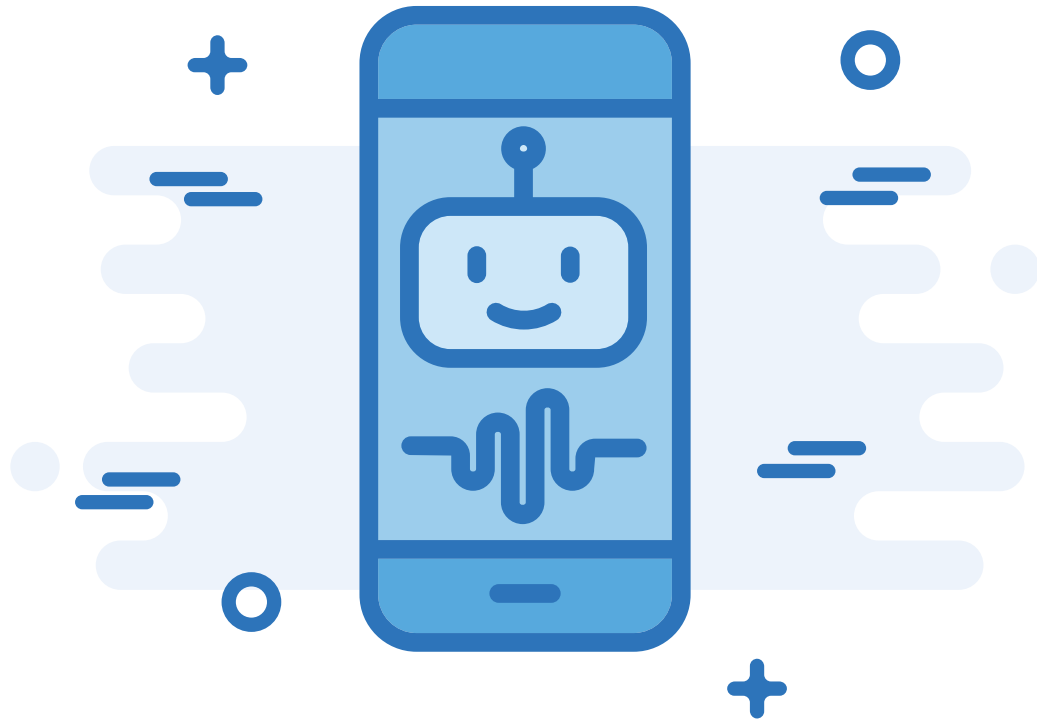


Speech
TECHNOLOGY



THE 2019
ANNUAL
REFERENCE
GUIDE



*Newly
Revised*



SPEECH TECHNOLOGY MAGAZINE'S

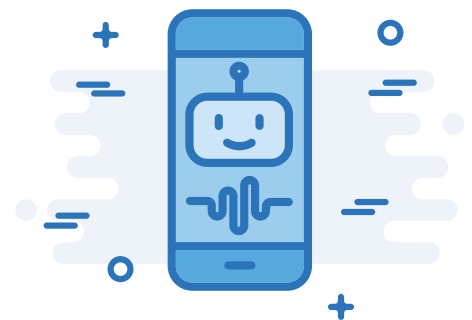
2019 ANNUAL REFERENCE GUIDE

The speech technology industry is a diverse and dynamic one. Keeping up with the latest trends and technologies is tough—if not impossible. This year's Annual Reference Guide is a one-stop repository for everything you need to know about the industry for the upcoming year. From analytics to voice biometrics, the Annual Reference Guide will be the go-to resource for industry professionals!

This program is designed for companies looking to raise awareness and interest in their speech technology solutions and services. No matter which level of sponsorship you choose, participation in this year's Reference Guide will bring you to the forefront of the marketplace.

We hope you'll join us and be a part of this unique publication.

—*The Speech Technology Magazine Team*



SPEECH TECHNOLOGY MAGAZINE'S

2019 ANNUAL REFERENCE GUIDE

Circulation: 13,000+ including print, online, and downloadable PDF

The Annual Reference Guide covers trends and opportunities related to speech technology solutions and services.

HERE'S WHAT YOU'LL FIND IN THE ANNUAL REFERENCE GUIDE:

"STATE OF" ARTICLES ...

A look at the major developments and trends in six important industry sectors:

- Intelligent Virtual Assistants
- Assistive Technologies
- Speech Analytics
- Artificial Intelligence
- Voice Biometrics
- Speech Developer Platforms
- Speech Engines (Text-to-Speech, Speech Recognition/IVR)

ANNUAL REFERENCE GUIDE PROFILES ...

Highlight your company, products, or services with a Solutions Directory profile in the *Annual Reference Guide*. Industry Directory profiles are positioned alphabetically, and your company can index its solutions in 39 topic centers and/or 19 industry solution segments.

AD SPACE DEADLINE	<i>December 14, 2018</i>	Contact: LaShawn Fugate Publisher, <i>Speech Technology</i> magazine 859-278-2223 x104 lashawn@infotoday.com
INDUSTRY DIRECTORY AND DISPLAY AD MATERIAL DUE	<i>January 4, 2019</i>	
MAIL DATE	<i>January 30, 2019</i>	

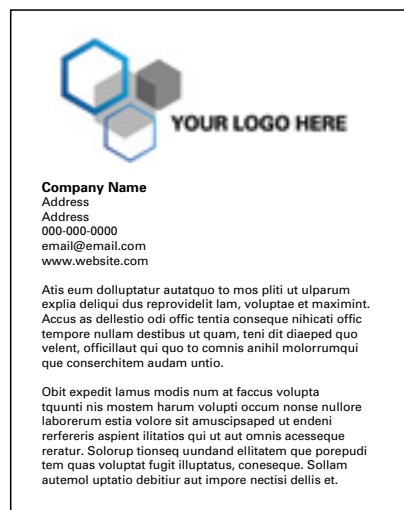
2019 ANNUAL REFERENCE GUIDE

TIER 1 – 1/4 PAGE PROFILE – ONLINE AND PRINT

BENEFITS INCLUDE:

- Online Profile for 1 year
- Links to your social media networks—Twitter, LinkedIn, Facebook
- 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
- 1/4 Page Profile (logo, company name, address, phone, fax, email, website, and 100-word company description) in print issue
- Does not include lead gen campaign

Total Cost: **\$1,200**

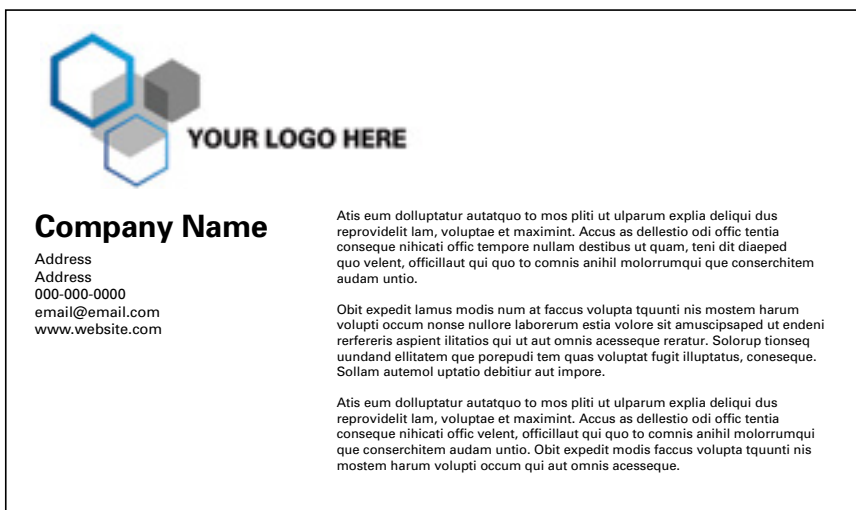


TIER 2 – 1/2 PAGE PROFILE – ONLINE AND PRINT

BENEFITS INCLUDE:

- Online Profile for 1 year
- 1/2 Page Profile (logo, company name, address, phone, fax, email, website, 150-word company description, and/or product description) in print issue
- Company listing in unlimited Topic Center categories and Vertical Markets selections
- Does not include lead gen campaign

Total Cost: **\$1,500**



TIER 3 – FULL PAGE WHITE PAPER/CASE STUDY SUMMARY – ONLINE AND PRINT

BENEFITS INCLUDE:

- Online Profile for 1 year
- 1/2 Page Profile (logo, company name, address, phone, fax, email, website, 150-word company description, and/or product description) in print issue
- 750-word White Paper Summary including logo, graphic (product or screen shot), company name, address, phone, fax, email, and website
- Company listing in unlimited Topic Center categories and Vertical Markets selections
- Receive leads on standalone promotion of your paper AND contact information on readers downloading the PDF issue until April 1, 2019

Total Cost: **\$3,000** (includes 3-month lead-gen program)

White Paper/ Case Study Headline Here



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CHOOSE FROM THESE TOPIC CENTERS

Analytics	Mobile Solutions	Text to Speech
Artificial Intelligence	Natural Language Understanding	Translation/Globalization/ Localization Services
Chatbots	Omnichannel Technology	Tuning Solutions
Cognitive Learning	Proactive Engagement	Usability Testing
Customer Interaction Technologies	Professional Services/Consulting	User Interface Design
Customer Self-Service	Smart Devices	Virtual Assistants
Development Tools and APIs	Speaker Identification/ Authentication	Visual IVR
Embedded Solutions	Speaker Verification/Biometrics	Voice Control
Intelligent Agents	Speech Recognition	Voice Prompt Recording Services
Internet of Things (IoT)	Speech to Text	Voice Search
Machine Learning	Testing Solutions	Workforce Optimization Solutions

CHOOSE FROM THESE VERTICAL MARKETS CATEGORIES

Advertising	Entertainment/Gaming	Retail
Assistive Technology	Financial Services/Insurance	Technology
Automotive/Telematics	Government/Security	Telecommunications
Call Centers	Healthcare/Pharmaceutical	Travel/Transportation
Consumer Electronics	Hospitality	Utilities
Distribution/Warehouse	Manufacturing	
Education	Nonprofit	

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ADVERTISING

SPONSORSHIPS

OPTIONS	TOTAL
<input type="checkbox"/> Tier 1	<u>\$1,200</u>
<input type="checkbox"/> Tier 2	<u>\$1,500</u>
<input type="checkbox"/> Tier 3	<u>\$3,000</u>

AD MATERIAL SUBMISSION INSTRUCTIONS

Email LaShawn with the information:
lashawn@infoday.com

ARTWORK SPECS

Logos must be supplied as CMYK EPS (Mac format). ALL logos must be sent from a vector-based drawing program. Please convert all fonts to outlines and save image as an EPS file. If that is not possible, then logos must be sent as TIFF or JPEG files at least 300dpi with an output size of at least 5". NOTE: GIF files are not useable.

COMPANY INFORMATION

Company Name _____
 Address _____
 City _____ State _____ ZIP _____
 Contact Name _____ Title _____
 Telephone _____ Fax _____
 Email _____ URL _____

PAYMENT INFORMATION

Payment Method Credit Card Check
 Credit Card Type American Express Discover MasterCard/Visa
 Name of Card Holder _____ Credit Card Number _____
 Expiration Date _____ Signature _____
 Total Quantity of Ads Ordered _____ Total (NET) \$ _____
 Placement Details _____

TERMS AND CONDITIONS: Advertiser is responsible for supplying appropriate artwork by the material due date. Where a multiple insertion contract is in force, the publisher will pick up advertiser's most recent issue if new artwork is not received by this date. All advertising is subject to the publisher's approval. The publisher receives the right and has the sole discretion to reject any advertising. Acceptance of an advertisement does not imply an endorsement by *Speech Technology*. Advertiser, and advertising agency assume liability for all content of advertisements printed. All prices are net. All invoices due upon receipt, once an open account is established. A 1.5% per-month late charge will be added to invoices over 30 days past due. Frequency rates are based on the total number of insertions of a 1/3-page or more within the contract year. Credits will be applied to current accounts for advertisers who increase frequency or space during the contract period. Advertisers who do not complete a scheduled advertising contract will be subject to short rate. All cancellations must be received in writing prior to the space reservation date. Information Today, Inc. reserves the right to make adjustments to the advertising rates.

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