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 various platforms.

Texas Society of Architects is one of largest AIA components in the nation.
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 7,300+ 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.
## 2022 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>
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<tr>
<td><strong>Feature:</strong> Money/Developers</td>
<td>Developers desire big margins to line their pockets and those of their investors. How are their ambitions interfacing with those of the architects who serve them? In this issue, we consider architecture's entanglement with money. Plus: Transportation and transit-oriented-development projects and lighting products.</td>
<td>Editorial: Sept. 30, 2021</td>
<td>Ads Close: Nov. 24, 2021</td>
<td>Ads Due: Dec. 1, 2021</td>
</tr>
<tr>
<td><strong>Portfolio:</strong> Transportation/TOD</td>
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<tr>
<td><strong>Products:</strong> Lighting</td>
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<tr>
<td><strong>March/April</strong></td>
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<tr>
<td><strong>Feature:</strong> Tourism</td>
<td>As pandemic restrictions have loosened, the hobbled tourism industry is surging back. In this issue, we investigate how tourism and travel shape our cities and communities. Plus: Hospitality projects and surfacing products.</td>
<td>Editorial: Dec. 2, 2021</td>
<td>Ads Close: Feb 2, 2022</td>
<td>Ads Due: Feb. 9, 2022</td>
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<tr>
<td><strong>Portfolio:</strong> Hospitality</td>
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<td><strong>Products:</strong> Surfacing</td>
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<td><strong>May/June</strong></td>
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<tr>
<td><strong>Feature:</strong> Climate</td>
<td>The discourse on climate design is shifting from passive solutions to active measures that address energy generation, carbon sequestering, and other environmental factors. In this issue, we explore the ways in which architecture is seeking to not only do less harm, but actually improve the situation.</td>
<td>Editorial: Feb. 3, 2022</td>
<td>Ads Close: April 1, 2022</td>
<td>Ads Due: April 8, 2022</td>
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<tr>
<td><strong>Portfolio:</strong> Education</td>
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<tr>
<td><strong>Products:</strong> Green Products</td>
<td>Plus: Education projects and green products.</td>
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<td><strong>July/August</strong></td>
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<td><strong>Feature:</strong> Dirt</td>
<td>What’s in the dirt beneath our feet? Beneath our building projects? The health of ecologies is increasingly being tied to the health of the soil. In this issue, we dig down to see how architecture and urbanism projects are addressing soil conditions. Plus: Parks and recreation projects and landscaping products.</td>
<td>Editorial: March 31, 2022</td>
<td>Ads Close: June 1, 2022</td>
<td>Ads Due: June 8, 2022</td>
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<tr>
<td><strong>Portfolio:</strong> Parks &amp; Rec</td>
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<tr>
<td><strong>Products:</strong> Landscaping</td>
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<td><strong>September/October</strong></td>
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<tr>
<td><strong>Feature:</strong> Design Awards</td>
<td>In this issue we showcase the winners of the Texas Society of Architects' 2022 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: Contract Furnishings.</td>
<td>Editorial: June 1, 2022</td>
<td>Ads Close: July 27, 2022</td>
<td>Ads Due: Aug. 3, 2022</td>
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<tr>
<td><strong>Products:</strong> Contract Furnishings</td>
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<tr>
<td><strong>Special Insert:</strong> Design Expo Exhibitor Guide</td>
<td>10% Advertising Discount for 2022 Texas Architects Exhibitors!</td>
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<td><strong>November/December</strong></td>
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<tr>
<td><strong>Feature:</strong> Vacancies</td>
<td>The pandemic was hell on commercial real estate. Vacancies hollowed out downtowns across the country. Will they be filled now that restrictions are lifted, or have we entered the See-Through Years 2.0? In this issue, we shop around the state's downtowns for answers. Plus: Tower projects and facade and cladding systems.</td>
<td>Editorial: July 28, 2022</td>
<td>Ads Close: Sept. 29, 2022</td>
<td>Ads Due: Oct. 6, 2022</td>
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<tr>
<td><strong>Portfolio:</strong> Towers</td>
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<tr>
<td><strong>Products:</strong> Facade and Cladding Systems</td>
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*Ad reservation deadlines subject to change.*
## Advertising Rates

### Texas Architect Rates

<table>
<thead>
<tr>
<th>Rates Per Insertion:</th>
<th>1x</th>
<th>3x</th>
<th>6x</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>
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<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>
</tr>
<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>
</tr>
<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>
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<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>
</tr>
</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 previous 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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SOON: Online Advertising on txamagazine.org

More opportunities coming soon.
Mechanical Requirements

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.

Jody Cranford
800 818 0289 | jody@texasarchitects.org

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

CheckSet E-Newsletter
Weekly e-newsletter reaches 10,000+ inboxes (including all TxA members), with maximum three (3) banner ads per e-newsletter.

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 platforms.

Facebook
- Average Reach: 27%
- Impressions: 116,700*
- Total Fans: 6,400
- facebook.com/txarchitects

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 handle
  - Share link to facebook even, if applicable

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

Instagram Rates:
- IG Story Post (vertical)
  - Image
  - 1080px x 1920px
  - $500/image
- Motion (10 secs)
  - $100/post
- Motion (15 secs)
  - $150/post

LinkedIn
- Average Reach: 22%
- Impressions: 22,500*
- Total Fans: 1,105
- linkedin.com/company/texas-society-of-architects

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

Schedule Options for All Platforms
- Mondays 10:00 – 11:00 a.m.
- Wednesdays 10:00 – 11:00 a.m.

DEADLINE: Artwork must be received a minimum of 7 days prior to release date.

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