

Texas  
Society of  
Architects

Texas  
Architect

# 2025 MEDIA KIT



## Get to Know Us

The Texas Society of Architects (TxA) works on behalf of Texas architects to ensure they are broadly represented and recognized as creative and innovative leaders for the built environment. Membership consists of licensed architects (including newly licensed, mid-career, and firm leaders); architectural designers; young professionals working toward licensure; and university faculty and students. Each member plays a vital role in maintaining and supporting architecture across Texas.

TxA was founded in 1939 as the state component of the American Institute of Architects (AIA). With approximately 7,800 members, TxA is the third-largest regional component of the AIA and the host of 18 statewide AIA components. Headquartered in Austin, TxA is the voice for Texas architecture, supporting the creation of safe, beautiful, sustainable environments. The organization advances Texas architecture, the architectural profession, and the power of design through advocacy, knowledge, and communication.

The Society is the organizational home of the Texas Society of Architects Committee (TAC) political action organization and the Texas Architectural Foundation (TAF), which provides scholarships to students at Texas schools of architecture. Additionally, TxA is the publisher of the award-winning magazine *Texas Architect*.

## What We Offer

We have three ways to partner with the Texas architectural community:

### PRINT WITH *TEXAS ARCHITECT*

Gain heightened visibility and greater sales in your target market by advertising in our award-winning magazine *Texas Architect* published five times annually.

### EMAIL WITH CHECKSET

CheckSet is TxA's weekly newsletter that is sent to more than 7,000 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 four advertisers each week.

### SOCIAL MEDIA

Through sponsored posts, you can engage with our social media audiences and gain visibility through various platforms. Limited to four advertisers per platform each month.

**ON THE COVER**  
River Bend Residence  
in New Braunfels  
by Lake|Flato  
Architects.  
Photographed by  
Casey Dunn.

↓ Located in Austin,  
Sánchez Elementary  
School designed  
by McKinney York  
Architects, and  
photographed by  
Leonid Furmansky.

ABOUT US





← Chertecho Tree Tower in Fredericksburg designed by Dietert Design Studio, and photographed by Kurt Griesbach.

Architectural professionals prefer to read *Texas Architect* in print because of the curated content and beautiful graphics and photography.

Your company can share the opportunity to be in front of our readers five times a year.



### WHAT WE DO

*Texas Architect* (TA) is the official publication of the Texas Society of Architects (TxA) released five times a year. For more than 70 years, the magazine has served as the definitive voice of the architecture, design, and construction industry in Texas and the Southwest.

### WHY ADVERTISE

TA goes to more than 11,000 readers, including decision makers in Texas' most prominent architecture firms working on projects locally and globally.

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

### WHO SEES YOUR BRAND

The Texas Society of Architects has more than 7,500 members who receive each issue. Licensed architects and architectural designers — from sole practitioners to large international firms — make up TxA's membership. Additional readers include out-of-state architects licensed to practice in Texas; industry professionals such as construction managers, engineers, interior designers, landscape architects, and urban planners; government officials, including all members of the Texas legislature; library and hospital directors; and university and public school officials/facility planners.

ARCHITECTURAL PROFESSIONALS  
PREFER TO READ *TEXAS ARCHITECT*  
IN PRINT BECAUSE OF THE CURATED  
CONTENT AND BEAUTIFUL GRAPHICS  
AND PHOTOGRAPHY.

**YOUR COMPANY CAN SHARE  
THE OPPORTUNITY TO BE DIRECTLY  
IN FRONT OF THESE READERS  
FIVE TIMES A YEAR.**

# 2025 Editorial Calendar

## SUBMISSIONS

2025 marks *Texas Architect's* 75th year of publication. In honor of this milestone, we kickoff the year under a fresh magazine design. Project types of any kind may be submitted for consideration. The theme for each issue is intentionally broad and open to interpretation. We recommend that you consider how your project or article idea might align with an issue when crafting your submission. Pitches and supporting materials should be sent through the online submission portal.

## WINTER 2025

**FEATURE:** Utopia  
**PRODUCTS:** Lighting

“Utopia,” meaning “no place,” is a play on the Greek *eu-topos*, “a good place.” At the core of this more-than-five-centuries-old pun lies the eternal question: Can a perfect place ever be realized? In this issue we unpack the qualities and characteristics of places we aspire to and the architecture that helps us get there.

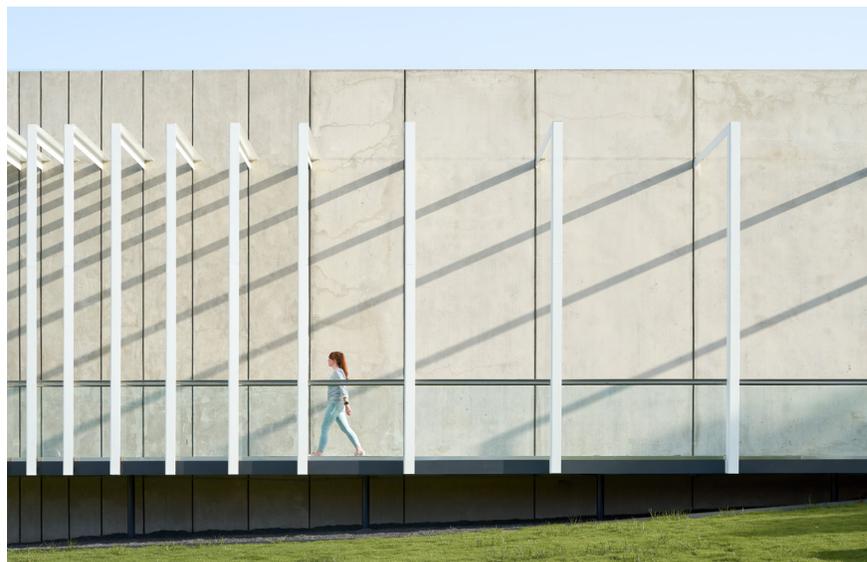
**Editorial** Aug. 31, 2024  
**Ads Close** Jan. 17, 2025  
**Ads Due** Jan. 24, 2025

## SPRING 2025

**FEATURE:** Feedback  
**PRODUCTS:** Surfaces

From mentorship to research, from public work to AI prompts, feedback is embedded throughout our architectural systems and culture. In this issue we explore what it means to “return back to the machine” and how architecture influences and is influenced by the world around us.

**Editorial** Nov. 29, 2024  
**Ads Close** Mar. 28, 2025  
**Ads Due** Apr. 4, 2025



Ibañez Shaw Architecture designed Chroma in Fort Worth. Photographed by Dror Baldinger, FAIA.

## SUMMER 2025

**FEATURE:** The Senses  
**PRODUCTS:** Color

The entire human experience is predicated upon the input we receive from our environment through our senses. These perceptual systems play a part in everything from the generation of transformative experiences to chronic disease. In this issue we consider the different ways we experience being human and how architecture might better support us all.

**Editorial** Jan. 31, 2025  
**Ads Close** May 30, 2025  
**Ads Due** Jun. 6, 2025

## THE AWARDS ISSUE 2025

**FEATURE:** The Awards Issue  
**PRODUCTS:** Made in Texas  
**SPECIAL INSERT:** TxA 2025 Design Expo Exhibitor Guide

In this issue we showcase the winners of the Texas Society of Architects’ 2025 Design Awards, Studio Awards, and Honor Awards programs. These projects and people exhibit the diverse range and excellence of our state’s architectural community.

10% discount on ads for the 2025 Annual Conference & Design Expo Exhibitors!

**Editorial** Mar. 31, 2025  
**Ads Close** Aug. 29, 2025  
**Ads Due** Sep. 5, 2025

## FALL 2025

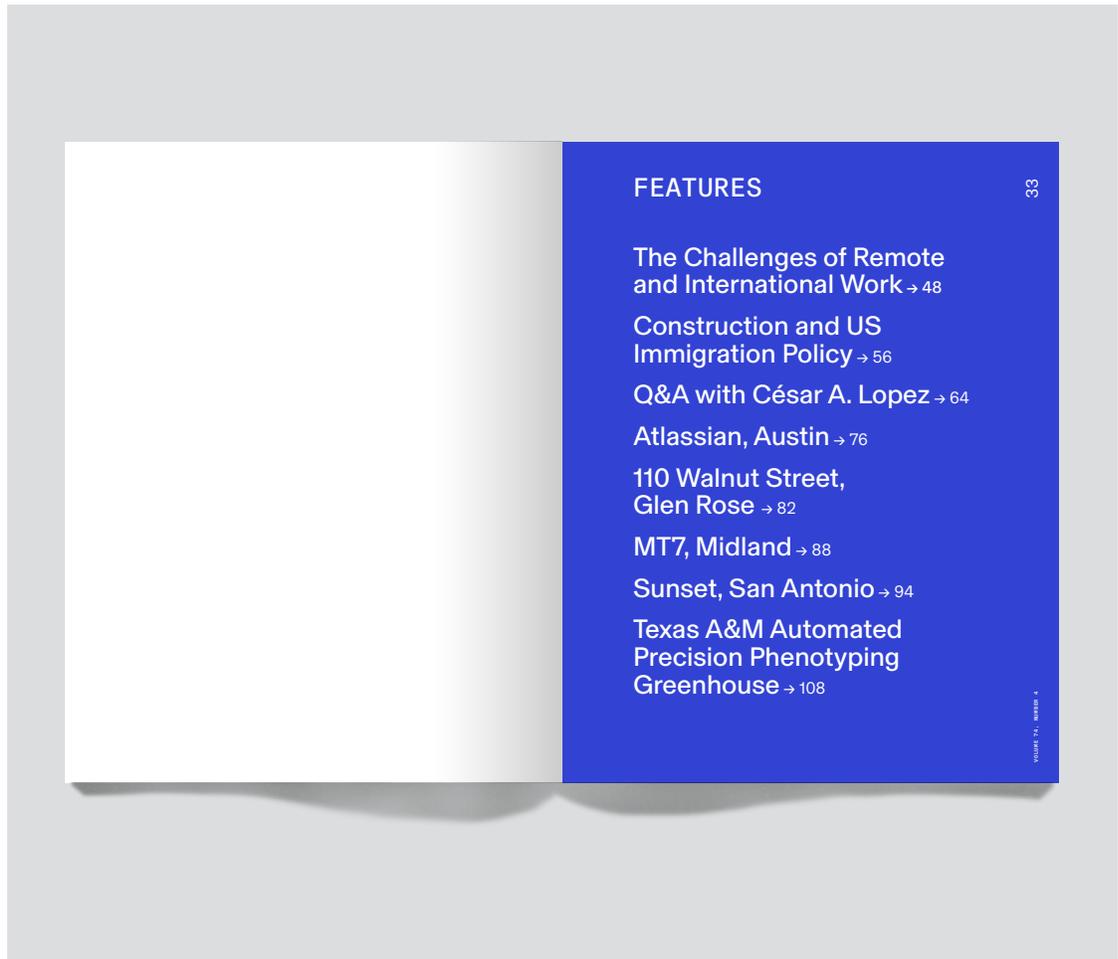
**FEATURE:** Sanctuary  
**PRODUCTS:** Kitchen and Bath

At its most fundamental level, architecture functions as shelter, as refuge, as sanctuary. It protects us from the elements and provides solace when we feel broken. In this issue we examine the physical and cultural forms of sanctuary and how we create spaces that not only help us feel safer but also build community.

**Editorial** Jun 30, 2025  
**Ads Close** Oct. 31, 2025  
**Ads Due** Nov. 7, 2025

Advertising reservation deadlines are subject to change.

→ Premium ad placement example next to the feature section opening.



## Texas Architect Ad Rates

Rates per insertion:

DISPLAY ADS	1x	3x	5x
FULL PAGE	\$ 2,750	\$ 2,650	\$ 2,200
2/3 PAGE	\$ 2,200	\$ 2,100	\$ 1,900
1/2 HORIZONTAL	\$ 1,900	\$ 1,750	\$ 1,550
1/3 PAGE	\$ 1,650	\$ 1,550	\$ 1,450
1/4 PAGE	\$ 1,450	\$ 1,200	\$ 1,000
COVERS	1x	3x	5x
BACK	\$ 3,500	\$ 3,300	\$ 3,000
INSIDE FRONT	\$ 3,100	\$ 2,850	\$ 2,600
INSIDE BACK	\$ 2,850	\$ 2,650	\$ 2,475

## OTHER CONSIDERATIONS

### SPECIAL POSITION GUARANTEE

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

### CANCELLATIONS

Cancellations are prohibited after the ad closing date for each issue, which is published on the Editorial Calendar page and online at [magazine.texasarchitects.org](http://magazine.texasarchitects.org).

## SECURE YOUR SPACE!

To reserve space, or ask a question, please contact:

### Jody Cranford

Advertising Manager  
800 818 0289

[jody@texasarchitects.org](mailto:jody@texasarchitects.org)

# Texas Architect Ad Sizes

## SUBMITTING ART

### AD ART REQUIREMENTS

- High resolution (300 dpi min.)
- CMYK or grayscale
- PDF preferred
- Include crop marks and bleed space on all full pages with bleed
- Ad art matches the dimensions listed on this page before sending.

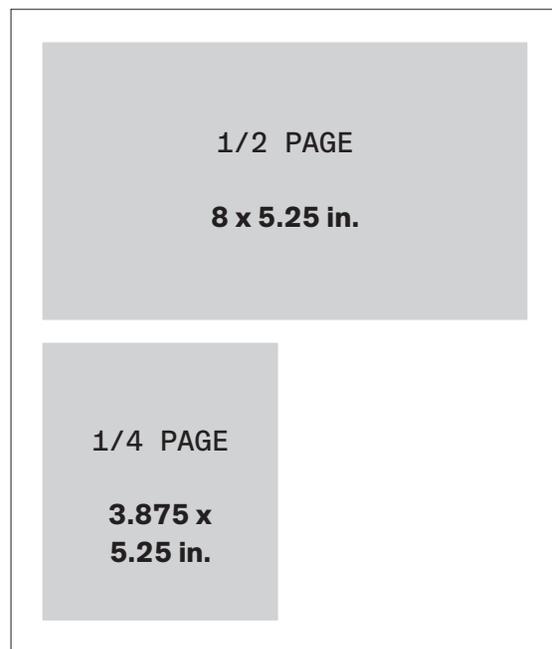
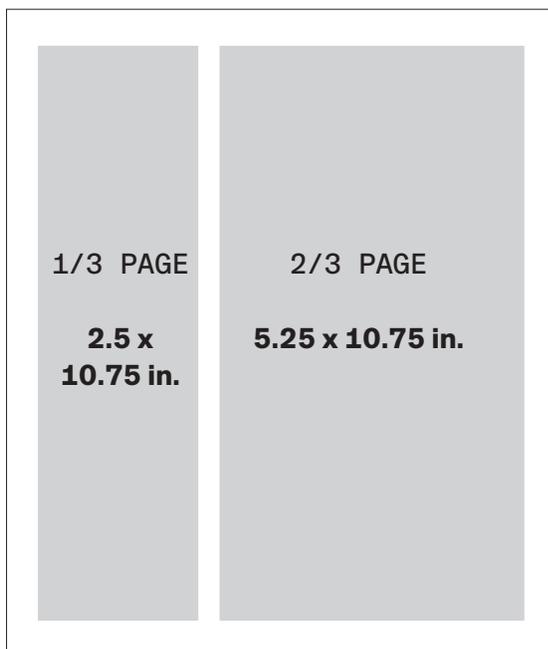
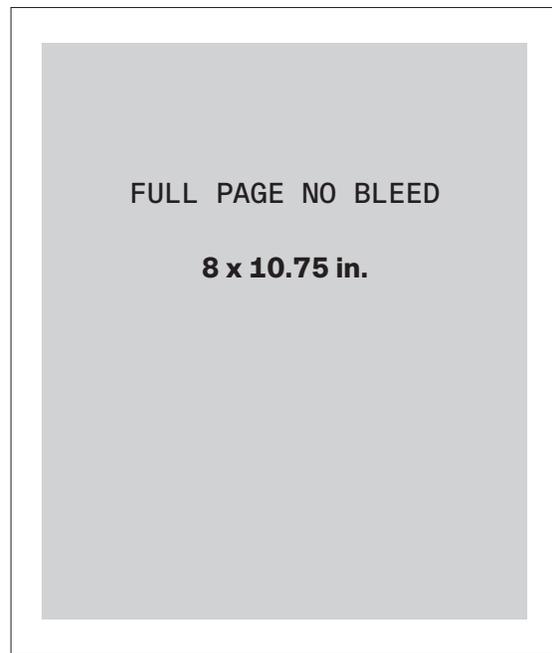
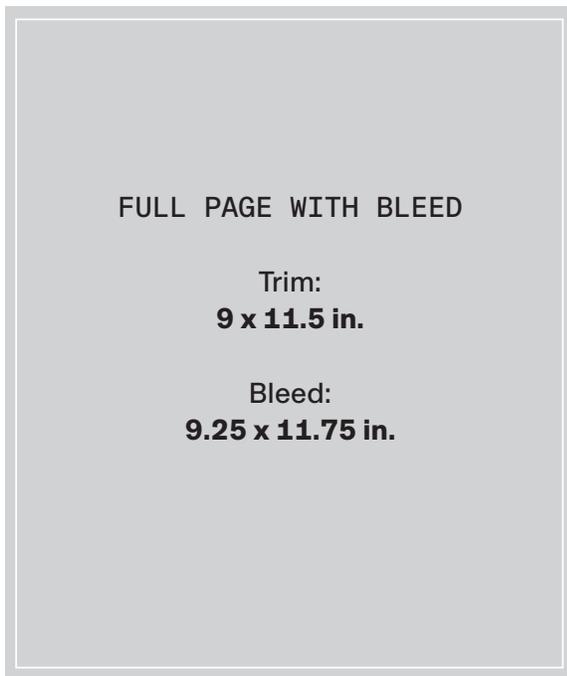
### SEND

Email all print art to Jody Cranford at [jody@texasarchitects.org](mailto:jody@texasarchitects.org).

- If art file is large please use a file transfer/sharing program, such as Dropbox, WeTransfer, Box, etc.

### UNIQUE REQUESTS

To discuss alternative options, contact the advertising manager Jody Cranford at [jody@texasarchitects.org](mailto:jody@texasarchitects.org) or call at 800-818-0289.



THE QUERCUS STELLATA

Sponsored Content

**"We place tremendous value on selecting high-quality products that will endure on each project."**

Paul Field, Assoc. AIA  
OWNER AND CO-ARCHITECT  
WERNERFIELD ARCHITECTURE + DESIGN



The Quercus Stellata, better known as Iron Wood, is renowned for its resilience. It can be found growing in the Texas Post Oak Savannah, a staple of the Texas landscape. It's got a rough, dark, gray bark, which is highly valued for its dense wood in architectural millwork and cabinetry as well as its cultural significance in the region.

This hard, knotty wood has become a prized material for designers in recent decades. Often times, it can be the warming agent in an otherwise sterile design environment, bringing in a sense of the outdoors from within.

Phillips Forest Products understands wood. The registered Texas Historic Business has become one of the oldest family-owned sawmills in the state. They have an onsite production facility that is known for the highest quality milling, floating kiln-dried lumber and paneling. These products have been known and trusted for over 100 years and are seen as essential building materials for many high-design projects.

An innovative example of Iron Wood use can be seen in the Casa Campo project, designed by WernerField Architecture + Design - a project that won an AIA Dallas Built Design Honor award in 2022. The Phillips Forest products team milled everything used in the house. The paneling was cut as a log locally at their sawmill, dried in their kiln and then milled at their facility.

"Our team worked directly with the designer, Paul Field, to make sure he got exactly what he was looking for," said Allen Phillips, whose family owns Phillips Forest Products, "Straight from our mill here in Texas."

Casa Campo was designed to replace a small cottage home that the client had lived in on the property for nearly 20 years. The client, an avid gardener & beekeeper, wanted the new home to have a strong connection to nature and incorporate design features that would support local wildlife.

"The Phillips Forest products team was able to provide the ethically sourced and high-quality wood materials that were required for the Casa Campo project," said Paul Field, Owner and Co-Founder of WernerField Architecture + Design. "We place tremendous value on selecting high-quality products that will endure on each project."



To learn more about Texas Post Oak and other Phillips Forest Products offerings, contact:  
info@phillipsforestproducts.com  
(512) 294-1287  
www.phillipsforestproducts.com  
www.thebestwood.com

← Tell the story of your brand and provide an in-depth understanding of your product or service to our readers.

## Sponsored Content

Work with the creative team of *Texas Architect* magazine to create bespoke sponsored content. The *TA* creative team will conduct an interview with the architect, write 3-4 paragraphs of copy, and layout their ad. Sponsored content is similar to an advertorial, which is an advertisement that is written or produced in the form of editorial content and marked as "sponsored."

Rates per insertion:

OPTION	1x
SPONSORED CONTENT (1 PAGE)	\$ 4,500

### PROMINENTLY FEATURE YOUR BRAND

To get started, your team will need to provide:

- A project that features your product.
- The architect's name and contact for the selected project
- Your company logo (high resolution)
- 2-3 high resolution project photos showing your product in use
- Written responses to questions about their product
- Your contact information

## OTHER CONSIDERATIONS

### CANCELLATIONS

All Sponsored Content is non-refundable, once contracted.

### INTERESTED?

Find out more information, or book an advertorial by contacting:

**Jody Cranford**  
Advertising Manager  
800 818 0289  
jody@texasarchitects.org

# CheckSet Newsletter

TxA's weekly digital newsletter reaches more than 6,800 inboxes (including all TxA members) and features updates about the Society and AIA chapters, articles from *Texas Architect* magazine, and architectural industry news, as well as highlighting interesting events important to the architectural community.

We are offering two advertising options for CheckSet: premium and standard. For each weekly newsletter, there can be a maximum of one (1) premium and three (3) standard banner ads.

## ADVERTISING RATES

**PREMIUM AD** (636 px x 224 px)

1 WEEK	\$	550
2 WEEKS	\$	775*
4 WEEKS	\$	1250*

*One (1) premium ad per week, and always placement under first feature.*

**STANDARD AD** (636 px x 110 px)

1 WEEK	\$	450
2 WEEKS	\$	650*
4 WEEKS	\$	1100*

*\*must run consecutive weeks for savings*

## ART SPECIFICATIONS

- Black & white or full-color (RGB)
- File type accepted: jpg, png, svg
- No animation
- Email art file and hyperlink to:  
[jody@texasarchitects.org](mailto:jody@texasarchitects.org)  
[rachel@texasarchitects.org](mailto:rachel@texasarchitects.org)

## ART DEADLINE

Email your art the **Friday prior** to the week of your ad placement.

WEEKLY ADS

VIEW THIS EMAIL IN BROWSER



# CheckSet

SEPTEMBER 12, 2024 | The Weekly Newsletter for Texas Architects

## Design Awards: A Reflection of the Times



The latest issue of *Texas Architect* showcases the 15 recipients of our 2024 Design Awards. In an introduction from the Design Award Committee's chair-elect, Gail Peter Borden, FAIA, discover how these projects illuminate the evolution of architectural excellence in Texas, learn about the rigorous selection process, and reflect on how architecture is mirroring societal trends and cultural shifts.

[Read More](#)

## PREMIUM AD

ADVERTISEMENT



### 2024 Student Design Challenge Entries due Sept. 16

We invite all Texas middle and high school students to showcase their innovative design solutions for this year's Student Design Challenge: "The Bridge: Community + Connector." Do you know any future architects, designers, and innovators who have started their designs? The deadline for entries is quickly approaching — make sure they submit by Monday, Sept. 16 at 5:00 PM CT.

[Learn More](#)

## STANDARD AD

ADVERTISEMENT



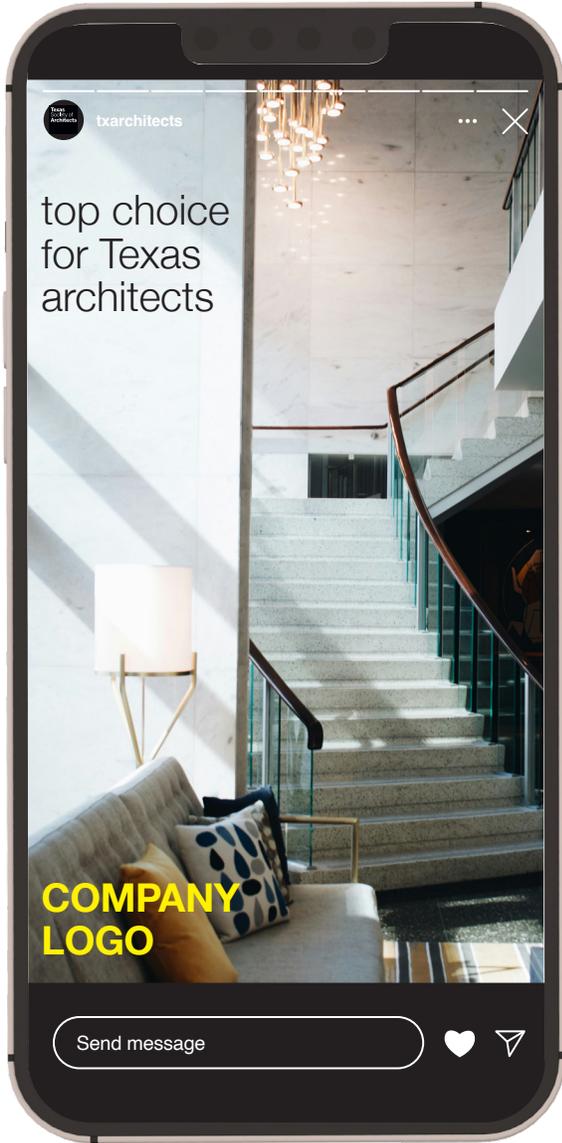
**TOUR: Memorial Park Land Bridge & Running Complex Café**

Sign up for a seat on this tour of a new Houston landmark at TxA's 85th Annual Conference & Design Expo in Houston on Oct. 3-5. Explore one of the largest natural land bridges in the U.S. and tour the adjacent café designed by Schaum Architects that features a 30-foot roof cantilever and earn 1 LU/HSW/SD.

[Learn More & Register](#)

# Social Media Marketing

Engage with our social media audience and gain visibility through TxA's platforms. Limited to four (4) advertisers per platform each month.



SOCIAL MEDIA RATES	Per Post/Push
FACEBOOK POST	\$ 550
INSTAGRAM	
IMAGE (BASE PRICE)	\$ 550
MOTION (10 SEC.)	\$ +175
MOTION (15 SEC.)	\$ +225
LINKEDIN POST	\$ 550

## FACEBOOK

[facebook.com/txarchitects](https://facebook.com/txarchitects)

Avg. Impressions per Post: 360+

Total Followers: 6,800+

### POST SPECIFICATIONS

#### Image

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

#### Text

- Brief Description (50 words or less) with website link;
- Include Facebook company page link

## INSTAGRAM (STORIES ONLY)

[instagram.com/txarchitects](https://instagram.com/txarchitects)

Avg. Impressions per Story: 240+

Total Followers: 14,400+

### STORY SPECIFICATIONS

#### Image

- Vertical: 1080px X 1920px at 150 dpi (ppi)
- JPEG format (still images); MP4 format (motion imagery)
- Optional weblink
- Max file size: 4MB
- Will run twice within a 4-week span
- Share company Instagram handle name (ex. @txarchitects)

## LINKEDIN

[linkedin.com/company/texas-society-of-architects](https://linkedin.com/company/texas-society-of-architects)

Avg. Impressions per Post: 760+

Total Fans: 4,400+

### POST SPECIFICATIONS

#### Image

- Horizontal: 1200px X 627px at 150 dpi (ppi)
- PNG or JPEG format, NO GIFs
- Max file size: 3MB recommended

#### Text

- Brief Description (50 words or less) with website link
- LinkedIn company page link



## Advertising Sales Contact

Advertise in print with *Texas Architect* magazine, or choose a digital option on one of our TxA platforms, reach out to:

### ADVERTISING MANAGER

**Jody Cranford**

800-818-0289

[jody@texasarchitects.org](mailto:jody@texasarchitects.org)

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### TEXAS ARCHITECT

#### EDITOR

Anastasia Calhoun, Assoc. AIA, NOMA

#### MANAGING EDITOR

Monica Cavazos

#### ART DIRECTOR

Ian Searcy

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### TEXAS SOCIETY OF ARCHITECTS COMMUNICATIONS

#### DIRECTOR OF COMMUNICATIONS

Elizabeth Hackler

#### COMMUNICATIONS COORDINATOR

Rachel Cooper