



Project Pine House, San Antonio
Architect Cotton Estes Architect
Photographer Dror Baldinger, FAIA

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

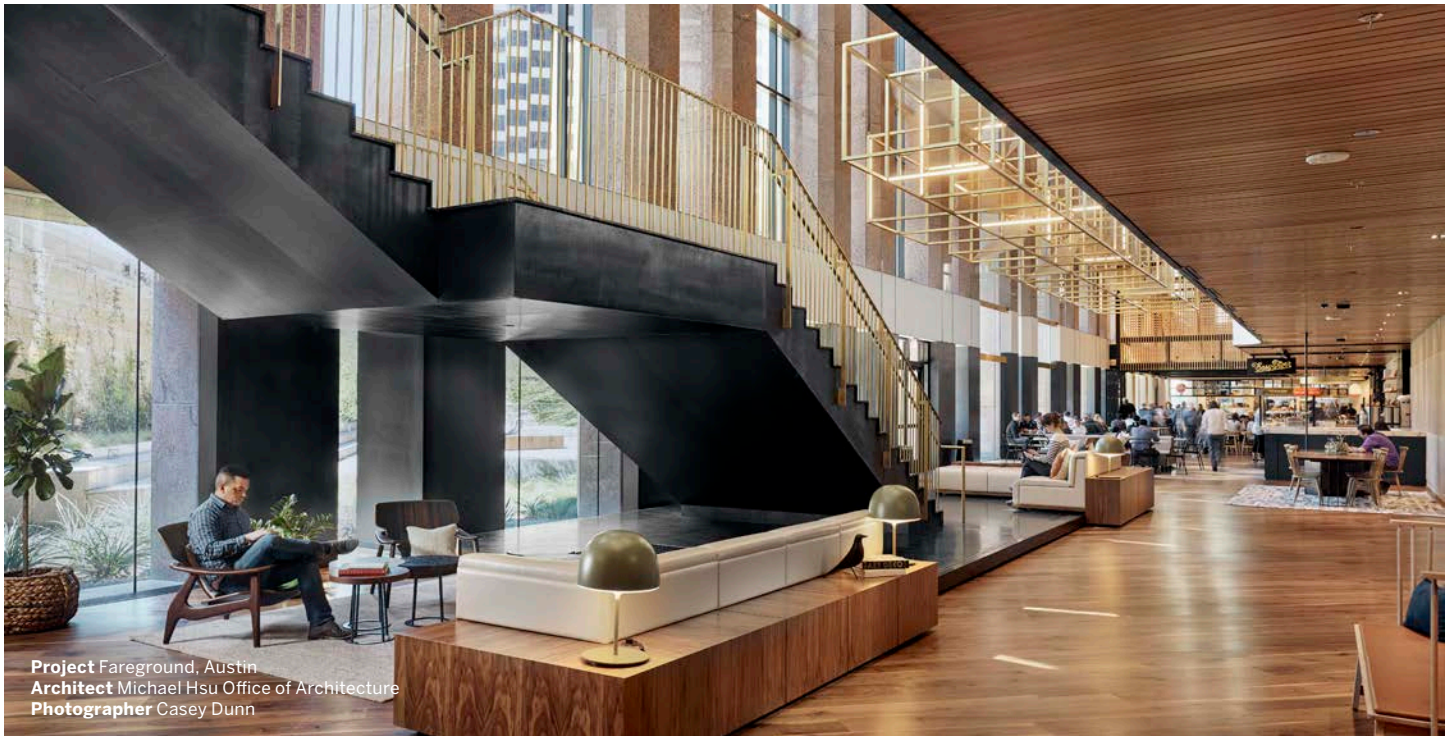
TxA emails over 10,000 inboxes, providing news and updates to the Texas architectural community, keeping them in touch with the state AIA events. CheckSet provides exclusive exposure to those who need consistent visibility in the state. Limited to only three advertisers each week.

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.



Project Fareground, Austin
Architect Michael Hsu Office of Architecture
Photographer Casey Dunn

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



Issue		Deadlines	
January/February			
Feature: Projections	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.	Editorial Sept. 30, 2020	Ads Close Nov. 24, 2020
Portfolio: Mixed Use		Ads Due Dec. 1, 2020	
Products: Lighting			
March/April			
Feature: Culture	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.	Editorial Dec. 2, 2020	Ads Close Jan. 26, 2021
Portfolio: Commercial		Ads Due Feb. 2, 2021	
Products: Containers			
May/June			
Feature: Material	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.	Editorial Feb. 3, 2021	Ads Close March 30, 2021
Portfolio: Performing Arts		Ads Due April 6, 2021	
Products: Surfaces			
July/August			
Feature: Enclaves	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.	Editorial March 30, 2021	Ads Close June 1, 2021
Portfolio: Housing		Ads Due June 8, 2021	
Products: Residential Furniture			
September/October			
Feature: Design Awards	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.	Editorial June 1, 2021	Ads Close July 27, 2021
Products: Security		Ads Due Aug. 3, 2021	
Special Insert: Design Expo Exhibitor Guide		10% Advertising Discount for 2021 Texas Architects Exhibitors!	
November/December			
Feature: Mental Health	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.	Editorial July 27, 2021	Ads Close Sept. 28, 2021
Portfolio: Healthcare		Ads Due Oct. 5, 2021	
Products: Healthcare			

Ad reservation deadlines subject to change.

Texas Architect Rates

Rates Per Insertion:	1x	3x	6x
Display Ads			
Full Page	\$2,400	2,300	1,900
2/3 Page	1,900	1,800	1,600
1/2 Island	1,700	1,600	1,400
1/2 Horizontal	1,600	1,500	1,300
1/3 Page	1,400	1,300	1,200
1/4 Page	1,200	1,000	800
Marketplace			
Double Card	750	680	600
Business Card	540	450	400
Covers			
Back	3,200	3,000	2,750
Inside Front	2,800	2,600	2,350
Inside Back	2,600	2,400	2,250

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!

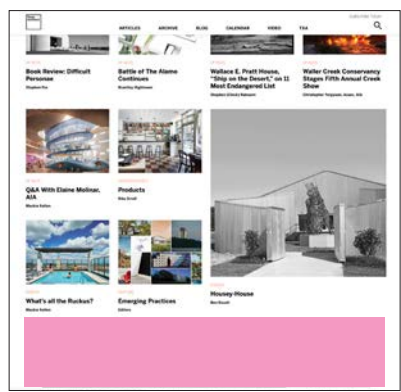
For reservation or questions, contact:
JODY CRANFORD
Advertising Manager
800 818 0289
jody@texasarchitects.org

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

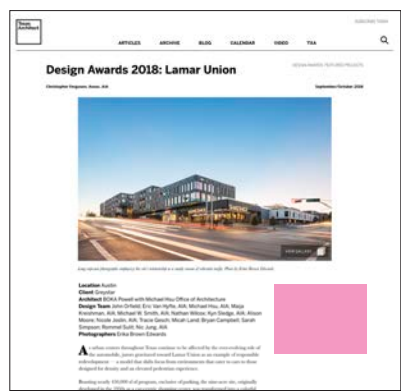
Online Advertising on txamagazine.org

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)



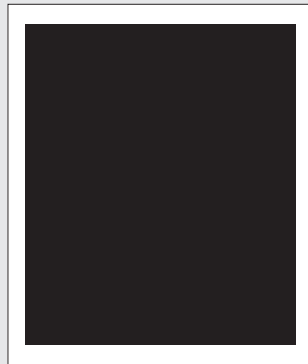
OPTION 2
325 px (width) x 208 px (height)



FULL PAGE



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



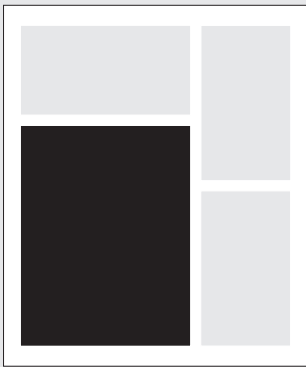
No Bleed 8" x 10"

How Do I Submit My Ad?

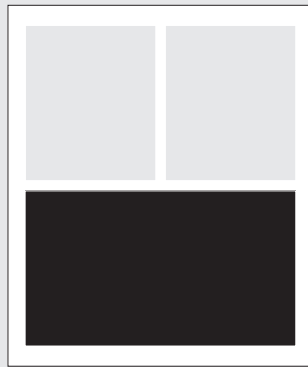
Please provide high-resolution (300 dpi min), CMYK or grayscale print-ready pdf files. Confirm the ad art matches the dimensions listed on this page before sending.

- » **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.

1/2 PAGE

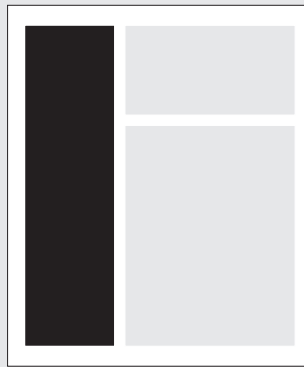


Island 5.2 x 7.2"

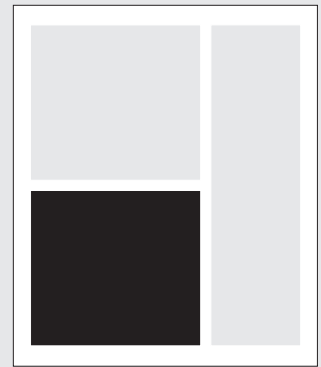


Horizontal..... 7.875 x 4.75"

1/3 PAGE

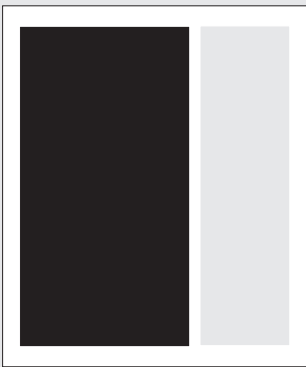


Vertical 2.5 x 9.65"



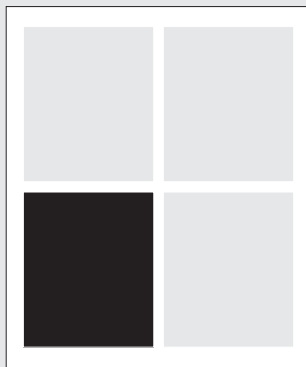
Horizontal..... 5.2 x 4.75"

2/3 PAGE



Vertical 5.2 x 9.65"

1/4 PAGE



Vertical 3.85 x 4.75"

MARKETPLACE

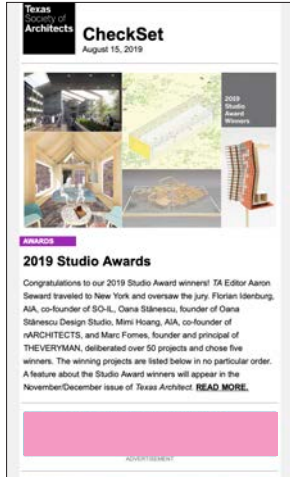


Double Card..... 3.5" x 4.5"
Business Card 3.5" x 2.0"

To discuss alternative options, contact Jody Cranford via email or by calling 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

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

*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

Facebook Rates:

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

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)

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

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.