

# ANNUAL REFERENCE GUIDE INCLUDING THE BUYERS GUIDE AND VERTICAL MARKETS SECTIONS

## ➤ Spring 2016

Reservations Due: 12/11/2015 | Copy Due: 1/5/2016 | Mail Date: 1/29/2016

## 2016 Buyers Guide and Vertical Markets Sections

### ➤ Here's What You Get

- Unlimited online profile available for 1 year on SpeechTechMag.com for Tier 2 and above.
- Profile included in the print issue of *Speech Technology* magazine's spring edition.
- Full integration with all of our online content: All of your editorial mentions are aggregated into your profile. (Tier 2 profile and above only.)
- Depending on level of participation—Your logo with a link to your profile is displayed under every article on SpeechTechMag.com where your company is mentioned.
- Depending on level of participation—Links to your social networking sites: Facebook, LinkedIn, Twitter, blogs, YouTube.
- Incorporate a video window right into your listing for an additional fee.
- For Half-Page Profiles and Above—Lead generation: Incorporate five links to your white papers, case studies, or landing pages on your site.
- Improve your SEO with in-bound links from a quality source.

### ➤ Promotion & Distribution

- Reach more than 12,000 *Speech Technology* magazine print readers; more than 10,000 SpeechTechMag.com visitors each month; and more than 16,000 email subscribers on a weekly basis—great branding exposure.
- Promoted in every newsletter for the entire year.
- Promoted on the homepage and under every article that mentions your company.
- Distributed at SpeechTEK, Customer Service Experience, and CRM Evolution conferences taking place May 23–25, 2016 in Washington, D.C.

## ➤ Rates

### Online-Only Profile (1 Year) – \$1,000

- Link to your social media networks—Twitter, LinkedIn, Facebook accounts.
- Company statement, products, and services.
- All editorial mentions of your company are automatically aggregated under your listing.
- Your logo is served automatically under any article mentioning your company.
- Choose unlimited Topic Centers and Vertical Markets selections.
- Five links to your case studies, white papers, archived webcasts, or special landing pages.
- Add a video window right into your listing.

### Tier 1 – \$350

- Print only—does not include Online Profile
- Company name, address, phone, fax, email, and website
- Company listing in one Topic Center or Vertical Markets category

### Tier 2 – \$1,200

- Includes Online Profile for 1 year
- Logo, company name, address, phone, fax, email, website, 50-word corporate description, and/or product description
- Company listing in unlimited Topic Centers and Vertical Markets categories for both online and print versions

### Tier 3 – \$1,600

- Includes Online Profile for 1 year
- Logo, company name, address, phone, fax, email, website, five online links, 150-word corporate description, and/or product description
- Company listing in unlimited Topic Centers and Vertical Markets categories for both online and print versions

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## ANNUAL REFERENCE GUIDE INCLUDING THE BUYERS GUIDE AND VERTICAL MARKETS SECTIONS *(continued)*

### ➔ Rates *(continued)*

#### **Tier 4 – \$2,900**

- › Includes Online Profile for 1 year
- › Logo, graphic (product or screen shot), company name, address, phone, fax, email, website, 10 online links, 300-word corporate description, and/or product description
- › Company listing in unlimited Topic Centers and Vertical Markets categories for both online and print versions

#### **Tier 5 – \$3,500**

- › Includes Online Profile for 1 year
- › Logo, graphic (product or screen shot), company name, address, phone, fax, email, website, 10 online links, 300-word corporate description, and/or product description
- › Company listing in unlimited Topic Centers and Vertical Markets categories for both online and print versions
- › White Paper for lead gen, up to 750 words of content

