

**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 Furmanskyy.





← 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.

Texas Architect

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.

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

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

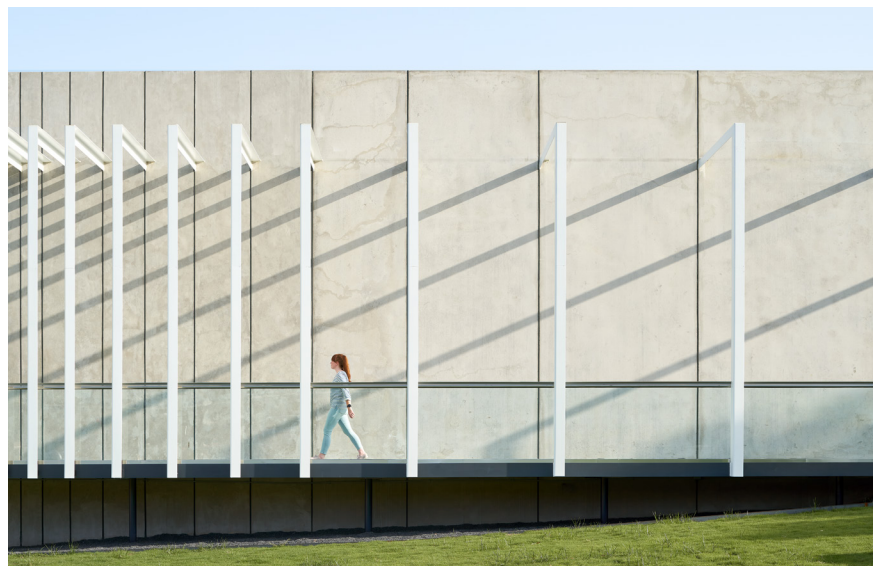
PRODUCTS: Kitchen and Bath

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

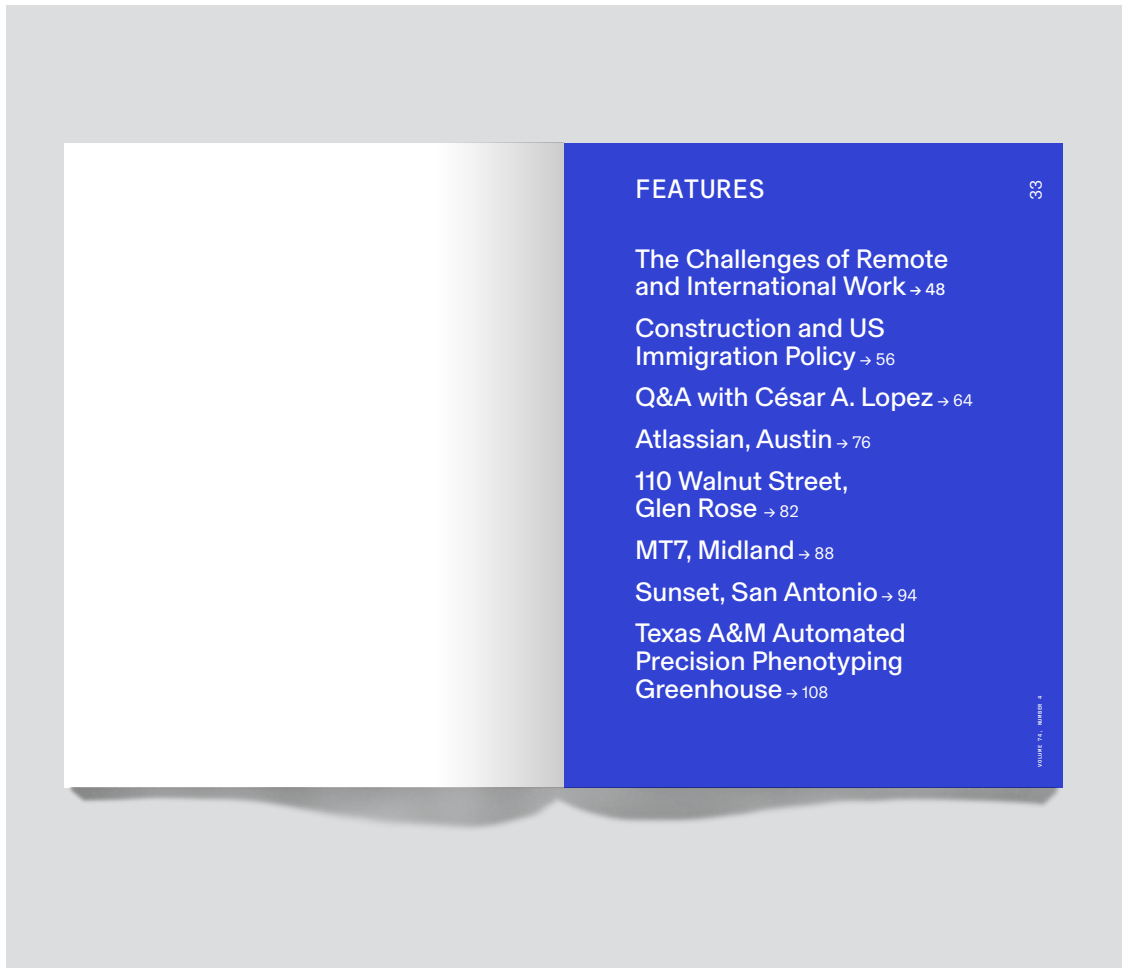
Ads Due Nov. 7, 2025



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

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.

SECURE YOUR SPACE!

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

Jody Cranford
Advertising Manager
800 818 0289
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.

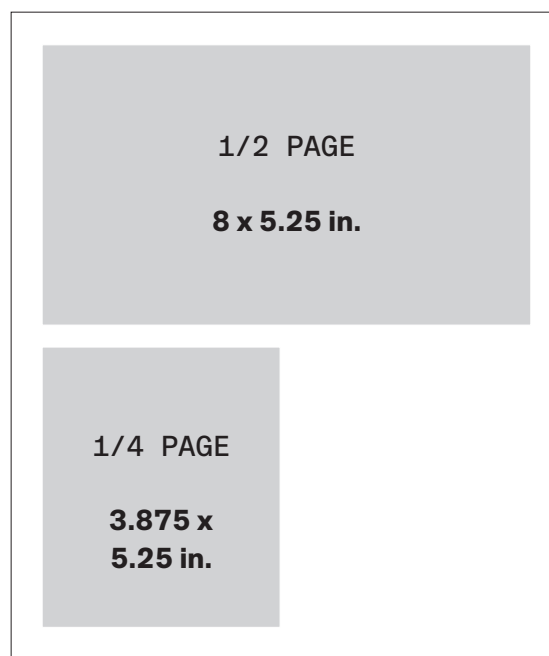
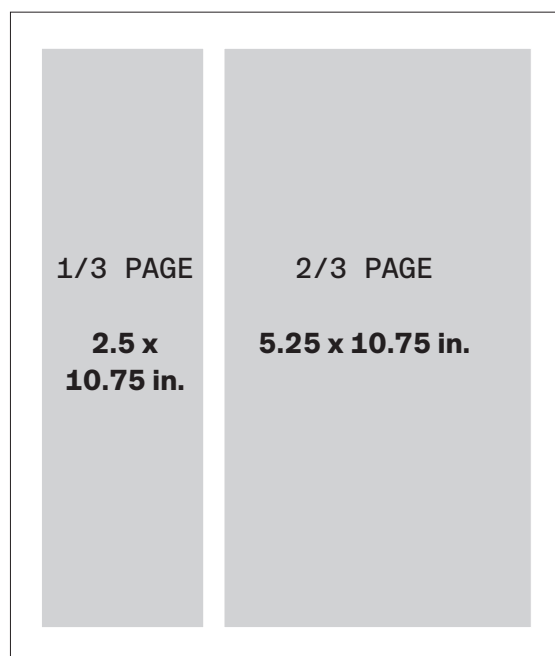
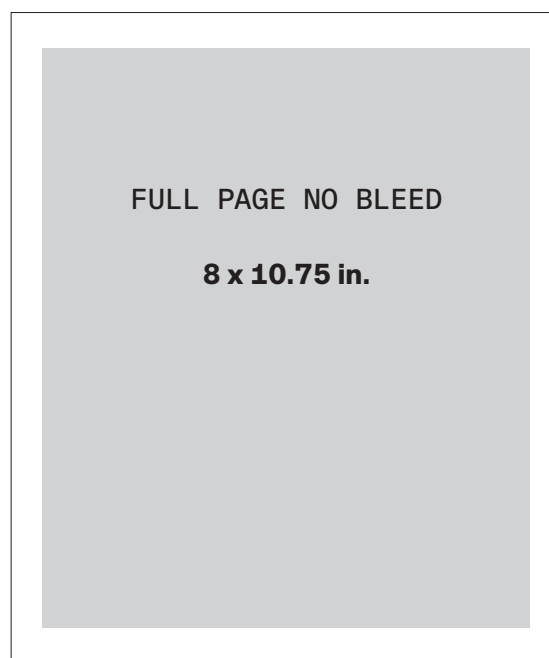
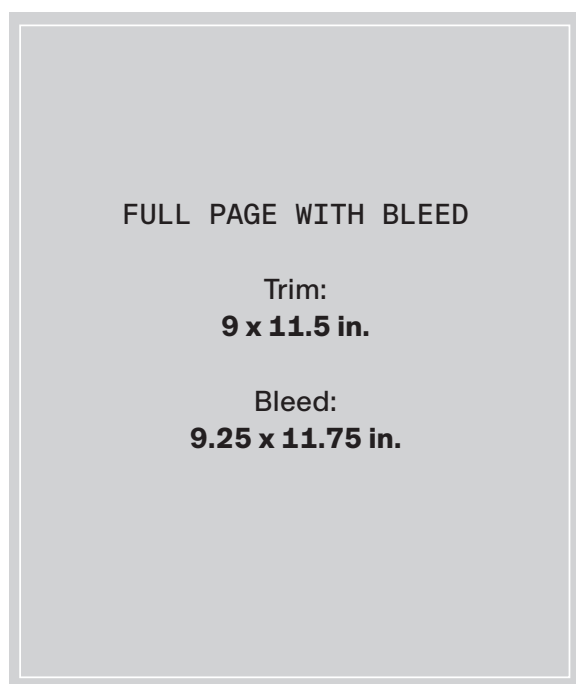
SEND

Email all print art to Jody Cranford at jody@texasarchitects.org.

- 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 or call at 800-818-0289.





THE QUERCUS STELLATA

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 Texan 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, flooring, 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 Home 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.

Sponsored Content

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

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



"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.thetexaspost.com



← Tell the story of your brand and provide an indepth 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 your 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

PROMENTLY 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

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.**

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*

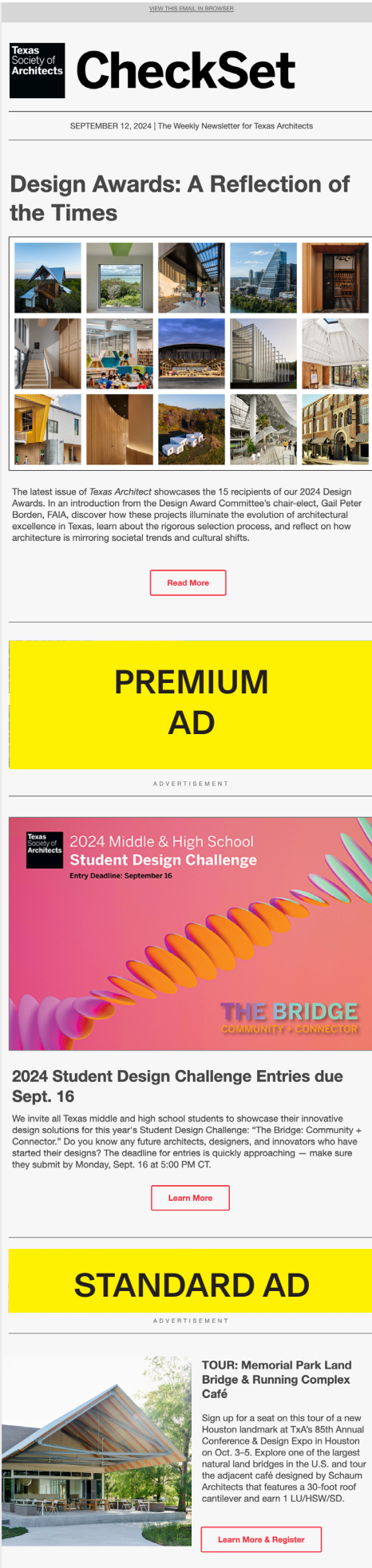
ART SPECIFICATIONS

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

ART DEADLINE

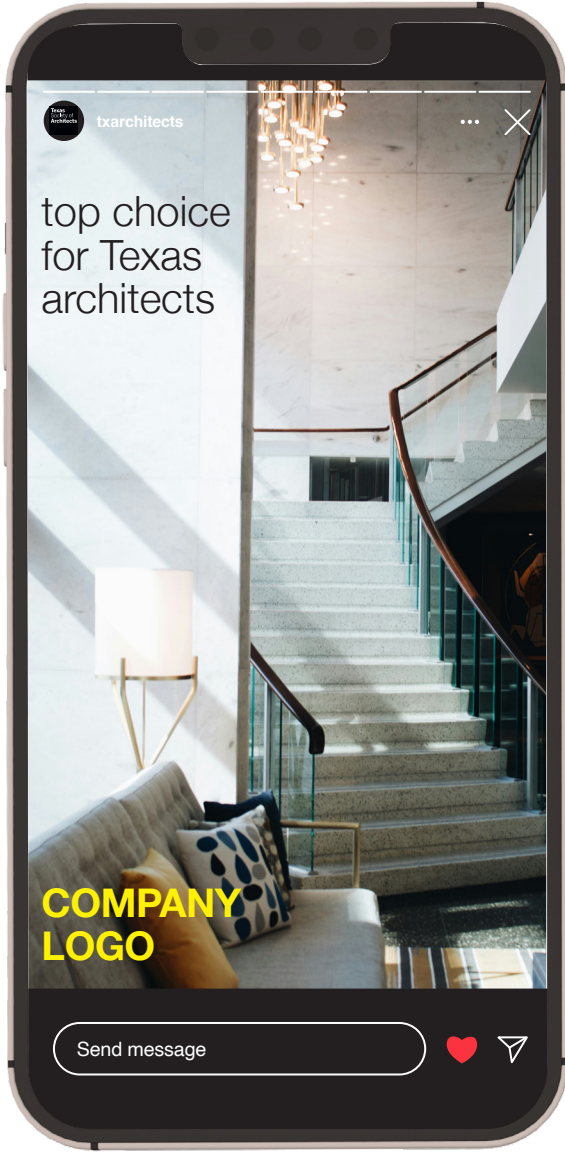
Email your art the **Friday prior** to the week of your ad placement.

WEEKLY ADS



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

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

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

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

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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

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