

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)

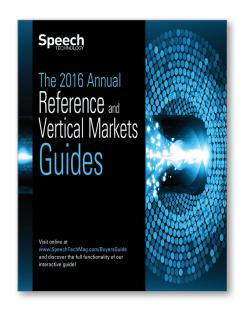
Rates (continued)

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



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