

Cite

THE ARCHITECTURE
+ DESIGN
REVIEW OF HOUSTON



77
WINTER
2009
\$7.00

THE ARCHITECTURE
+ DESIGN
REVIEW OF HOUSTON

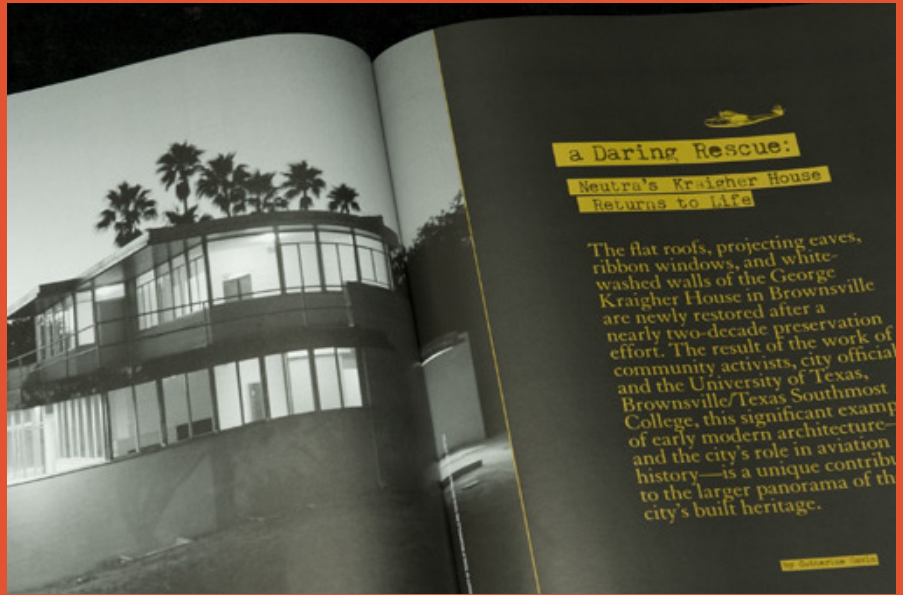
Mature Suburb
Architects as

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FALL

CITE: THE ARCHITECTURE +
DESIGN REVIEW OF HOUSTON

01



Advertising in *Cite* is not ordinary marketing. It not only shows a civic commitment to the Houston region, it reaches truly dedicated readers—people who shape tastes, set industry trends, and lead efforts to improve the quality of life in the city.

Published since 1982, *Cite* is an award-winning quarterly magazine published by the Rice Design Alliance, a non-profit organization formed within the Rice School of Architecture supporting the advancement of architecture, urban design, and the quality of the built environment.

Cite is among the only sources for thoughtful, well-researched analysis on architecture, design, and infrastructure. It is produced with such care, readers save their copies for years.

Offcite.org and Citemag.org

The Rice Design Alliance and the *Cite* editorial committee launched OffCite.org in December 2008 to complement the magazine. OffCite features the authoritative and thoughtful voices found in the print magazine and seeks to bring additional writers to the discussion. The blog publishes reviews, architectural news roundups, photo essay outtakes, podcasts, and more. If bulldozers threaten a historic building, if a new transit plan is announced, the blog aims to provide a forum for reflection, analysis, and action. OffCite.org also showcases and disseminates online archives of the publication, including advertisements.

WHO SEES CITE AND OFFCITE?
HOW WILL ADVERTISING IN *CITE*
HELP YOUR MARKETING?

02



Our current circulation base is approximately 5,000, which includes RDA members and long-time *Cite* subscribers. The publication has an outsized impact because it reaches a powerful cross-section of Houston's business leaders and civil society. The list includes executives and designers in the architecture, engineering, and construction industries; government officials and non-profit leaders; developers and real estate professionals; and lawyers, doctors, journalists, writers, artists, and community advocates. *Cite* is available by subscription and is sold at select newsstands in Houston, including Brazos Bookstore, Issues, River Oaks Bookstore, Barnes & Nobles on West Gray, and the bookstores at The Museum of Fine Arts, Houston, the Menil Collection, and the Contemporary Arts Museum Houston. In addition, *Cite* is distributed by Ingram Periodicals, providing magazines to bookstores and outlets nationwide. Remaining copies are circulated through architecture schools and libraries across Texas.

CITE AT A GLANCE

Readership

The majority of our readers live in the denser, more affluent area inside Loop 610. The rest of our members tend to live in the affluent western suburbs outside of Loop 610 and inside the Beltway.

- 66% of our readers earn \$75,000 - \$150,000 plus annually
- 67% of our readers are age 36 and older
- 32% of our readers collect the magazine
- 57% of our readers are in the architecture, engineering, and construction professions

Circulation Mix

Paid Subscribers 50% | Newsstand 16% | Schools, government officials, non-profits 34%

Pricing:

Single Copy \$7 | Basic Subscription Rate \$25

WEB PRESENCE AT A GLANCE

Readership:

The web presence of *Cite*, including ricedesignalliance.org and OffCite.org has a global audience with a core Houston readership that is steadily growing. Google Analytics reports close to 100,000 users in the past year.

GRANTS, AWARDS,
AND PRAISE

03



Cite has received awards from the Art Directors Club of Houston, Houston Chapter of the American Institute of Architects, the National Trust for Historic Preservation, the Houston Press Club, the Sons of the Republic of Texas, the Texas Society of Architects, and *Print Magazine*. *Cite* has also been nominated for the prestigious Chrysler Corporation's Award for Innovation in Design, which honors six outstanding designers or design teams each year. *Cite* has been supported by grants from the National Endowment for the Arts, Houston Endowment Inc., the Susan Vaughan Foundation, Houston Arts Alliance, and the Texas Commission for the Arts.

WHAT OTHERS ARE SAYING ABOUT CITE:

"I find *Cite* to be thorough, imaginative, always stimulating, and responsive to the diversity of the Houston community."

- **Larry McMurtry**

"*Cite* is one of the liveliest and most interesting journals on architecture and urbanism being produced today."

- **Robert Brueggemann, University of Illinois at Chicago**

"I know of few other publications in America that have so consistently, and at such a perceptive and sophisticated level, promoted high quality design as a mission of education and improvement... I am devoted to it and read every issue with great interest, even though I live a half continent away."

- **Laurie D. Olin, FASLA, Hon. AIA, FAAR**

"I thoroughly enjoyed 'Boom Times For Texas School Design' in the Fall 2008 issue of *Cite*. It should be required reading of every superintendent of schools, every school board, and each member of our Texas legislature (particularly.)"

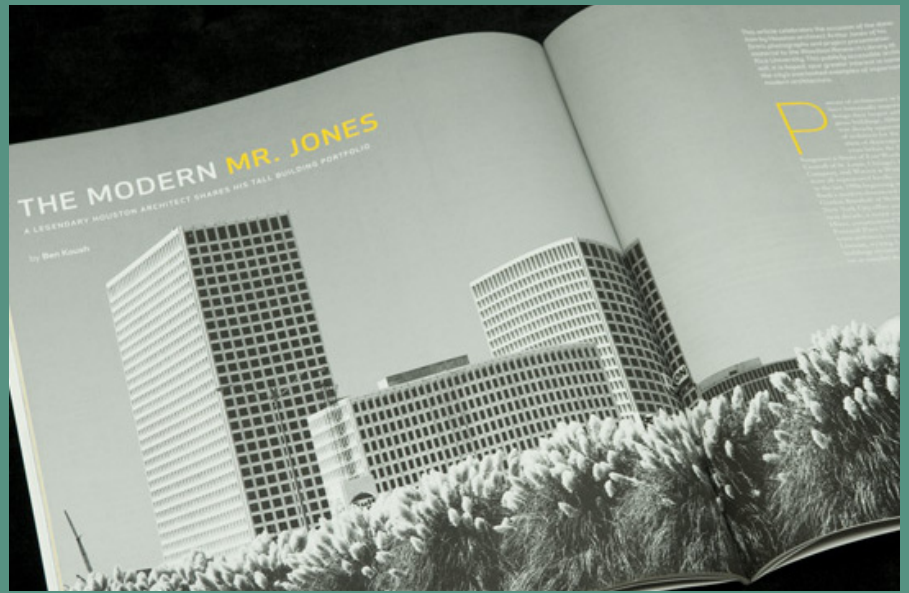
- **John O. Greer, Wallie E. Scott Professor of Architectural Practice, Texas A&M University**

"We want the community to become a collaborator rather than an adversary...[A] good model has been *Cite* in Houston, which focuses mainly on the city in all its complexity and quirkiness instead of only its buildings."

- **David Dillon, former architecture critic for *The Dallas Morning News*, 1941-2010**

CONTENT

04



REGULARLY OCCURRING FEATURES

Architecture, art and culture, urban planning, sustainability, place, preservation, community, public space, transportation, graphic design, interior design, houses, civic art, parks, museums, materials, interior design, community, infrastructure, and engineering.

Cite mixes an appreciation of high design with a shot of down and dirty civic engagement. The cover of the first issue, published in 1982, was graced by the image of a sewer manhole. “Trading Toilets: The Subterranean Zoning of Houston” shared the feature well with a review of the Renzo Piano-designed Menil Collection and an interview of Cesar Pelli.

EDITORIAL CONTENT

Each issue includes short pieces called **Citings**, which are usually timely and easily read pieces on individuals, notable buildings, art shows, or other topics. Feature articles form the core of the magazine and generally range from two to eight pages. The Readings section includes book reviews and short book notes. Hindcite, the last page of the issue, often expresses a perspective through creative writing and graphics.

EDITORIAL BOARD

05



EDITORIAL BOARD

Cite's coverage of architecture and design is reviewed by an editorial committee made up of experts, and executed by Editor Raj Mankad.

Nicola Springer, Chair - Vice President, Kirksey Architecture

Terrence Doody - Professor of English, Rice University

Monica Savino - Principal, Savino Architecture

Barry Moore - Senior Associate, Gensler

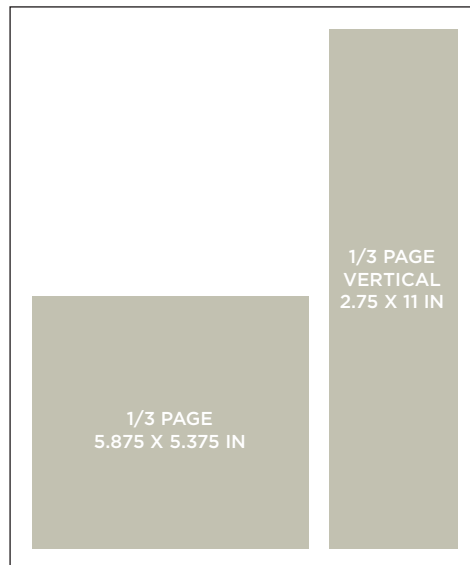
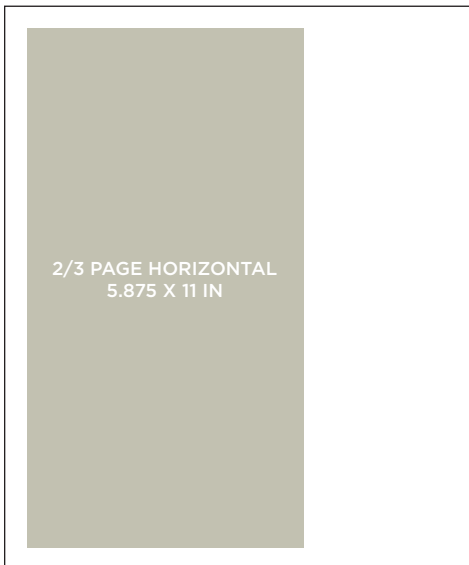
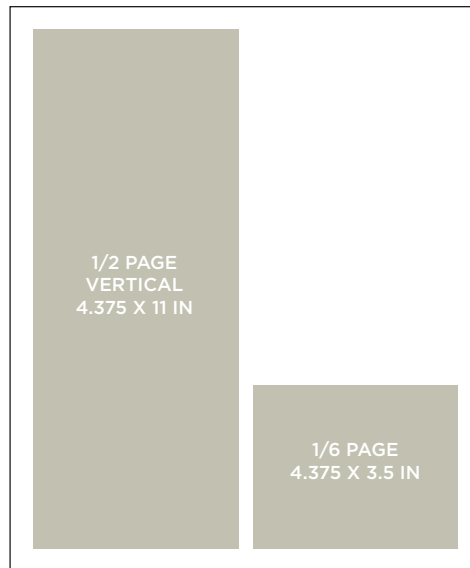
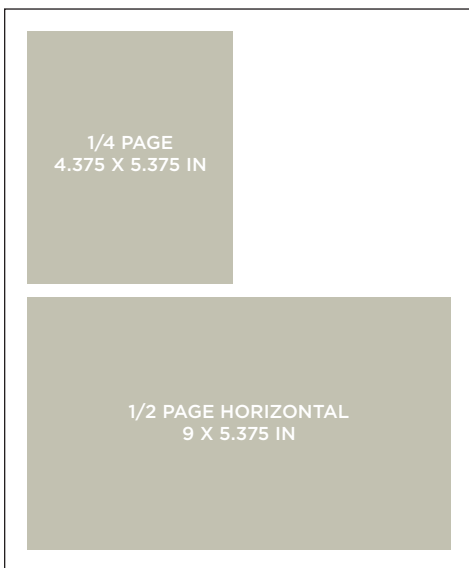
Ronnie Self - Associate Professor, Gerald D. Hines College of Architecture, University of Houston

Matt Johnson - Assistant Professor, Gerald D. Hines College of Architecture, University of Houston

Margaret Culbertson - Director, Kitty King Powell Library, Bayou Bend Collection and Gardens, Museum of Fine Arts, Houston

Rich Levy - Executive Director, Inprint

06



**FULL PAGE ADS: FULL BLEED - 10.26 X 12.25
(LIVE AREA - 9.75 X 11.75)
INSET - 9 X 11**

PRODUCTION SPECIFICATIONS FOR CITE

1 Disclaimer that color may vary due to the printing process and paper stock.

2 Submit ad by email.

3 File types supported: TIFF, EPS, PDF.

4 Resolution: 300 dpi only. Anything less cannot be used.

5 All color ads must be CMYK. RGB and PMS (Pantone Matching System) colors are not accepted.

6 Black and white ads must be in Grayscale. CMYK, RGB, or PMS are not acceptable for B/W ads.

7 Fonts: all fonts must be converted to outlines.

8 Bleed: fractional ads in *Cite* do not bleed. All ad sizes are a reflection of live image area. Full page ads with a bleed should refer to the ad size spec sheet.

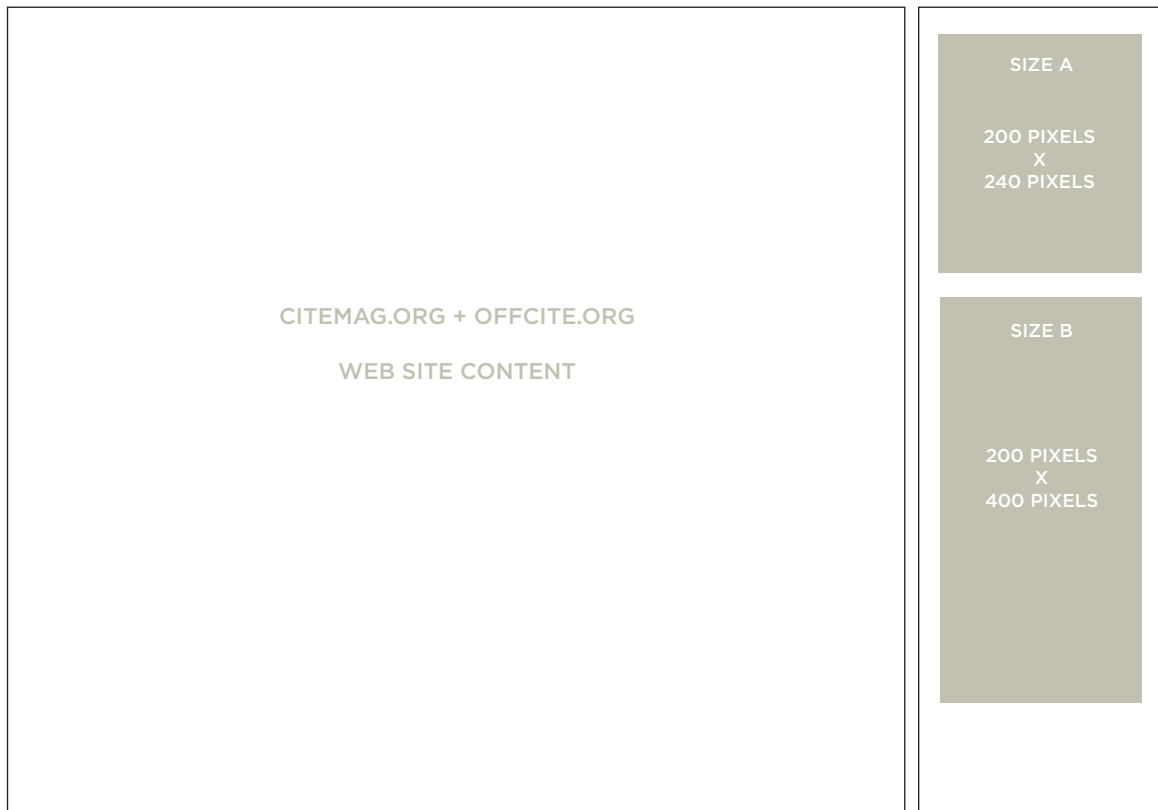
9 All ads must have a bounding box - at least .5 points thick.

10 Recommendations for printability and legibility.

* Rule lines should be at least .5 points thick.

* Type safety: type should be placed 3/4" inside the trim area/bounding box.

06

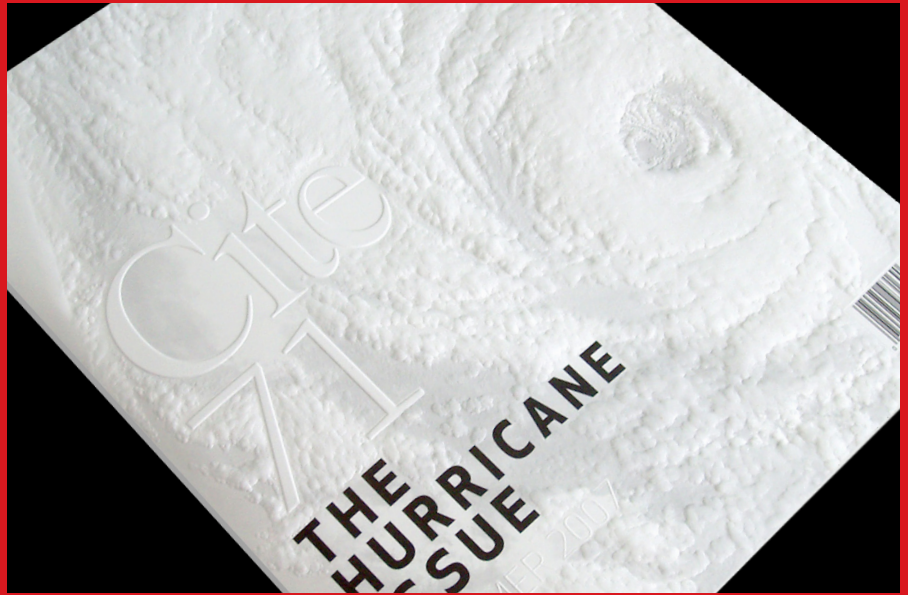


PRODUCTION SPECIFICATIONS FOR OFFCITE.ORG

- 1 File type: JPEG, GIF
- 2 Size and Resolution: 200 pixels by 240 pixels, or 200 pixels by 400 pixels at 72 dpi
- 3 Link: Indicate exact URL for link
- 4 No animated links
- 5 Reporting: Advertisers will be provided site statistics bi-annually and on request

ADVERTISING RATES

07



CITE ADVERTISING RATES FOR 2015

MAGAZINE DISPLAY ADS

RATES PER INSERTION	1X	2X	4X
1/6 PAGE	\$ 385.00	\$ 320.00	\$ 290.00
1/4 PAGE	\$ 630.00	\$ 525.00	\$ 420.00
1/3 PAGE	\$ 780.00	\$ 675.00	\$ 570.00
1/2 PAGE	\$ 1,025.00	\$ 920.00	\$ 815.00
2/3 PAGE	\$ 1,200.00	\$ 1,050.00	\$ 925.00
FULL PAGE	\$ 1,470.00	\$ 1,260.00	\$ 1,050.00

ONLINE ADS

RATES PER INSERTION	4 MONTHS	8 MONTHS	12 MONTHS
200 X 240 PIXELS	\$ 185.00	\$ 120.00	\$ 100.00
200 X 400 PIXELS	\$ 320.00	\$ 300.00	\$ 290.00

PLACEMENT CONSIDERATIONS

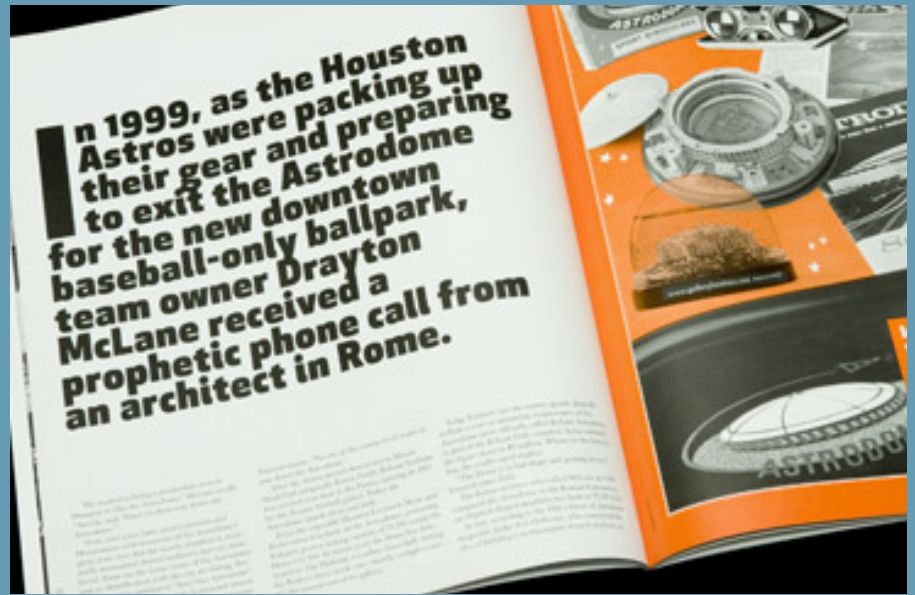
- All partial ads (1/6, 1/4, 1/3, 1/2, 2/3) run after the feature articles.
- Premier position for ads include the inside of the front cover, full-page ads before the Table of Contents, inside the back cover, and the back cover. These positions can be guaranteed at an additional cost to the advertising rate per insertion and through contracts for multiple insertions.

ONLINE

- If you are interested in online advertising please let us know and we will work with you on an excellent placement.

HOW TO SUBMIT AD

To place an ad in *Cite*, please contact **Raquel Puccio** by phone at **713.348.4876**, by fax at **713.348.5924**, or by email at rda@rice.edu.



96
FEB/MARCH 15

Art and Architecture

Texas is in the spotlight for its art-related architecture with new additions to MFAH (Steven Holl), Menil (Johnston Marklee), and the Kimbell (Renzo Piano). Project Row Houses has achieved international fame for its work in the Third Ward. Cite is better positioned than other publications to bring the in-depth attention these projects deserve.

97
MAY/JUNE 15

Optimism

The issue reimagines what living in Houston could be like — how we live, work, and play; how do we move through the city? An infographic-heavy piece would set up challenges that we face. The issue will then make various ambitious design visions personal and human.

98
SEPTEMBER 15

Landscape

Houston is in the midst of a second golden age of parks creation. Trails along the bayous, Memorial Park master planning, Hermann Park's Centennial Gardens, and other projects have involved local firms and brought many of the nation's leading designers to Houston. This issue will consider what has been built and proposed .

99
DECEMBER 15

Preservation

The attitudes and law regarding preservation of historic neighborhoods has changed in Houston. The city is home to the first protected mid-century neighborhood in the country. This issue will look at the future of our history.

ADVERTISING CONTRACT

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CITY

STATE

ZIP

EMAIL ADDRESS

WEBSITE

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FREQUENCY (NO. OF INSERTIONS)

BEGINNING WITH CITE #

COST PER ISSUE

TOTAL CONTRACT

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TITLE

SIGNATURE

DATE

ACCEPTED FOR CITE BY

SIGNATURE

TITLE

METHOD OF PAYMENT

CHECK (MADE PAYABLE TO THE RICE DESIGN ALLIANCE)

VISA

MASTERCARD

ACCOUNT NUMBER

NAME ON CARD

EXPIRATION DATE

SIGNATURE (REQUIRED FOR CREDIT CARDS)