

ANNUAL REFERENCE GUIDE INCLUDING THE BUYERS GUIDE AND VERTICAL MARKETS SECTIONS

Spring 2018

Reservations Due: **12/15/2017** | Copy Due: **1/1/2018** | Mail Date: **1/31/2018**

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 and as part of the PDF issue promoted for 90 days for download.
- › 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.
- › Improve your SEO with in-bound links from a quality source.

Promotion & Distribution

- › Reach more than 30,000 *Speech Technology* magazine print and online readers—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, Smart Customer Service, and CRM Evolution conferences taking place April 9–11, 2018, in Washington, D.C.



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➤ Rates

Integrated Online Profile (1 Year)	\$1,000
<ul style="list-style-type: none"> › 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. › Includes Basic Company Listing in print. 	
Tier 1 – Basic Listing – Print Only Option	\$400
<ul style="list-style-type: none"> › Company name, address, phone, fax, email, and website in printed directory › Company listing in only one Topic Center for print versions only 	
Tier 2 – 1/4 Page Profile – Online and Print	\$1,500
<ul style="list-style-type: none"> › Includes Online Profile for 1 year › Logo, company name, address, phone, fax, email, website, 100-word corporate description, and/or product description in print version › Company listing in unlimited Topic Center categories for both the Buyers Guide and Vertical Markets Guide sections 	
Tier 3 – 1/2 Page Profile – Online and Print	\$1,800
<ul style="list-style-type: none"> › Includes Online Profile for 1 year › Logo, company name, address, phone, fax, email, website, 150-word corporate description, and/or product description in print version › Company listing in unlimited Topic Center categories for both the Buyers Guide and Vertical Markets Guide sections 	
Tier 4 – Full Page White Paper/Case Study Summary Online and Print <i>(Includes 3-month lead-gen program)</i>	\$3,500
<ul style="list-style-type: none"> › Includes Online Profile for 1 year › Basic Listing in the alphabetical section of the Guide › Logo, graphic (product or screen shot), company name, address, phone, fax, email, website, 750-word white paper summary › Choose unlimited Topic Centers for both the Buyers Guide and Vertical Markets Guide sections › Receive leads on standalone promotion of your paper AND contact information on readers downloading the PDF issue until April 1, 2018 	