 280 px high
2 Months Exposure per placement:

Location: Feature article only:
\$200/issue (2 months exposure)
Location: Feature Plus 2 add'l articles:
\$300/issue (2 months exposure)

2018 Editorial Calendar



Issue		Deadlines	
January/February Issue releases first week of January			
Feature: Memory	Architecture might be said to be a form of memory. A building's construction indexes the time in which it was built, and subsequent changes, as well as the effects of time, are registered on its surface. In this issue, we look at how architects work with memory in preservation, renovation, adaptive reuse, and new projects that reference history. Also: Lofts and new kitchen and bath products.	Editorial Oct. 2, 2017	Ads Close Nov. 28, 2017
Portfolio: Lofts			Ads Due Dec. 4, 2017
Products: Kitchen and Bath			
March/April + Directory Issue releases first week of March and Includes the 2018 Annual Directory of AIA Texas Supplier/Vendor Members			
Feature: Process	How is a building made? In this issue, we examine the process of designing and constructing architectural projects. We will spotlight a wide range of completed Texas buildings and spaces in order to explore the architect-consultant relationship, the phases of design and construction, client engagement, community outreach, and more. Also: The latest microbreweries and brewpubs, and residential furnishings.	Editorial Dec. 4, 2017	Ads Close Jan. 30, 2018
Portfolio: Breweries			Ads Due Feb. 5, 2018
Products: Residential Furniture			
May/June Issue releases first week of May			
Feature: Energy	In 2015, Texas adopted the International Energy Conservation Code. It went into effect in September 2016. How's the uptake going? In this issue, we look into how municipalities, institutions, developers, individuals, and architects are dealing with implementing the most stringent energy requirements the state has ever seen. Also: Campuses and advanced facade systems.	Editorial Feb. 5, 2018	Ads Close Mar. 28, 2018
Portfolio: Campuses			Ads Due April 3, 2018
Products: Facade System			
July/August Issue releases first week of July			
Feature: Transparency	In this issue, we gaze through the lens of transparency — one of the most overused and specious metaphors in architecture — to look at a wide variety of architectural trends: What's with the profusion of new silver glass towers in Texas? Why build all-glass-clad buildings in a place this sunny and hot? How are projects procured? How do architecture firms get selected? What are the ethics of architectural practice? How valuable are ingredient lists on green building products? Also: The most interesting recent fabrications and contract furniture.	Editorial April 2, 2018	Ads Close May 24, 2018
Portfolio: Fabrication			Ads Due May 30, 2018
Products: Contract Furniture			
September/October Issue releases first week of September - Bonus distribution at the 2018 Design Expo			
Feature: Design Awards	In this issue, we showcase the winners of the Texas Society of Architects' 2018 Design Awards program. These projects, selected by a jury of award-winning architects from across the country, are diverse in type and exhibit the range and excellence of the state's architectural practitioners. Also: The best new products made in Texas.	Editorial June 4, 2018	Ads Close July 26, 2018
Products: Made in Texas			Ads Due Aug. 2, 2018
10% Advertising Discount for 2018 Texas Architects Exhibitors!			
November/December Issue releases first week of November - Bonus distribution at the 2018 Design Expo			
Feature: Ground Work	Buildings plug into a larger framework called the city and/or nature. In this issue, we explore that framework in many of its manifestations, big and small: landscape, urban fabric, suburban subdivision, infrastructure, transportation, policy, zoning, no zoning, public green space, private gated community, pop-up park, backyard, planet earth. Also: Parking structures of architectural note, and landscape and street furniture.	Editorial Aug. 6, 2018	Ads Close Sept. 26, 2018
Portfolio: Parking			Ads Due Oct. 2, 2018
Products: Landscape/Street			

Ad reservation deadlines subject to change.

Mechanical Requirements



FULL PAGE

Trim.....9" x 10.8125"
Bleed.....9.25" x 11.125"

No Bleed 8" x 10"

2/3 PAGE

Vertical 5.2 x 9.65"

MARKETPLACE

Business Card..... 3.5" x 2.0"
Double Card..... 3.5" x 4.5"

1/2 PAGE

Vertical 5.2 x 7.2"

Horizontal 7.875 x 4.75"

1/3 PAGE

Vertical 2.5 x 9.65"

Horizontal 5.2 x 4.75"

1/4 PAGE

Vertical 3.85 x 4.75"

1/6 PAGE

Horizontal 5.2 x 2.35"

How to Submit My Ad?

Please provide high resolution (300 dpi min) Print-ready pdf files

- » **Email:** jody@texasarchitects.org.
- » **Dropbox:** If files are too large for email, you may also send files via Dropbox.

To discuss other options, contact: Jody Cranford at 800 818 0289.