



**Project** Menil Drawing Institute, Houston  
**Architect** Johnston Marklee  
**Photographer** Richard Barnes

Menil Drawing Institute  
Louisa Stude Sanctum Building

Texas Society of Architects is one of largest AIA components in the nation.



## Four ways to partner with the Texas architectural community:

### 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*.

### EMAIL with CheckSet, TxA's Weekly Newsletter

TxA emails over 10,000 inboxes, providing news and updates to the Texas architectural community, keeping them in touch with the state AIA events. CheckSet provides exclusive exposure to those who need consistent visibility in the state. Limited to only three advertisers each week.

### ONLINE at txamagazine.org

Increase your brand visibility online with banner advertising positioned within editorial content on [txamagazine.org](http://txamagazine.org).

### NEW IN 2020 SOCIAL MEDIA through Sponsored Posts

Engage with our social media audience and gain visibility through TxA's Facebook and Instagram accounts.



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

*Texas Architect (TA)* 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 **11,000 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 7,500+ 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.

# 2020 Editorial Calendar



Issue		Deadlines	
<b>January/February</b>			
<b>Feature:</b> Interiors	In a way, interiors are the canary in the coal mine of architecture. Quick to install and tear out, they show the vagaries of passing fashion with a periodicity that buildings can't match. In this issue, we look at a variety of interior design trends with a focus on digital workplaces and food. Plus: Condos and solid hardware.	<b>Editorial</b> Sept. 30, 2019	<b>Ads Close</b> Nov. 25, 2019
<b>Portfolio:</b> Condos			<b>Ads Due</b> Dec. 2, 2019
<b>Products:</b> Hardware			
<b>March/April</b>			
<b>Feature:</b> Borders	There is no more politicized space than borders. Texas's boundary with Mexico is a clear indicator of this, but there are similar divisions, visible and invisible, throughout the state. In this issue, we investigate how boundaries are reflected by the architecture that abuts them. Plus: Multi-family housing and fabrics.	<b>Editorial</b> Dec. 2, 2019	<b>Ads Close</b> Jan. 27, 2020
<b>Portfolio:</b> Multi-Family Housing			<b>Ads Due</b> Feb. 3, 2020
<b>Products:</b> Fabrics			
<b>May/June</b>			
<b>Feature:</b> Impermanence	Architecture is often spoken of as something permanent, but its fabric can be quite ephemeral. In this issue, we touch on the architecture of impermanence, exploring temporary installations as well as monuments that don't stand the test of time. Plus: Hotels and kitchen and bath products.	<b>Editorial</b> Feb. 3, 2020	<b>Ads Close</b> March 30, 2020
<b>Portfolio:</b> Hotels			<b>Ads Due</b> April 6, 2020
<b>Products:</b> Kitchen & Bath			
<b>July/August</b>			
<b>Feature:</b> Patrons – Cranks	Architecture has always relied on the largesse of patrons. It has also crashed against the stern bulwark of cranks. In this issue, we profile some of Texas's greatest supporters of good design and consider why some projects never make it past the opposition. Plus: New higher education facilities and landscape furnishings.	<b>Editorial</b> March 30, 2020	<b>Ads Close</b> June 1, 2020
<b>Portfolio:</b> Higher Education			<b>Ads Due</b> June 8, 2020
<b>Products:</b> Landscape Furniture			
<b>September/October</b>			
<b>Feature:</b> Design Awards	In this issue, we showcase the winners of Texas Society of Architects' 2020 Design Awards. 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 program.	<b>Editorial</b> June 1, 2020	<b>Ads Close</b> July 27, 2020
<b>Products:</b> Contract Furniture			<b>Ads Due</b> Aug. 3, 2020
<b>Special Insert:</b> Design Expo Exhibitor Guide			<b>10% Advertising Discount for 2020 Texas Architects Exhibitors!</b>
<b>November/December</b>			
<b>Feature:</b> Postmodernism	Texas is home to a considerable array of postmodern buildings that are now in need of sprucing up. In this issue, we look at how architects are intervening in a style that has been long out of fashion and largely discredited. Plus: Performing arts spaces and facade systems.	<b>Editorial</b> July 27, 2020	<b>Ads Close</b> Sept. 28, 2020
<b>Portfolio:</b> Performing Arts			<b>Ads Due</b> Oct. 5, 2020
<b>Products:</b> Facade Systems			

Ad reservation deadlines subject to change.

## Texas Architect Rates

Rates Per Insertion:	1x	3x	6x
<b>Display Ads</b>			
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
<b>Marketplace</b>			
Double Card	880	805	725
Business Card	640	535	480
<b>Covers</b>			
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

### Special Position Guarantee

Special positions are guaranteed with the advertising rate per insertion plus a 10% fee.

### 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 Editorial Calendar on the next page and online at [txamagazine.org](http://txamagazine.org)

## Secure your space now!

For reservation or questions, contact:

**JODY CRANFORD**  
Advertising Manager  
800 818 0289  
[jody@texasarchitects.org](mailto:jody@texasarchitects.org)

### OPTION 1 Ad Rates:

<b>1 Month Minimum</b>	1083px x 208px
A. Homepage	\$300/Month
B. Homepage + Archive Page	\$500/Month

### OPTION 2 Ad Rates:

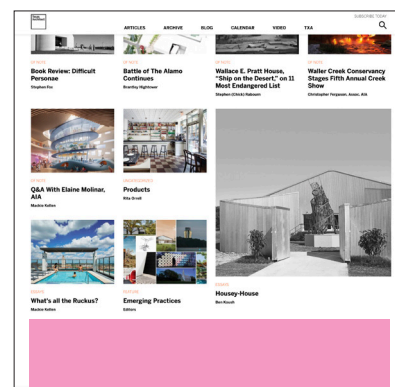
<b>2-Month Exposure</b>	325px x 208px
A. Feature Article	\$200/Issue
B. Feature Article + 2 Add'l Articles	\$300/Issue

## Online Advertising on txamagazine.org

The editorial content of each issue of *TA* is available online, with dedicated advertising space on the home, archive, and article pages. This lets you position your brand directly with the content that means the most for you. Take advantage of this option to extend the reach of your brand and direct readers to your site for more information.

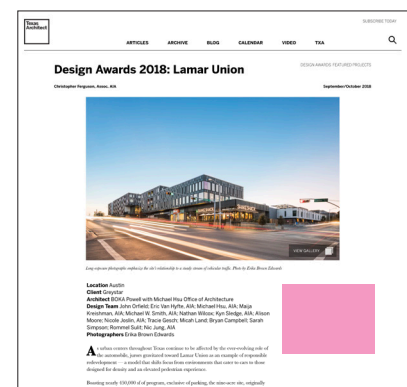
### OPTION 1

1083 px (width) x 208 px (height)



### OPTION 2

325 px (width) x 208 px (height)



# 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**

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

**1/2 PAGE**

Island ..... 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 Do I Submit My Ad?**

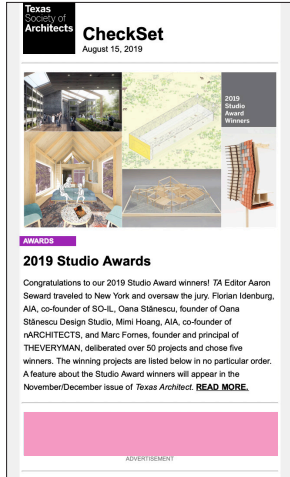
Please provide high-resolution (300 dpi min) print-ready pdf files.

- » **Email:** [jody@texasarchitects.org](mailto:jody@texasarchitects.org)
- » **File Sharing:** If files are too large to email directly, you may also send art via Dropbox, WeTransfer, or another file sharing program.

To discuss other options, contact Jody Cranford by email or at 800 818 0289.

## CheckSet E-Newsletter

Weekly e-newsletter reaches 10,000+ inboxes. Banner ads pushed out to all TxA members.



### CheckSet Ad Rates:

1 Week	\$300
2 Weeks	500*
4 Weeks/1Month	900*

\*must run consecutive weeks for savings

### CheckSet Advertising Specifications

- 580 px wide x 100 px high
- Full-color (RGB) jpg or gif files
- No animation
- Email art file and preferred URL link to: [jody@texasarchitects.org](mailto:jody@texasarchitects.org)

### DEADLINE:

Monday by noon of the week your ad is running.

## Social Media Marketing

Engage with our social media audience and gain visibility through TxA's Facebook and Instagram accounts.

### Facebook

Daily Reach: 55,900  
 Impressions: 116,700\*  
 Total Fans: 4,600  
[facebook.com/txarchitects](https://facebook.com/txarchitects)

\*Impressions means total number of times our content was seen over three-month span.

### Instagram

Daily Reach: 50,400  
 Impressions: 185,400\*  
 Total Fans: 4,984  
[instagram.com/txarchitects](https://instagram.com/txarchitects)

### Facebook Rates:

Ad Post	1083 px x 208 px
Image + Text	\$300/Push

### Instagram Rates:

Feed Post (square)	1080 px x 1080 px
Single	\$300
Story Post (vertical)	1080px x 1920px
Image	\$400/image
Motion (10 secs)	\$100/post
Motion (15 secs)	\$150/post

### POST GUIDELINES

#### FACEBOOK

##### Image

- Horizontal: 1200px X 630px at 150 dpi (ppi)
- PNG or JPEG format, NO GIFs
- Max file size: 3MB recommended

##### Text

- Title of Event, Date and Location, Brief Description (50 words or less)
- Website link
- Facebook handles of all associated accounts (ex: @txarchitects)
- If you have a facebook event setup, share the link with us

#### INSTAGRAM

##### FEED Post Image

- Square: 1080px X 1080px at 72 dpi (ppi)
- JPEG format, MP4 format for motion imagery (including GIFs)
- Max file size: 4MB

##### FEED Post Text

- Title of Event, Date and Location, Brief Description (50 words or less)
- Website link (posted to bio, and noted in description)
- Instagram handles of all associated accounts (ex: @txarchitects)

##### STORY Image

- Vertical: 1080px X 1920px at 150 dpi (ppi)
- JPEG format for still images, MP4 format for motion imagery (including GIFs)
- Max file size: 4MB

##### STORY Text

- Title of Event, Date and Location
- Instagram handles of all associated accounts (ex: @txarchitects)

### Day Options for Posts

- Wednesdays 11:00 a.m.
- Thursdays 10:00 or 11:00 a.m.

We need artwork 7 days prior to release date.