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.

SOCIAL MEDIA through Sponsored Posts
Engage with our social media audience and gain visibility through TxA’s Facebook and Instagram accounts.
About Texas Architect

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.
## 2021 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Deadlines</th>
<th>Editorial</th>
<th>Ads Close</th>
<th>Ads Due</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>January/February</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Feature:</strong> Projections</td>
<td>Predicting what lies ahead is foolish, but the business of architecture, from a certain view, is to create the future. Today’s drawing becomes tomorrow’s life-shaping construction. In this issue, we look at what architecture is projecting. Plus: Mixed-use buildings and lighting.</td>
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<tr>
<td><strong>Portfolio:</strong> Mixed Use</td>
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<tr>
<td><strong>Products:</strong> Lighting</td>
<td></td>
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</tr>
<tr>
<td><strong>March/April</strong></td>
<td></td>
<td>Editorial</td>
<td>Ads Close</td>
<td>Ads Due</td>
</tr>
<tr>
<td><strong>Feature:</strong> Culture</td>
<td>Architects design buildings, but the project needn’t end there. Also up for design is the very culture of practice, and the person of the architect themselves. In this issue, we tour some of the cultures architects are currently adopting. Plus: Commercial projects and containers.</td>
<td>Editorial</td>
<td>Ads Close</td>
<td>Ads Due</td>
</tr>
<tr>
<td><strong>Portfolio:</strong> Commercial</td>
<td></td>
<td>Editorial</td>
<td>Ads Close</td>
<td>Ads Due</td>
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<tr>
<td><strong>Products:</strong> Containers</td>
<td></td>
<td>Editorial</td>
<td>Ads Close</td>
<td>Ads Due</td>
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<tr>
<td><strong>May/June</strong></td>
<td></td>
<td>Editorial</td>
<td>Ads Close</td>
<td>Ads Due</td>
</tr>
<tr>
<td><strong>Feature:</strong> Material</td>
<td>Construction materials are as determining of architecture’s character as the space defined and the quality of light. In this issue, we feel our way across some of the profession’s current material obsessions, namely mass timber. Plus: Performing arts facilities and surfaces.</td>
<td>Editorial</td>
<td>Ads Close</td>
<td>Ads Due</td>
</tr>
<tr>
<td><strong>Portfolio:</strong> Performing Arts</td>
<td></td>
<td>Editorial</td>
<td>Ads Close</td>
<td>Ads Due</td>
</tr>
<tr>
<td><strong>Products:</strong> Surfaces</td>
<td></td>
<td>Editorial</td>
<td>Ads Close</td>
<td>Ads Due</td>
</tr>
<tr>
<td><strong>July/August</strong></td>
<td></td>
<td>Editorial</td>
<td>Ads Close</td>
<td>Ads Due</td>
</tr>
<tr>
<td><strong>Feature:</strong> Enclaves</td>
<td>Downtown, subdivision, shopping center, campus, arts district — Urban Texas is largely an assembly of special-use enclaves, each with their own culture and architectural typologies. In this issue, we visit some of the state's more interesting architectural groupings. Plus: Housing and residential furniture.</td>
<td>Editorial</td>
<td>Ads Close</td>
<td>Ads Due</td>
</tr>
<tr>
<td><strong>Portfolio:</strong> Housing</td>
<td></td>
<td>Editorial</td>
<td>Ads Close</td>
<td>Ads Due</td>
</tr>
<tr>
<td><strong>Products:</strong> Residential Furniture</td>
<td></td>
<td>Editorial</td>
<td>Ads Close</td>
<td>Ads Due</td>
</tr>
<tr>
<td><strong>September/October</strong></td>
<td></td>
<td>Editorial</td>
<td>Ads Close</td>
<td>Ads Due</td>
</tr>
<tr>
<td><strong>Feature:</strong> Design Awards</td>
<td>In this issue we showcase the winners of the Texas Society of Architects’ 2021 Design Awards program. These projects, selected by a jury of award-winning architects, are diverse in type and exhibit the range and excellence of the state’s architectural program. Plus: Security products.</td>
<td>Editorial</td>
<td>Ads Close</td>
<td>Ads Due</td>
</tr>
<tr>
<td><strong>Portfolio:</strong> Security</td>
<td></td>
<td>Editorial</td>
<td>Ads Close</td>
<td>Ads Due</td>
</tr>
<tr>
<td><strong>Special Insert:</strong> Design Expo Exhibitor Guide</td>
<td>10% Advertising Discount for 2021 Texas Architects Exhibitors!</td>
<td>Editorial</td>
<td>Ads Close</td>
<td>Ads Due</td>
</tr>
<tr>
<td><strong>November/December</strong></td>
<td></td>
<td>Editorial</td>
<td>Ads Close</td>
<td>Ads Due</td>
</tr>
<tr>
<td><strong>Feature:</strong> Mental Health</td>
<td>Behavioral biologists tell us that environmental factors have effects on the well-being of the lifeforms that live in them, so it follows that architecture influences users’ mental health. In this issue, we look how architecture might help those with special needs, as well as those with normal needs, feel better. Plus: Healthcare facilities and products.</td>
<td>Editorial</td>
<td>Ads Close</td>
<td>Ads Due</td>
</tr>
<tr>
<td><strong>Portfolio:</strong> Healthcare</td>
<td></td>
<td>Editorial</td>
<td>Ads Close</td>
<td>Ads Due</td>
</tr>
<tr>
<td><strong>Products:</strong> Healthcare</td>
<td></td>
<td>Editorial</td>
<td>Ads Close</td>
<td>Ads Due</td>
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Ad reservation deadlines subject to change.
## Texas Architect Rates

<table>
<thead>
<tr>
<th>Rates Per Insertion</th>
<th>1x</th>
<th>3x</th>
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<tbody>
<tr>
<td><strong>Display Ads</strong></td>
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</tr>
<tr>
<td>Full Page</td>
<td>$2,400</td>
<td>2,300</td>
<td>1,900</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>1,900</td>
<td>1,800</td>
<td>1,600</td>
</tr>
<tr>
<td>1/2 Island</td>
<td>1,700</td>
<td>1,600</td>
<td>1,400</td>
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<tr>
<td>1/2 Horizontal</td>
<td>1,600</td>
<td>1,500</td>
<td>1,300</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>1,400</td>
<td>1,300</td>
<td>1,200</td>
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<tr>
<td>1/4 Page</td>
<td>1,200</td>
<td>1,000</td>
<td>800</td>
</tr>
<tr>
<td><strong>Marketplace</strong></td>
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<tr>
<td>Double Card</td>
<td>750</td>
<td>680</td>
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<tr>
<td>Business Card</td>
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<td>450</td>
<td>400</td>
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<tr>
<td><strong>Covers</strong></td>
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<tr>
<td>Back</td>
<td>3,200</td>
<td>3,000</td>
<td>2,750</td>
</tr>
<tr>
<td>Inside Front</td>
<td>2,800</td>
<td>2,600</td>
<td>2,350</td>
</tr>
<tr>
<td>Inside Back</td>
<td>2,600</td>
<td>2,400</td>
<td>2,250</td>
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</tbody>
</table>

## 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

## Secure Your Space Now!

For reservation or questions, contact:

**JODY CRANFORD**  
Advertising Manager  
800 818 0289  
jody@texasarchitects.org

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### Online Advertising on txamagazine.org

The editorial content of each issue of *Texas Architect* 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 Ad Rates:**

- **1 Month Minimum**  
  1083px x 208px

  - A. Homepage  
    $300/Month
  
  - B. Homepage + Archive Page  
    $500/Month

**OPTION 2 Ad Rates:**

- **2-Month Exposure**  
  325px x 208px

  - A. Feature Article  
    $200/Issue
  
  - B. Feature Article + 2 Add'l Articles  
    $300/Issue

- **OPTION 1**  
  1083 px (width) x 208 px (height)

- **OPTION 2**  
  325 px (width) x 208 px (height)
### Mechanical Requirements

<table>
<thead>
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<th>Trim ..........</th>
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</thead>
<tbody>
<tr>
<td>Bleed ..........</td>
<td>9.25” x 11.125”</td>
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<tr>
<td>No Bleed ........</td>
<td>9” x 10”</td>
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**FULL PAGE**

<table>
<thead>
<tr>
<th>Island ..........</th>
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</thead>
<tbody>
<tr>
<td>Horizontal ......</td>
<td>7.875 x 4.75”</td>
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</table>

**1/2 PAGE**

<table>
<thead>
<tr>
<th>Vertical ..........</th>
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</thead>
<tbody>
<tr>
<td>Horizontal ..........</td>
<td>5.2 x 4.75”</td>
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</tbody>
</table>

**1/3 PAGE**

<table>
<thead>
<tr>
<th>Vertical ..........</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Business Card ......</td>
<td>3.5” x 2.0”</td>
</tr>
</tbody>
</table>

**MARKETPLACE**

To discuss alternative options, contact Jody Cranford via email or by calling 800 818 0289.

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### How Do I Submit My Ad?

Please provide high-resolution (300 dpi min), CMYK or grayscale print-ready pdf files. Confirm the ad art matches the dimensions listed on this page before sending.

- **Email:** 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.
CheckSet E-Newsletter
Weekly e-newsletter reaches 10,000+ inboxes. Banner ads pushed out to all TxA members.

CheckSet Ad Rates:

<table>
<thead>
<tr>
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<tr>
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<td>$300</td>
</tr>
<tr>
<td>2 Weeks</td>
<td>500*</td>
</tr>
<tr>
<td>4 Weeks/1Month</td>
<td>900*</td>
</tr>
</tbody>
</table>

*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

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

Instagram
Daily Reach: 50,400
Impressions: 185,400*
Total Fans: 4,984
instagram.com/txarchitects

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

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
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- 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)
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STORY Text
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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.

Facebook Rates:
- Ad Post 1083 px x 208 px
  - Image + Text 1083 px x 208 px
  - $300/Push

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

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